

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Tourism Committee, July 10, 2014 7:00 p.m.

AGENDA

1. ADOPT AGENDA.
 2. DELEGATES.
 3. MINUTES.
M-1- Regular meeting June 12, 2014
 4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.
BA-1- Council Update-Mayor Cheer
BA-2- Update on July 1st Navy Visit
BA-3- Lock for St. Mark's
BA-4- Action Plan
 5. ORIGINAL CORRESPONDENCE.
 6. NEW BUSINESS.
NB-1- Invites to join Tourism Committee
NB-2- Ad for 2015 Travel Guide
 7. REPORTS & DISCUSSIONS
- ADJOURNMENT.

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, June 12, 2014

Present:

Chair Councillor Matt Gaspar	Mayor Wally Cheer
Angela Mielecki	Marissa Lyner
Deputy Clerk/Treasurer Sharon Ferretti	

Chair Councillor Gaspar called the meeting to order at 7:32 p.m.

1. ADOPT AGENDA

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes May 8, 2014

It was moved by Mayor Cheer, seconded by Angela Mielecki to adopt the regular meeting minutes as presented.

CARRIED

M-2-Minutes May 29, 2014

It was moved by Mayor Cheer, seconded by Angela Mielecki to adopt the July 1st Navy Visit minutes as presented.

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1- Council update-Mayor Cheer

Nothing to report.

BA-2-Lock for St. Mark's church

It was moved by Mayor Cheer, seconded by Angela Mielecki

THAT we proceed with the purchase of a keypad lock for St. Mark's church to allow access for Tourists.

CARRIED

BA-3-July 1st Navy Visit

It was moved by Mayor Cheer, seconded by Angela Mielecki

THAT we request Council to approve up to a maximum of \$1,000.00 to cover the expenses for the June 30th barbeque for the Navy visit.

CARRIED

It was moved by Mayor Cheer, seconded by Angela Mielecki

THAT we request Council to approve up to a maximum of \$1,000.00 to cover the shuttle bus services, to be provided by First Canada ULC, required for touring activities in Port Clements on July 1st for the Navy personnel.

CARRIED

BA-4-Action Plan

See attached.

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

7. REPORTS & DISCUSSIONS

Adjournment

Meeting was adjourned by Angela Mielecki at 9:47p.m.

Councillor Matt Gaspar, Chair

Sharon Ferretti, Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan June 2014			
#	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	Ensure approvals in place before proceeding with construction. Nathan Voogd, Area Manager for Roads.
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	- Request \$200 from Council Wally will send letters/invites end of March re: numbers for luncheon - wait until info centres have hired their staff. Do in April/May Luncheon; transport; kayaks; Invite MaryLou of MIEDS Friday, May 23rd Timing per tide table. Include Golden Spruce Trail. Provide lunch.
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.	Councillor Gaspar will contact Alan Lore concerning taking on this task. Tie in with brochure once work on that in the Fall 2014.
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 th Celebrations	Grand Opening decision passed onto Council. Mayor Cheer will contact BC Parks re: their grand opening date.
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	- Get more quotes - 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	Service idea cancelled and made into a function. Historical Society interested in doing this task. Keypad lock prices range \$95 - \$209 \$300 approved; status of purchase to be determined. Have a barbeque day.
9	Northword Magazine	Article and/or small ad to be submitted in the April/May and/or June/July issues	Ad submitted for the June/July issue; waiting for proof for final approval.

Done

FALL 2014
For 2015Set for
June 27,
2:00p.m.

Done

Sharon Ferretti

From: Kim Mushynsky <cao@portclements.ca>
Sent: June-09-14 2:52 PM
To: w.cheer@portclements.ca; Ian Gould; Matt Gaspar
Cc: Sharon Ferretti; Public Works
Subject: Keypad for St. Marks

