

SAYWARD TOURISM COMMITTEE

MEETING AGENDA

November 9, 2016 – 7:00 pm

VILLAGE OF SAYWARD COUNCIL CHAMBERS

a. Call to Order.

b. Introduction of Late Items.

c. Approval of Agenda.

Recommended Resolution:

That the Agenda for the Sayward Tourism Committee Meeting for November 9, 2016 be approved.

d. Minutes of Previous Meetings.

Recommended Resolution:

That the Minutes of the Sayward Tourism Committee Meeting held on October 19, 2016 be adopted.

e. Delegations. - Nil

f. Correspondence.

October 18, 2016 correspondence from Darsey Batchelor, Tourism Vancouver Island re: Value of Tourism Presentation.

g. Unfinished Business.

a. Welcome to Sayward Valley Sign Update

Darren to provide a verbal update on the Sayward Valley sign.

h. New Business.

a. 2017 Touring and Exploring Guide

Darren to provide a verbal update on the 2017 Touring and Exploring Guide.

b. Brainstorming Session “Sayward Needs a Purple Cow”

- Review the correspondence from Roderick Aalbers, GoCanada-Netherlands re: Sayward Needs a Purple Cow.
- Telegraph Cove has Whales, Tofino has the surf, Sayward needs a “Purple Cow” Bring your Big and small Ideas and be prepared to participate in this session.

c. Moving the Committee Forward (discussion)

- Terms of Reference
- Do we need formal committees
- Funding

i. Public Question Period (maximum 15 minutes).

Chair: “The purpose of the public question period is to permit people in the gallery to ask questions about the issues discussed by the Committee during the meeting. Speakers will be allowed to ask one question each. If time permits, after everyone has had an opportunity to ask questions, speakers will be allowed to ask a second question. For the record, please state your name and address.”

j. Adjournment.

Recommended Resolution:

That the Sayward Tourism Committee Meeting of October 19, 2016 be adjourned.

SAYWARD TOURISM COMMITTEE

MINUTES

October 19, 2016

VILLAGE OF SAYWARD COUNCIL CHAMBERS

In Attendance: Jacqueline Mewis
 Linda Fear
 Terry Burnett, Acting Chairperson
 Joyce Ellis
 Joan Magee
 Michael Marsh
 Darren Kiedyk
 Janet Rainbow
 Charon Ridsdale

1. Call to Order.

The meeting was called to order at 7:00 pm.

2. Introduction of Late Items.

MOVED AND SECONDED:

- a. Discussion about Destination BC funding be added to item #7(i)
- b. That a short presentation from Ray Pardas re: marketing video be added to item #5.

CARRIED

3. