

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Tourism Committee, May 8, 2014 7:00 p.m.

AGENDA

1. ADOPT AGENDA.

2. DELEGATES.

3. MINUTES.

M-1-Minutes April 11, 2014

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.

BA-1- Council Update-Mayor Cheer

BA-2-Sunset Park Clean-up debrief

BA-3-Port's Tourist Information Centre needs direction from Tourism Committee

BA-4-Strategy Meeting to update Tourism Plan

BA-5-Brochure Discussion – Councillor Gould

BA-6- Action Plan

#2 – Fan Tour

#9 – Northword Magazine article update

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

ADJOURNMENT.

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Friday, April 11, 2014

Present:

Chair Councillor Matt Gaspar
Angela Mielecki

Mayor Wally Cheer
Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

ADDITIONS: BA-5-Logging view
BA-6-Frisbee Golf

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

2. DELEGATES

3. MINUTES

M-1-Minutes March 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
Nothing to report.

BA-2-Sunset Park Clean-up Sunday, May 4th

Councillor Gaspar to look into lining up certified fallers to have on site. Committee members will personally approach the community to encourage a bigger turnout for the clean up. Materials needed: tools and particular landscaping product to come from Public Works.

BA-3-Brochure Discussion – Councillor Gould

Tabled to next meeting.

BA-4-Action Plan

See attached.

The Rainbow Wharf sign will be installed the weekend of 12th-13th. The Sunset Park sign will be installed during the park clean up day.

BA-5-Logging View

Councillor Gaspar brought up concerns about the corridor logging along the Tlell stretch, specifically the negative impact on the esthetics from a Tourist's perspective. Discussed sending a letter to Taan; also discussed meeting with the Ministry of Forest in the late summer or early fall. Tabled to next meeting.

BA-6-Frisbee Golf

Angela Mielecki described Frisbee golf as being similar to a maze. You have a trail through the woods and you throw a Frisbee into a marked spot i.e. bullseye. Possible location in Port Clements would be wooded area surrounding parameter of the Community Park.

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

NB-1-Port's Tourist Information Centre needs direction from Tourism Committee

It was discussed as to what the Tourism Committee wants the museum attendants to tell visitors. The attendants' current scope is museum related. The Village office will email the museum of current activities i.e. soccer, etc. Mayor Cheer will discuss with the museum attendants about creating an insert that would serve practical use.

NB-2-Update Tourism Plan

The Committee discussed the importance of having a Tourism Development Action Plan re: accessing future funding. The current one was a result of a survey sent out to residents in 2008. The updated one should be designed to entice people to invest in Port Clements. The Plan has to be achievable and make economic sense. The Committee will have a strategy meeting to come up with a Plan that is 4-5 pages. The process is as follows:

Determine Vision; Steps to Achieve Plan; Goals for what you want; List current assets; List future assets; and state How you're going to get there.

Next meeting to be Thursday, May 8, 2014.

Adjournment

Meeting was adjourned by Angela Mielecki at 8:45p.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	Apr/May
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 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 to report on	
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	For 2015
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	1/3 page \$650. Ad highlighting Canada Days and 100 th + picture to be submitted for June/July issue – Wally and Sharon	

Village Of Port Clements Tourism Committee Action Plan May 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	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 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
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.