It has been determined that it is unlikely that a keypad lock will integrate with our existing panic hardware at St. Mark's. We are required to have panic hardware inside because it is a public building. The brand/series of panic hardware that exists in there right now is not listed as compatible with any keypad system currently on the market. We could risk ordering the keypad that is compatible with the most similar panic hardware brand/series to the one we have but there is no guarantee that it will work and it costs about \$750 (freight and taxes) so it would be an expensive mistake. Alternately, if the issue is simply a secure way to give people access to a key to the building, we could put a keypad lockbox on the church and then give tourists the code to the lockbox. Inside the lockbox would be a key to the facility which they use and replace the key back in the lockbox. This option is quite inexpensive and the combination on the lockbox can be changed easily enough to ensure security. The downside of this option is that someone could accidentally (or intentionally) keep the key rather than replacing it in the lockbox and then we would be forced to rekey the church lock. We may be able to get around this by securing the key in the lockbox with a chain or something along that line so it would not be taken accidentally for sure.

Alternately, we could bypass the existing locking mechanism altogether (ie: leave it "unlocked") and install a separate deadbolt keypad that we could set up for use in the summer and then revert to our existing system for winter. I do not know the building code so I am uncertain about how/if this option impacts that or not.

Kim Mushynsky - BBA

Chief Administrative Officer

Village of Port Clements

Box 198

Port Clements, BC

V0T1R0

250 557-4295



Village Of Port Clements Tourism Committee Action Plan July 2014			
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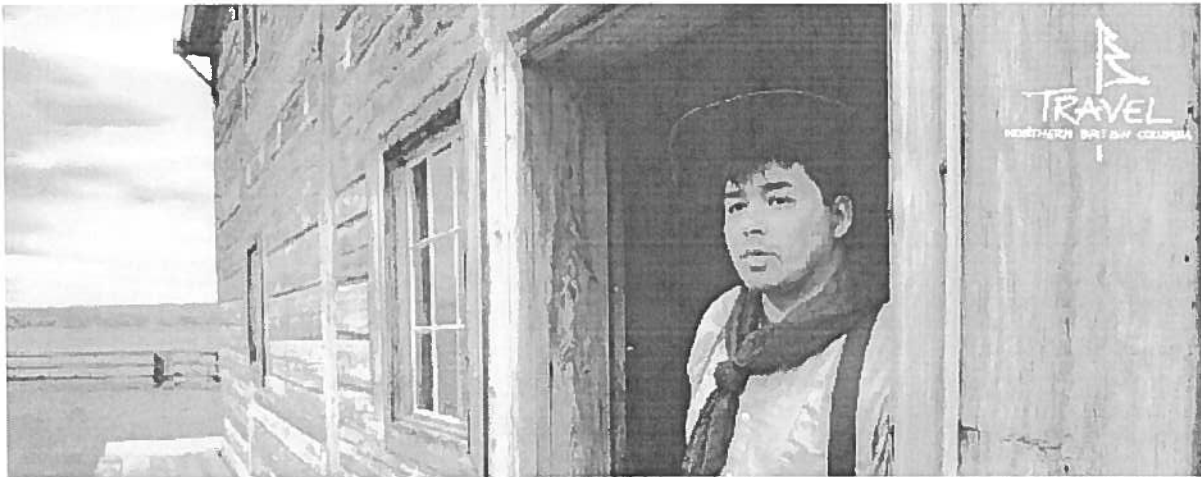
Sharon Ferretti

From: VoPC Office <office@portclements.ca>
Sent: July-10-14 10:24 AM
To: deputy@portclements.ca
Subject: FW: Important News/Response needed from Northern BC Tourism

From: Northern BC Tourism [mailto:susan=nbctourism.com@mail221.atl121.mcsv.net] **On Behalf Of** Northern BC Tourism
Sent: Thursday, July 10, 2014 9:15 AM
To: office@portclements.ca
Subject: Important News/Response needed from Northern BC Tourism

News & Response requested from Northern BC Tourism

[View this email in your browser](#)

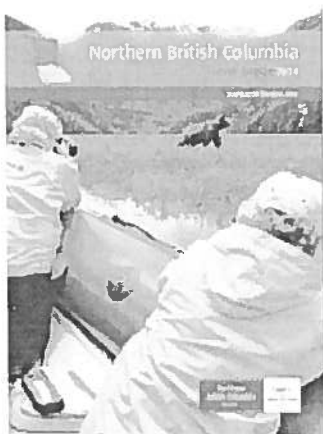


Northern British Columbia
Tourism
1274 Fifth Avenue
Prince George, BC V2L
3L2
250-561-0432

Advertising available in 2015 Travel Guide

Pre-production of the 2015 Northern British Columbia Travel Guide has begun! Stunning photography and great travel trips have made our publication one of the most visitor-requested travel guides to British Columbia. This is your opportunity to advertise in the official vacation guide of the Northern BC region, which inspires visits from all over the world to Northern British Columbia.

