

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Tourism Committee, November 13, 2014 7:00 p.m.

AGENDA

1. ADOPT AGENDA.

2. DELEGATES.

3. MINUTES.

M-1- Regular meeting July 10, 2014

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.

BA-1- Council Update-Councillor Gould

BA-2- Invite Letters to Attend Tourism Committee meetings update

BA-3- Northword Magazine 2nd Ad for Aug/Sept issue

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

NB-1-Purchase of Manzanita's Cartoon Map Artwork

7. Action Plan

A-1- Action Plan

-New Brochures

8. REPORTS & DISCUSSIONS

R-1-Port Clements Historical Society – Tourist Information Centre September Update

ADJOURNMENT.

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, July 10, 2014

Present:

Chair Councillor Matt Gaspar Mayor Wally Cheer
Councillor Ian Gould Angela Mielecki
Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

ADDITIONS: BA-5-BC Day Barbeque

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes June 12, 2014

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

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1- Council update-Mayor Cheer

Nothing to report.

BA-2-Update on July 1st Navy Visit

The 'take away' from this event was a "pat on the back for all the volunteers".

BA-3-Lock for St. Mark's church

It was moved by Councillor Gould, seconded by Mayor Cheer

THAT we table this item until 2015.

In favour: 3

Opposed: 1

CARRIED

BA-4-Action Plan
See attached.

BA-5-BC Day Barbeque

Menu items were discussed and it was determined that the purchases for the barbeque would be less than \$500.00. Use of 2-3 barbeques from Angela Mielecki, Mayor Cheer, and the Seniors' if needed. Public Works will be informed of this event to give time for mowing and maintenance if necessary; clean up day of Millennium Park being 10:00 – 12:00p.m., Sunday, July 27th. All advertising avenues were discussed with the Committee's blessing for Councillor Gould and Sharon Ferretti create the poster. Councillor Gould committed to getting the posters to the Tourist Info Centres on island as well as the camp grounds. A kids' event/activity to be determined. Parking will be available at the Museum and the Clinic.

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

NB-1-Invites to join Tourism Committee

It was moved by Mayor Cheer, seconded by Angela Mielecki

THAT the Chairman send invite letters.

CARRIED

NB-2-Ad for 2015 Travel Guide

After some discussion it was determined that the ad costs are beyond our price range.

7. REPORTS & DISCUSSIONS

Sharon – Reported that the Port Clements Fire Department will be absorbing all costs of supplies and groceries used for the June 30th Navy barbeque with exception of the oysters.

Adjournment

Meeting was adjourned by Angela Mielecki at 9:47p.m.

Councillor Matt Gaspar, Chair

Sharon Ferretti, Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan July 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	Ensure approvals in place before proceeding with construction. Nathan Voogd, Area Manager for Roads.
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. Tie in with brochure once work on that in the Fall 2014.
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
6	Google Ad Works/ Twitter	-Ian prepared to look into for Centennial -Twitter needs someone on it constantly	
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 - 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 - Link to website + FBook addresses included in brochure. Costs may be covered through MIEDS \$15,000 Community Innovation.
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.	Tourist Function August 2014 Historical Society interested in doing this task. Have a barbeque day.
9	Tourist Access to St. Mark's	Keypad lock prices range \$95 - \$209 \$300 approved; status of purchase to be determined.	At July 10, 2014's meeting was tabled to 2015.
			2015



The Village of
PORT CLEMENTS
"Gateway to the Wilderness"

36 Cedar Avenue West
PO Box 198
Port Clements, BC
V0T1R0
OFFICE: 250-557-4295
Public Works: 250-557-4295
FAX: 250-557-4568
Email: office@portclements.ca
Web: www.portclements.ca

August 5, 2014

Business Name
Business Address
Port Clements, BC
V0T 1R0

Dear . . . ,

The Port Clements Tourism Committee is interested in hearing from individuals who are an active participant, in one form or another, in the Tourism Industry.

The Committee meets on a monthly basis to discuss and make decisions concerning ways of drawing Tourists into Port Clements. We brainstorm ideas and work collaboratively on tourism initiatives and events. We would welcome some fresh input and ideas, and we are interested in hearing about yours.

We would like to extend an invitation to you to attend a Tourism Committee meeting. We meet on the second Thursday of each month. Our meetings begin at 7:00p.m. and are held in council chambers.

Yours truly,

COPY

Councillor Matt Gaspar,
Chair, Tourism Committee

We are
100 years old this year!
 Join us for many celebratory events in
 Port Clements throughout the year.

Village of Port Clements

Gateway to the Wilderness

Stay with us at Sunset Park RV site and
 campground located on beautiful Masset Inlet.

www.portclements.ca

1/4 page \$ 445.00
 + 22.25

 \$ 467.25

July 17, 2014

Joanne

Northwood Ad - Aug/Sept 2014

Same ad but remove line

"Canada Day Celebration ..."

lay out - Fri, July 17th
 proof - Tues, July 22nd
 print - Wed, July 23rd

BA-3

MANZANITA

$$90 \times 30 = 2700$$

$$60 \times 30 = 1800$$

SHE HAS AGREED ON 1800 IF PAID
WITHIN 30 DAYS.

