

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Thursday, March 13, 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 8:13 p.m.

**1. ADOPT AGENDA**

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

**CARRIED**

**2. DELEGATES**

**3. MINUTES**

M-1-Minutes February 13, 2014

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

**CARRIED**

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

BA-1- Council update-Mayor Cheer

Mayor Cheer reported that Council agreed to limit spending by Committees to \$500 or less. Purchases over \$500 require approval from Council prior to the purchase.

BA-2- Action Plan

Mayor Cheer advised the Committee that he had the blessings of Public Works to install the community signs. Councillor Gould volunteered to assist.

**5. ORIGINAL CORRESPONDENCE.**

**6. NEW BUSINESS.**

NB-1-Quote for brochures from Staples

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

NB-2-Quote for brochures from Vistaprint

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

NB-3-Quote for brochures from Speedee Printers

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

NB-4-Quote for brochures from Advantage Printers

Committee agreed to receive and file this item for review later in 2014 when ready to place order for 2015.

Committee further agreed that a Sub-Committee will need to be in place concerning the new brochures. Possible consideration for the following dimensions: 8 ¾" x 16"; 3 fold 4 paneled; quantity of approximately 5000. Further consideration given to if we want more than one brochure, and what the brochure's main purpose will be.

Adjournment Meeting was adjourned by Mayor Cheer at 9:20p.m.



Councillor Matt Gaspar, Chair



Sharon Ferretti, Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan 2014			
#	ITEM	IMMEDIATE ACTION	RESOLVE
			DONE?
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	- 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
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.
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	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
9	Northword Magazine	Article and/or small ad to be submitted in the April/May and/or June/July issues	Admin staff to get submission details and costs, etc.