[View the 2014 Northern BC Travel Guide online](#)



Northern BC Tourism's
Prince George office:
250-561-0432

Staff:

Anthony Everett, CEO
anthony@nbctourism.com

Clint Fraser, Strategic
Planning & Marketing
clint@nbctourism.com

Blaine Estby, Community
Engagement
blaine@nbctourism.com

Tasha Peterson,
Marketing & Projects
tasha@nbctourism.com

Susan Clarke, Travel
Media Relations
susan@nbctourism.com

Lois Arlt, Finance
lois@nbctourism.com

April Moi, Community

The annual Northern BC Travel Guide is stocked in **all** British Columbia Visitor Centres, as well as in hotels, tourism businesses and airports. The guide is distributed at key travel and outdoors shows in Canada and abroad. The print edition is a run of 80,000 copies, and the e-book format is hosted in HelloBC.com. Inclusion in the e-book - with clickable advertising links - is at no extra cost to advertisers.

The Northern BC Travel Guide is tourism businesses' direct link to guests and residents of Northern BC! [Get more information and book your ad space now.](#)

The Advertisement Booking deadline is September 8, 2015 and Advertising Materials deadline is October 3, 2014.

Contact Linda Roberts for more information:

Phone: 250-719-0950 Fax: 250-782-4719
sales@nbctourism.com

Allow us to contact you

Please allow Northern BC Tourism permission to continue to contact you with tourism news, cooperative marketing program information, and invitations to Northern BC Tourism-sponsored events. With the new Canadian Anti-Spam Legislation (CASL) in effect, **we require your consent** - within the next two years - to continue to contact you by email.

Development, East
april@nbctourism.com
Phone: 250-793-0062

Jill Fisher, Travel Trade &
Community Development,
West
jillian@nbctourism.com
Phone: 250-600-0660

Should you not respond, we are required to remove you from our e-news contact list. With our huge region, we do not want to miss anyone who wants to hear from us, so please take a minute to confirm your interest. You can still unsubscribe at **any time**, with the unsubscribe button at the bottom of all of our newsletters. For more on CASL, please see: www.fightspam.gc.ca

Canada Games = Tourism opportunity

Northern BC is hosting the largest multi-sport and cultural event in Canada this coming February. The 2015 Canada Winter Games will draw thousands of visitors to Prince George and northern BC to watch the nation's best young athletes - our future Olympic champions - compete. Hosting the 2015 Canada Winter Games is bringing over 3500 athletes, coaches, officials, volunteers **and** nation-wide exposure to our doorstep, providing the perfect opportunity to showcase the communities that make up the incredible Northern BC region.

With citizens from across the country visiting our region, tourism will play an important role in these games! Northern BC Tourism has been involved with these games for years, with staff members holding key volunteer roles.

In the spring of 2012, Northern BC Tourism Association (NBCTA) purchased the "Official Tourism Marketing Partner" Community Partner

sponsorship for the 2015 Canada Winter Games. This sponsorship was formed to support the communities in the Northern BC region with participation in the 2015 Canada Winter Games. The games were won in Prince George through a bid process that encompassed the **entire Northern BC region** and this partnership will allow communities from every corner of Northern and Central BC to take part.

With tourism-based activation plans being finalized, Northern BC Tourism will be reaching out to communities across our region this summer. Through a partnership with Destination BC, we are creating a new **WorldHost Program** with the capacity to train up to 7, 000 people in Northern BC, as well as a legacy component to train additional WorldHost facilitators in northern communities. Strategic partnerships have been formed with Tourism Prince George and Aboriginal Tourism British Columbia to strengthen the tourism message during the Games. In addition, space has been confirmed for our games-time activation directly in the Canada Games Plaza.

