

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Thursday, January 9, 2014**

Present:

Chair Councillor Matt Gaspar  
Angela Mielecki

Mayor Wally Cheer  
Deputy Clerk/Treasurer Sharon Ferretti

Councillor Ian Gould

Chair Councillor Gaspar called the meeting to order at 7:00 p.m.

1. ADOPT AGENDA

Additions: BA-3-Sunset Park Cleanup  
BA-4-Cartoon Map

It was moved by Mayor Cheer, seconded by Angela Mielecki to adopt the agenda as amended.

**CARRIED**

2. DELEGATES

3. MINUTES

M-1-Minutes December 5, 2013

It was moved by Mayor Cheer, seconded by Councillor Gould to adopt the minutes as presented.

**CARRIED**

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1: Council update

- Golden Spruce Trail moving along very well.

BA-2-Action Plan – please see attached

Mention of 2014 budget concerns i.e. advertising & brochures; promotion of St. Mark's as a tourist attraction + cost of lock + framed photographs + open 1 hour earlier.

BA-3-Sunset Park Cleanup

Date set for the cleanup is Sunday, May 4, 2014. It will be advertised on the Village's facebook closer to the date.

BA-4-Cartoon Map

Clarification on budget year for this Centennial expense.

5. ORIGINAL CORRESPONDENCE

C-1-Letter to B.C. Ferries from Council

Copies will be sent to the Minister of Transportation, Misty Isles Economic Development Society, Council of the Haida Nation, and Northern B.C. Tourism.

6. NEW BUSINESS

NB-1-Guide to Haida Gwaii 2014 ad booking

If submitted by end of January there is a 5% savings. Councillor Gould will contact Dianne King to determine number of words required re: submitting article on Port's 100<sup>th</sup>.

It was moved by Councillor Gould, seconded by Mayor Cheer

THAT we request Council to commit up to \$500.00 for ad in the Guide to Haida Gwaii 2014 with the focus to be on the Centennial celebrations for Port Clements.

**CARRIED**

Adjournment

Meeting was adjourned by Mayor Cheer at 8:30p.m.

  
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Councillor Matt Gaspar, Chair

  
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Sharon Ferretti, Deputy/Clerk Treasurer

Village Of Port Clements Tourism Committee Action Plan 2013			
#	ITEM	IMMEDIATE ACTION	RESOLVE
1	Ground Work done before bring tourists in	Signs drawing people in; maybe place in pull-out spots; locate mostly on highway south of Port to catch people driving in north direction	Wayne Nicol will speak with Nathan Voogd, Area Manager for Roads, for approval before moving ahead on construction.
2	Port Visitor Center - Fan Tour	-be organized & prepare in a timely manner - choose a day when Yakoun Inn open; treat guests to lunch afterwards - do the paddle; show what else Port has, etc. i.e. Government Dock, Rainbow Wharf	Start to Organize *so can get invites out early Need to wait until info centres have hired their staff. Set up to do in April/May Luncheon;transportation;kayaks; Invite MaryLou of MIEDS
3	Website/Blog	Marilou Shroeder – MIEDS has been doing the Port Clements blog. Successful in terms of interest shown; Tweets & Hits are high numbers. Councillor Ian Gould will act as coordinator to stay on top of things; he will take it to Mary Lou.	Challenge in getting an individual with available time. Requires a 3-5 paragraph submission + a picture to go with each paragraph.
4	Maze at entrance of Sunset Trail	Need a design Do in increments to keep costs minimal Need to find funding to build; then need funding to maintain. *Maybe can hire students	Get a design approved for 2014; move forward 2015. Federal Gov't offering good deal for hiring students *project could take 3 years or so to complete
5	Golden Spruce Trail	Upgrades ready in time for 100 <sup>th</sup> Celebrations	Moving along very well; ahead of time + possibly under budget.
6	Google Ad Works/ Twitter	-Ian prepared to look into for Centennial -Twitter needs someone on it constantly	Ian will have a report in February
7	Port Clements brochures	New brochure for Port Clements specific for Centennial and/or for general promotional use *Request has been put forward to Council to consider in budget meetings. *Request for ideas from community on facebook	- Fall 2014 - Get a design prepped. - Get a quote from Advantage Printers. 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies - Promote Golden Spruce Trail
8	Integrate St. Mark's in Centennial	Ian suggested a service be held in August 2014; tie in with music festival and fall fair/farmer's market	