

## PORT CLEMENTS TOURISM COMMITTEE

### Minutes of the regular meeting of the Port Clements Tourism Committee held Tuesday, June 19, 2012 in the Council Chambers

Present:

Chair Mayor Wally Cheer

Councillor Matt Gaspar

Councillor Ian Gould

Wayne Nicol

Betty Stewart

Deputy Clerk/Treasurer Sharon Ferretti

Chair Wally Cheer called the meeting to order at 7:00 p.m.

#### 1. ADOPT AGENDA

It was moved by Councillor Gaspar, seconded by Councillor Gould to adopt the agenda as presented.

**CARRIED**

#### 2. DELEGATES

#### 3. MINUTES

M-1-Minutes May 17, 2012

It was moved by Councillor Gaspar, seconded by Betty Stewart to adopt the minutes as presented.

**CARRIED**

#### 4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

**BA1:** Council update – Masset Information Centre Grand Opening Sunday, June 24<sup>th</sup> 7 – 9:00p.m.  
Moving forward the centre will be open seven days a week, 9 – 5:00p.m.

Kim Mushynsky to take some Port Clements' brochures to Masset.

**BA2:** Brochures, Signage locations – Brochures: Wayne received a range of quotes; Will get different people's perspectives for continuous editing; do market research on mainland to determine the reasons people are coming to the Charlottes; survey from two years' ago would still be valid; create incentives i.e. coupon book.

- Ian will look into resources that Tourism BC may have available.
- Museum traffic reflects 1700 visitors annually June – part Sept; Museum numbers match BC Ferries ridership

Signs: costs approx. \$400 not including install; 4' square; Highways approval shouldn't be a problem; if get approved as an official highway sign usually they aren't very fancy; Creative signs can be placed on personal property and we have more flexibility.

Each attendee to submit an ideas ahead of time so ready for decision at next Tourism Meeting.

**BA3:** Meeting with Friends of the Visitor Centre in Queen Charlotte

- Queen Charlotte Visitor Information Centre will hand out our brochures as well.

They asked about a video that would play continuous; looking for something about logging activities with video + stills + voice overs - two hour video DVD available for sale.

- Birding a huge activity as well; there's a call for local birding books; lots of sub species unique to QCI's.
- Rock Hounding activities; GEO Caching very popular

**BA4:** Action Plan – see attached

**5. NEW BUSINESS**

**NB1:** Lapel pins - 100<sup>th</sup> Anniversary of naming Port Clements determined to be held July 1, 2014


- Sharon Ferretti will obtain a current quote with edits reflecting anniversary pin

Tourism Ideas to add diversity:

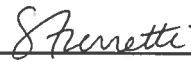
- On Sunset Trail add a new element by cutting a maze into the berry bushes for the kids
- Add benches near the maze
- Grow salal in pots to create a maze in the town
- Canopy Tours – walking platform
- Adventure Tourism could have advisors come out and give advice then we build the structure ourselves
- Hold a Town Hall Meeting to get residents' feedback

Adjournment

Meeting was adjourned by Matt Gaspar at 9:30 p.m.



Mayor Wally Cheer, Acting Chair



Sharon Ferretti, Deputy/Clerk Treasurer