Host a Torch Relay Celebration?

Three communities in Northern/Central BC will have the chance to hold a larger 2014 Canada Winter Games Torch Relay celebration. One celebration in each the Northwest, North-Central and Northeast BC are up for grabs! The deadline is near for

communities to express their interest, so don't delay. Find out about the [Community Torch Celebration Challenge](#).

Light Up the North!

Torchbearer Nomination is open for the 2015 Canada Winter Games. One hundred and fifty people in northern BC will have the opportunity to carry the Canada Games torch and share their story. Nominate yourself or someone who has inspired and supported you in the pursuit of your passion. [Canada Winter Games Torchbearer program](#).

Northern
British Columbia
REGION



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Northern British Columbia Tourism Association · 1274 Fifth Ave · Prince George, British Columbia V2L 3L2 · Canada

MailChimp

NORTHERN BRITISH COLUMBIA

2015 TRAVEL GUIDE

MEDIA KIT



Your direct link to guests
residents of Northern BC

Make sure your business advertises in
one of the most visitor requested British
Columbia Travel Guides! The Northern
British Columbia Travel Guide is
the official vacation guide for the
Northern BC region.

The 2015 Northern British Columbia Travel Guide is designed to inspire and entice potential visitors. The guide will answer questions potential visitors have about vacationing in Northern BC. The 2015 guide will have stunning photography that will enable the visitor to imagine themselves in Northern BC. Things to see and do will be listed throughout the guide for the region.

The Northern British Columbia Travel Guide is used extensively throughout the tourism industry, both at home and abroad, to attract visitors to the region.

Advertising Sales:

Linda Roberts

Call: 250-719-0950

Email: sales@nbctourism.com

Fax: 250-782-4719

Additional ebook interactive version

The Northern British Columbia Travel Guide will be available in a clickable ebook format available from www.NorthernBCTourism.com. With a link from your ad directly to your website!



SUPER, NATURAL
BRITISH COLUMBIA*

CANADA

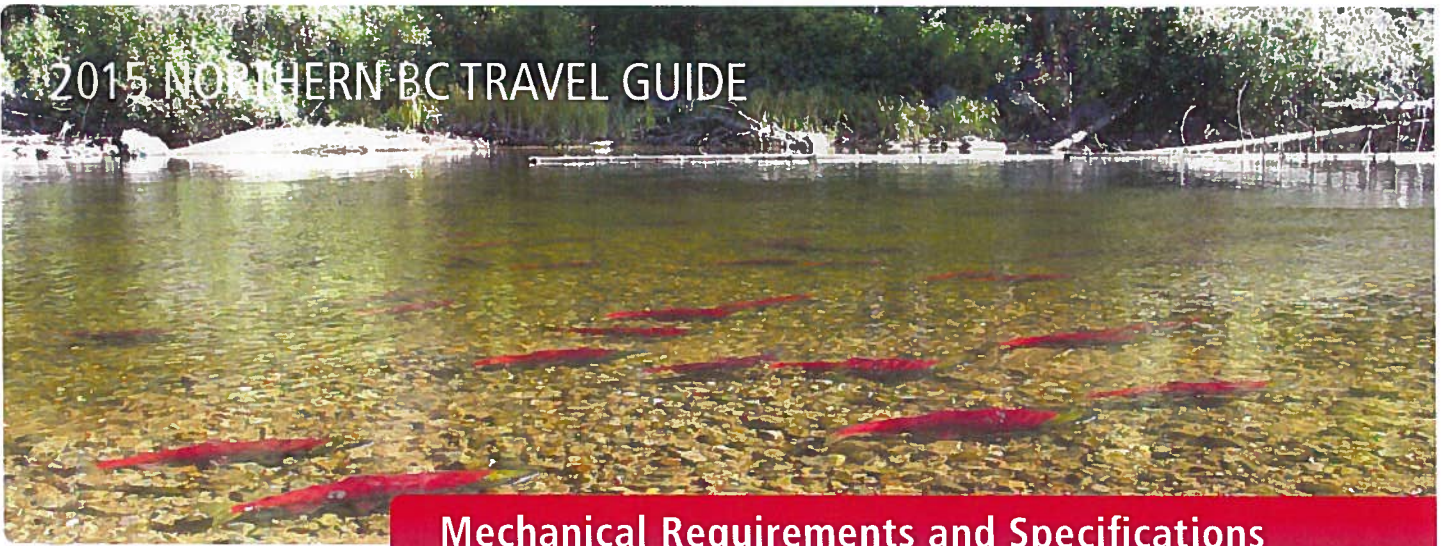
Booking Deadline:

