

**PORT CLEMENTS TOURISM COMMITTEE**  
**Minutes of the regular meeting of the Port Clements Tourism Committee**  
**Thursday, May 8, 2014**

**Present:**

Chair Councillor Matt Gaspar  
Councillor Ian Gould  
Angela Mielecki  
Deputy Clerk Sharon Ferretti

**Absent:** Mayor Cheer

Chair Councillor Gaspar called the meeting to order at 7:03p.m.

**1. ADOPT AGENDA**

It was moved by Councillor Gould, seconded by Angela Mielecki to adopt the agenda as amended.

**CARRIED**

**2. DELEGATES**

**3. MINUTES**

M-1- Minutes of April 11, 2014

It was moved by Angela Mielecki, seconded by Councillor Gould to adopt the minutes as presented.

**CARRIED**

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

BA-1- Council update-Mayor Cheer

Mayor Cheer absent.

BA-2-Sunset Park Clean-up debrief

Signage installed; 21 volunteers showed up to help including 3 children; Awesome time; Firewood got split & put in firewood shed; very impressed with how clean the trail was.

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

Will follow-up with the museum concerning the status of the map on display outside.

BA-4-Strategy Meeting to update Tourism Plan

Include cost concerning future assets in the plan. Put some time into an updated one; table until Fall 2014 to be ready in 2015.

BA-5-Brochure Discussion - Ian Gould

Do a page under MIEDS Facebook link. Have in the brochure a website that people can go to for current information. Website to highlight RVing; Golden Spruce Trail; create a sense of community - Bird Watching tower, Bayview Market, Gas Station, Rainbow Wharf - something that gives a sense of intimacy and provokes people to want to come here.

BA-6-Action Plan  
See attached.

5. ORIGINAL CORRESPONDENCE.


6. NEW BUSINESS.

7. REPORTS

Ian: Have five or six, 13.5" x 18" Cartoon Maps enlarged at a mapping office. Have kids colour them. Enlarge to 21 1/3" x 28".

Angela: provided pictures of Frisbee Golf. Table to New Business.

Angela Mielecki motioned to adjourn at 8:47p.m.

  
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Councillor Matt Gaspar, Chair

  
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Sharon Ferretti, Deputy Clerk/Treasurer

| <b>Village Of Port Clements Tourism Committee<br/>Action Plan May 2014</b> |   |  |  |                       |
|--|---|--|--|-----------------------|
| <b>#</b>   | <b>ITEM</b>                               | <b>IMMEDIATE ACTION</b>  | <b>RESOLVE</b>   | <b>DONE?</b>          |
| 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<br>- choose a day when Yakoun Inn open; treat guests to lunch afterwards<br>- do the paddle; show what else Port has, etc. i.e. Government Dock, Rainbow Wharf  | - Request \$200 from Council<br>Wally will send letters/invites end of March re: numbers for luncheon<br>- wait until info centres have hired their staff. Do in April/May Luncheon; transport; kayaks; Invite MaryLou of MIEDS<br>Friday, May 23rd Timing per tide table. Include Golden Spruce Trail. Provide lunch. | 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.<br>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.<br><br>Tie in with brochure once work on that in the Fall 2014.   |                       |
| 4  | Maze at entrance of Sunset Trail          | Need a design<br>Do in increments to keep costs minimal<br>Need to find funding to build; then need funding to maintain. *Maybe can hire students  | Get a design approved for 2014; move forward 2015.<br>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<br>-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<br>*Request has been put forward to Council to consider in budget meetings.<br>*Request for ideas from community on facebook   | - Get more quotes<br>- Fall 2014<br>- Get a design prepped.<br>- Get a quote from Advantage Printers. 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies<br>- Promote Golden Spruce Trail  | FALL 2014<br>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.<br>Keypad lock prices range \$95 - \$209<br>\$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.  |                       |