MUSEUM HAS APPROX \$700⁰⁰ BUT HAVE
TO GET BOARD ~~APPR~~ APPROVAL FOR
THIS. COULD PROBABLY GET \$900 IF
PUSHED!

- ORIGINALS COULD BE STORE IN THE ARCHIVES
- POSSIBLE 2016 CALENDAR
- MUGS / POST CARDS / GREETING CARDS

ART Estimate

Nov. 6, 2014

- ① Prices based on 12 or more drawings \$90. each - can include enhancements such as colour, people, animals, extra shading or fine detail.
- The Rubber Boots and Chickens B. & B drawing was enlarged, enhanced, brought up to date with the addition of the newly carved sign and hand coloured.
- ② A signed agreement by me will release the work for reproduction, at no extra cost.
- ③ Changes to colour or appearance of the buildings for the future can be discussed and worked in - i.e. new landscaping plans planned changes in form & colour etc.
- ④ If desired, I agree to colour an enlarged map for the Village Office at no charge. I can use exposure of this work for self promotion as an artist.

Thank You for your interest.

Sincerely,

Manzanita Snow

Village Of Port Clements Tourism Committee Action Plan August 2014			
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FALL 2014
For 2015

2015

PORT CLEMENTS HISTORICAL SOCIETY
Tourist Information Centre
September 11, 2014 Update

In June 2013, the Port Clements Village Council and Port Clements Historical Society agreed that the museum would act as the municipal tourist information centre for a 12-month trial period. As the trial went well, the project has continued.

Setup

- Local businesses contacted and offered rack space for brochures, counter space for business cards.
- Sign—two large signs posted by the village either side of the museum grounds, plus small painted wooden sign from last year displayed by door.
- Answering machine—installed.
- Information brochures and pamphlets—PCHS has the village pamphlet, the MIEDS map, the Village’s cartoon map, the Guide to Haida Gwaii and the Ministry of Forest’s hikes pamphlet as free give-aways. We also this year offered Centennial Calendars for sale and this past three weeks, have maps for sale.

Summer statistics

From June 1-September 10, 2014 the museum had 1676 non-member visitors. Of these, 335 or 20% were strictly looking for information. The breakdown over the summer months was:

June	67 of 287	23%
July	100 of 601	17%
August	135 of 678	20%
September	33 of 110	33%

This is a significant increase over last year’s numbers, when 110 of 1336 non-member visitors from June 1 through September 14, 2013 were information-seekers, or 8%.

Getting the word out

Despite the fact that the museum hosted a lunch for islands tourism workers in May, over the summer museum attendants have been told by tourists that there is ‘no information’ on the museum, the community, or Haida Gwaii in Masset, Queen Charlotte, Prince Rupert Info Centre and BC Ferries (both Skidegate-Prince Rupert and Prince Rupert-Port Hardy runs) respectively.

It was quite surprising to be advised by one visitor that the Prince Rupert Info Centre had no information on Haida Gwaii from mid-May through to the end of August by one visitor from there. MIEDS were asked to follow-up on this.

Visitor words

This year, specific questions were tracked on a daily basis from mid-July onwards to get a more accurate idea of what people are asking. The top ten queries over the past 56 days were:

- where to find a restaurant or coffee shop, and restaurant hours; (35/56)
- how to find the Golden Spruce trail; if the stump of the original Golden Spruce could be seen; (27/56)
- how to find the baby Golden Spruce and/or the Millennium Park; (23/56)

- safety of travel on logging roads & protocol for travelling roads; active logging areas & how to get to Rennell Sound; suitability of vehicles for travel on logging roads; (19/56)
- recommendations on what to see in Port Clements; (18/56)
- how to find the gas station; (12/56)
- recommendations/information on hikes and hiking trails; (10/56)
- ferry schedules; (8/56)
- is there a local campsite; (6/56)
- where can I buy/eat local seafood? (5/56)

Discussion item:

The Port Clements Historical Society has agreed that the Village may place a 4’x8’ map of the Port Clements area by the parking lot to inform visitors even when the museum is closed. Need to organize who is designing, making, installing map.

UPDATE: This project was one of many being worked on by Wally. PCHS hopes to have the map in place for next year’s season.

New hours:

Opening an hour earlier proved to be a success. Attendance was up 340, or 25% over the same period last year.

Even with the museum’s limited hours from mid-September over the winter and spring until June, 9 visitors of 191, or 5% were helped. After September 14, the museum reverts to its winter schedule which means it will be open 2-4 p.m. Saturdays and Sundays.