September 7, 2014

Publishing Date:

December 15, 2014

2015 NORTHERN BC TRAVEL GUIDE



Mechanical Requirements and Specifications



Supply Press Ready Advertisements to:

Crystal MacDonald
 Concept Design Ltd.
 Phone: 250-564-1309
 Fax: 250-564-0793
 Email: crystal@conceptdesign.ca
 www.conceptdesign.ca

2015 Northern BC Travel Guide Produced By:

Northern BC Tourism Association
 127 45th Avenue
 Prince George, BC
 V2L 3L2
 www.NorthernBCTourism.com

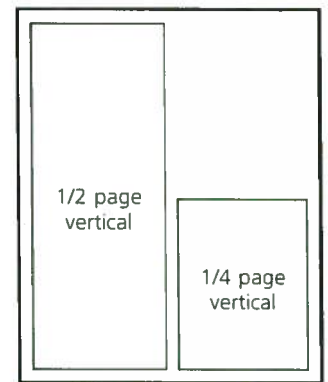
Contact: Clint Fraser
 Strategic Planning and Marketing
 Phone: 250-561-0432 Ext 202
 Fax: 250-561-0450
 Email: clint@nbctourism.com

Guide layout and design by:
 Concept Design Ltd.

Mechanical Requirements

Advertising Size:	Width:	Height:
1/12 Page Horizontal	3.375"	1.5"
1/8 Page Horizontal	3.375"	2.375"
1/4 Page Vertical	3.375"	4.875"
1/3 Page Horizontal	7.0"	3.125"
1/3 Page Vertical	3.375"	6.5"
1/2 Page Vertical	3.375"	9.875"
1/2 Page Horizontal	7.0"	4.875"
Full page (no bleed)	7.0"	9.875"
Full page*	8.0"	10.75"
Back Cover*	8.0"	10.75"
Inside Back Cover*	8.0"	10.75"

*Allow for 1/4-inch bleed on all full pages



Specifications

Digital Files:

- MACINTOSH FILES ONLY in CMYK format
- Adobe InDesign
- QuarkXpress (4.0 or later)
 (Include supporting files, fonts, artwork & photo images)
- Adobe Illustrator EPS files (10 or later)
 (Convert all fonts to outlines & embed images)
- Photoshop TIFF, EPS & JPEG (8 or later)
 (Resolution 300DPI colour & grayscale, 1200 ppi for bitmap)
- Press Ready PDF file
- **NO OTHER FILE FORMATS ACCEPTED**

Media:

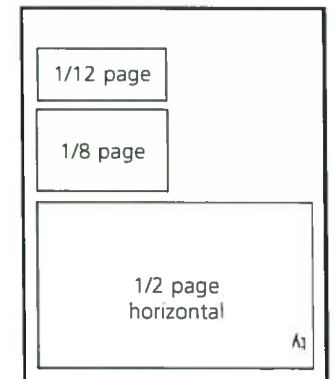
- FTP site (contact Concept Design for access information)
- Email (Maximum 10MB) • CD / DVD

Fonts:

- Must supply Mac compatible fonts in PostScript format
 (NO TrueType fonts accepted)

Extra Charges:

If press ready material does not conform to Publisher's mechanical requirements, the advertiser will be billed for any additional costs. Changes to existing ads may be subject to additional charges.

