

# PORT CLEMENTS TOURISM COMMITTEE

## Minutes of the regular meeting of the Port Clements Tourism Committee

Thursday, April 25, 2013

Present:

Chair Councillor Matt Gaspar

Mayor Wally Cheer

Councillor Ian Gould

Angela Mielecki

Deputy Clerk/Treasurer Sharon Ferretti

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

### 1. ADOPT AGENDA

Additions: NBA-3-Canada Day

It was moved by Mayor Cheer, seconded by Councillor Gould to adopt the agenda as amended.

**CARRIED**

### 2. DELEGATES

### 3. MINUTES

Minutes January 25, 2013

It was moved by Mayor Cheer, seconded by Councillor Gould to adopt the minutes as presented.

**CARRIED**

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

BA-1: Council update

- Concerning Golden Spruce Trail - BC Parks will submit specs for trail
- Concerning MIEDS – Andrew and Wally have put the push on for “Destinational Marketing for Haida Gwaii”

BA-2-Tourist Information Centre

- Historical Society movement on having the Tourist Information Centre in the museum. Museum Summer hours June 15 – September 15; 10 – 4 p.m.; seven days per week
- Museum will need upwards of \$300.00 worth of renovations at the entrance.

It was moved by Councillor Gould, seconded by Councillor Gaspar as a recommendation for Council to write a letter to the Historical Society concerning running the Tourist Information Centre.

**CARRIED**

BA-3-‘Welcome to Port Clements’ sign on south side of town.

- The paint is coming off the sign; Germain has to redo it; it’ll take about a week’s work.

It was moved by Mayor Cheer, seconded by Councillor Gould to request Public Works to take down the sign and deliver it to Germain Vigneault at 38 Jasper Street.

**CARRIED**

BA-4-Museum and Golden Spruce Trail signage

- Two major attractions that are iconic with Port Clements; Museum and Golden Spruce Trail.
- Recommend signage be added to the ‘Welcome to Port Clements’ sign highlighting these attractions.

- Need signage to direct tourists into Port Clements, and directional signage for attractions and campground. Wally will approach the Historical Society concerning two signs.
- Need map of attractions to hand out i.e. Justkatla, Golden Spruce Trail, + Yakoun river.
- Need significant map sign on Museum grounds (Village owned).
- Via email the Tourism Committee will work on ideas for wording for the signs to have ready for next Council meeting on May 6<sup>th</sup>.

BA-5- Action Plan – see attached

5. ORIGINAL CORRESPONDENCE

C-1-“Outside Magazine” honoured Haida Gwaii in Travel Awards.

It was moved by Councillor Gould, seconded by Mayor Cheer to receive and file.

CARRIED

6. NEW BUSINESS

NB-1-Suggestion to erect bill board at the entrance/exit of the small dock.

It was moved by Mayor Cheer, seconded by Councillor Gould to forward this item to the Small Craft Harbour Adhoc Committee.

CARRIED

NB-2-“Haida-GwaiiEH” website ad for Sunset Park Campground.

It was moved by Councillor Gould, seconded by Mayor Cheer to table this item until further research is completed.

CARRIED

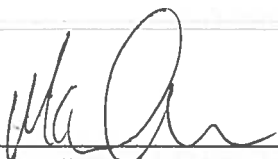
NB-3-Canada Day – Port Rec Commission

- Request to clean brush out area where kids play; keep the berry bushes.
- Request to put in power pole and have a level surface i.e. a flatbed for Band Stand 2013 to start; completing Band Stand for 2014 in time for celebrations.
- Sharon to submit a work order requesting a cost estimate from Public Works for power pole.
- Will need to develop a design for the Band Stand and submit to Council for approval.
- Sharon to ensure Canada Day activities mentioned in next newsletter.

Adjournment


Meeting was adjourned by Mayor Cheer at 9:00p.m.

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Councillor Matt Gaspar, Acting Chair

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Sharon Ferretti, Deputy/Clerk Treasurer

<b>Village Of Port Clements Tourism Committee Action Plan 2013</b>				
<b>#</b>	<b>ITEM</b>	<b>IMMEDIATE ACTION</b>	<b>RESOLVE</b>	<b>DONE?</b>
1	Sunset Trail & Park Campground Signs	3' x 2' Directional Sign i.e. Tenting & RV sites 4 x 4 size	Emailing wording for signs to get approval from Council	
2	Ground Work done before bring tourists in	Signs drawing people in, done in other languages i.e. Chinese, Japanese, German, etc. - play on words to create curiosity & intrigue - perhaps promote disaster tourism re: Tsunami Debris	Get some mock ups prepared and submit for approval before moving ahead on construction.	
3	Website/Blog	Marilou Shroeder - MIEDS has been doing the Port Clements blog. Successful in terms of interest shown; Tweets & Hits are high numbers.	- Matt will speak to Cari Manz -Councillor Ian Gould will act as coordinator to stay on top of things; he will take it to Mary Lou.	
4	Maze at entrance of Sunset Trail	Need a design Do in increments to keep costs minimal	-Matt will approach Wayne concerning design	
	<b>ITEM</b>	<b>LONG TERM ACTION</b>		
1	Coffee Book / DVD	Coffee Book more costly; a single coffee book approx \$200 +; reduces with quantity; more involved project than perhaps DVD.	-Make funding applications now for DVD project: \$15,000-\$20,000 costs. -Gwaii Trust funding possible -Grant Writer possibly assist	Early Fall 2013
2	Google Ad Works/ Twitter	2013	2013	Long Term
3	Port Visitor Center - Fan Tour	have staff actually paddle the Justkatla Inlet	2013	
4	Port Clements brochures targeting Long Term High End Clients	Langara Fishing Lodge and West Coast Fishing Club-Rick Grange; Rick Borin - Charlotte; West Coast Adventures - Haida	Long Term - 5 years	Long Term 2018