

PORT CLEMENTS TOURISM COMMITTEE
Minutes of the regular meeting of the Port Clements Tourism Committee
Thursday, November 13, 2014

Present:

Chair Councillor Matt Gaspar	Angela Mielecki
Councillor Ian Gould	Joan Hein

Deputy Clerk/Treasurer Sharon Ferretti

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

1. ADOPT AGENDA

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

CARRIED

2. DELEGATES

3. MINUTES

M-1-Minutes July 10, 2014

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

CARRIED

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS

BA-1- Council update

Councillor Gaspar and Councillor Gould reported that Council approved \$6,000.00 towards the purchase of fireworks. The costs may be shared by the Tourism Committee.

Councillor Gaspar and Public Works will complete the sealing of the time capsule within a couple weeks.

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

It was reported that there wasn't any response from the businesses connected to the Tourism Industry. The Committee decided to extend the invite for attendance to the Tourism Committee Meetings, via the Village's website and to include it in the next newsletter which will go out with the first quarter utility billings.

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

Deputy Clerk Ferretti updated the Committee on the submission of this second ad with Northword Magazine.

5. ORIGINAL CORRESPONDENCE.

6. NEW BUSINESS.

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

It was moved by Angela Mielecki, seconded by Councillor Gould

THAT we request Council to approve up to a maximum of \$1,100.00 to cover the balance owing of \$1,800.00 towards a collaborative purchase with the Port Clements Historical Society's contribution of \$700.00, for Cartoon Map artwork and additional services from Manzanita Snow. Further, that \$800.00 to be paid now and the remaining balance of \$300.00 to be paid upon completion of the coloured enlarged version of the Cartoon Map no later than three months' time with the anticipated date of completion to be February 15, 2015.

CARRIED

7. ACTION PLAN

A-1-See attached.

8. REPORTS & DISCUSSIONS

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

The Committee agreed to receive and file the report. After some discussion the Committee agreed to include a 2015 Budget consideration of \$1,250.00 towards the increase hours' expense for the Port Clements Historical Society. The Society is to submit a cost analysis to Council.

Deputy Clerk Ferretti reported feedback from Tourists concerning better signage for the Bird Tower.

Adjournment

Meeting was adjourned by Angela Mielecki at 8:00p.m.



Councillor Matt Gaspar, Chair



Sharon Ferretti, Deputy Clerk/Treasurer

Village Of Port Clements Tourism Committee Action Plan August 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: 3 way fold; 8.5 x 11; 1000/2500/5000 colour copies - Get a design prepped. - Promote Golden Spruce Trail - Link to website + FBook addresses included in brochure. Costs may be covered through MIEDS \$15,000 Community Innovation.
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.
			FALL 2014 For 2015
			2015