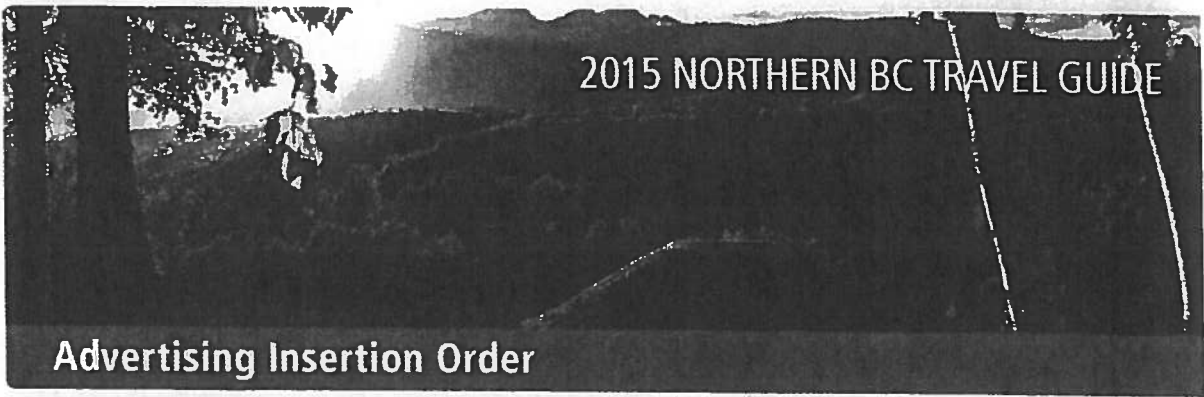


Ad Material:

All ad material to be supplied to Concept Design Ltd.
 Proofs will not be provided for ads supplied press ready

Booking Deadline:
 September 8, 2014

Publishing Date:
 December 15, 2014



2015 NORTHERN BC TRAVEL GUIDE

Advertising Insertion Order

Advertising Rates:

1/12 Page	<input type="checkbox"/>	\$ 510
1/8 Page	<input type="checkbox"/>	\$ 864
1/4 Page	<input type="checkbox"/>	\$ 1,413
1/2 Page	<input type="checkbox"/>	\$ 1,963
1/2 Page	<input type="checkbox"/>	\$ 2,472
Full Page	<input type="checkbox"/>	\$ 3,954
Inside Back Cover	<input type="checkbox"/>	\$ 5,391
Back Cover	<input type="checkbox"/>	\$ 5,517
Double Page	<input type="checkbox"/>	\$ 7,505

Advertising Sales:

Linda Roberts
Call: 250-719-0950
Email: linda@nbctourism.com
Fax: 250-782-4719

NOTE: *Additional costs will apply for advertising graphic design services. No guaranteed ad placement.

Ad cost	\$	<input style="width: 90%;" type="text"/>	TOTAL \$ <input style="width: 80%;" type="text"/>
Subtotal	\$	<input style="width: 90%;" type="text"/>	
+ 5% GST	\$	<input style="width: 90%;" type="text"/>	

Billing Information

Company Contact
 Address City
 Postal Code Telephone Fax
 Email

Form of Payment

- I will forward payment by cheque upon receipt of invoice
- I wish to pay by VISA

- New advertising copy will be supplied
- Use 2014 Travel Guide ad without changes
- Use 2014 Travel Guide ad with changes
- Graphic design services required

Proofs will not be sent out for ads provided press ready.

