

## PORT CLEMENTS TOURISM COMMITTEE

### Minutes of the Regular Meeting of the Port Clements Tourism Committee Thursday June 9, 2016 in Council Chambers

#### **Present:**

Kelly Whitney-Squire, Chair  
Sue Couch  
Dale Lore

**Call to order:** Meeting called to Order at 7:15 pm

#### **1. Adoption of Agenda:**

Moved by Dale Lore, seconded by Sue Couch that the Tourism Committee adopt the agenda for June 9, 2016. Motion Carried.

#### **2. Minutes:**

Moved by Sue Couch, seconded by Dale Lore that the Tourism Committee adopt the May 12, 2016 meeting minutes as presented. Motion Carried.

#### **3. Update: Community Signage**

**3.1. Highway Signage:** Repair print on signage (two highway signs): Kelly provided an update, noting that approval had been received from the Village that the repair work could proceed. Agreed that the wording on both signs should read "Centrally Located / Community Proud" to match the new tourism brochure.

Action: Kelly to contact Germaine Vigneault (original creator of the signage) to inquire about the repair work.

**3.2. Dyson Entrance Signage:** The Tourism Committee has not yet received a proposal from Marg Fennell or Ben Van Der Beke to develop signage at the main entrance to the community on the highway. Discussion on whether to expand the request for proposals to include directional signage at the Dyson/Bayview corner. It was agreed that the proposal should include both with work to begin in the fall. To clarify, it is anticipated that the signage will cost between 2,000 to 3,000 and once approved the committee will have to secure this funding from the Village.

Action: Kelly to contact Marg and Ben to include the directional signage in their proposals and determine when they might be able to present to the committee for feedback.

#### **4. Update: Vibrant Communities Funding**

**4.1 Showers & Laundry Facilities:** Sue provided an update, noting that receipt of the letter (May 5, 2016) requesting the Village Council to consider the development of these services locally had been reviewed at the June 6<sup>th</sup> council meeting. The issue will now be addressed/included in the communities strategic planning process. The tourism committee will continue to work toward a resolution on this issue.

#### **5. Advertising / Blog Development:**

Dale noted that he had spoken with Alan Lore about taking over the blog from Mary Lou at MIEDS. Alan has some questions about what this would entail.

Action: Kelly to speak with Alan about taking over the blog.

#### **6. Summer Visitor BBQ / Dale:**

Dale noted that he is willing to take the lead on organizing a visitor appreciation barbeque. Agreed that two dates would be set aside for this: Sunday, July 17<sup>th</sup> and Sunday, August 21<sup>st</sup>. This event will be the "Port Clements Visitor Appreciation BBQ." A general discussion on organizing the event ensued. This will be a pilot project to determine visitor response.

Action: Dale to take the lead on organizing the event.

Kelly: To provide support with posters and advertising.

## 7. Update: Sunset Trail Expansion:

Kelly provided the update, noting that this action item had not been completed. Kelly will continue to work on this issue.

## 8. Community Tourism Strategy / Dr. John Colton

Kelly provided an update, noting that Dr. John Colton, Acadia University, has agreed to work with the community gratis to develop key tourism priorities. Kelly has been working with Alissa MacMullin at MIEDS to submit an application to the Gwaii Trust to cover the cost of airfares and other expenses. It was agreed that a clearly step by step actionable listing of priorities would help the community begin the process of developing the tourism infrastructure and amenities needed to support tourism expansion in the community. It is anticipated that Dr. Colton would be in Port Clements sometime in September.

Action: Kelly to report back to the committee as things progress.

## 9. St. Marks Gift & Gallery / Grand Opening

General discussion held on organizing a Grand Opening event on July 1<sup>st</sup>. It was suggested that a number of individuals be invited to the event.

Action: Kelly to speak with Kim Mushynsky to determine if the village office could provide support in sending out letters etc.


Update: Kim is unable to help organize this event or prepare the letters.

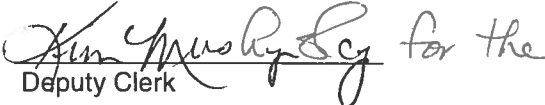
Update: The Port Clements Historical Society will make a decision as to the feasibility of organizing this event.

## 10. Action Plan: Priorities

- Signage (Dyson & Entrance)
- Shower/Laundry (Gwaii Trust Grant)
- Sunset Trail extension/improvements

Next meeting to be held on July 14, 2016 at 7:00 pm in council chambers.

  
Kelly Whitney-Squire,  
Committee Chair

  
Deputy Clerk