Card No. Expires

Authorizing Signature Date

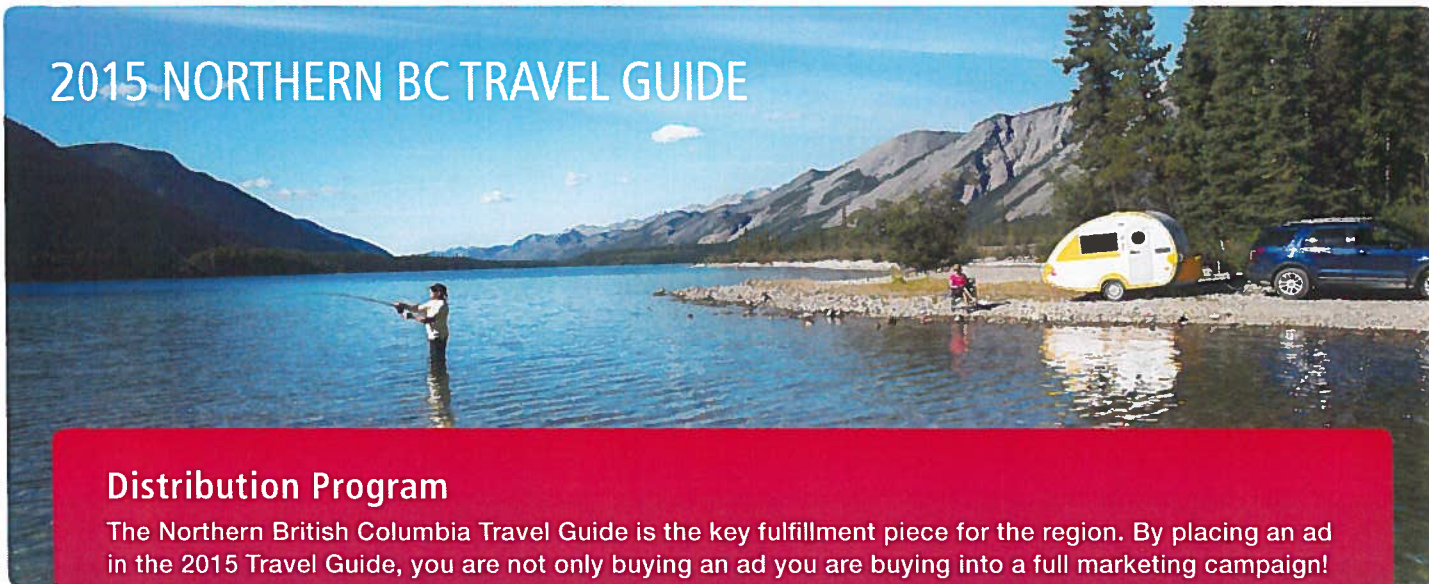
Please submit new original photos directly to the advertiser and let them take full responsibility for any copyright issues. Northern BC Tourism, the Northern Business Program and the 2015 Northern BC Travel Guide are all trademarks of Northern BC Tourism and the Northern BC Tourism Association. Submission of advertising is considered by advertiser to be irrevocable.

Deadlines

Booking Deadline September 2, 2014
 Material Deadline October 3, 2014
 Publishing Date **December 15, 2014**

**Please FAX completed insertion orders to
 Linda Roberts at 250-782-4719**

2015 NORTHERN BC TRAVEL GUIDE



Distribution Program

The Northern British Columbia Travel Guide is the key fulfillment piece for the region. By placing an ad in the 2015 Travel Guide, you are not only buying an ad you are buying into a full marketing campaign!



The 2015 Travel Guide will utilize the vast British Columbia Visitor Centre network as well as visitor centres across Western Canada to distribute the guide — with a total distribution of 80,000. In addition the Northern British Columbia Travel Guide is available to view from the provincial tourism website HelloBC.com which receives more than 8 million visits a year.

To ensure advertisers are being exposed to the North American market, in addition to extensive distribution through visitor info centres, and other key visitor locations, our guides are also racked at the following outlets:

- Automobile Associations
- Shopping Malls
- Alaska Marine Highway Ferry System
- Hotels
- Motels
- RV Parks
- Casinos
- Regional Airports
- BC Ferries
- Art Galleries
- Museums
- Regional Tourism Offices
- Chamber of Commerce Offices
- ... AND MORE

Travel Shows

The Northern British Columbia Travel Guide is distributed annually at various tourism marketplaces throughout Canada and the United States by both Northern BC Tourism and other tourism partners. It is also distributed in international markets through various offices and trade shows.

Canada:

- BC Home & Garden Show
- Vancouver Outdoor Adventure Show
- Edmonton RV Show

United States:

- Quartzite RV Show
- Florida RV Supershow
- LA Times Adventures in Travel Expo

Travel Trade Shows:

- Rendez-vous Canada
- National Tour Association USA
- Canada's West Marketplace
- ITB Berlin Germany

Booking Deadline:

September 8, 2014

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Note: Distribution is subject to change

The Northern BC Travel Guide will be available in PDF format at www.NorthernBCtourism.com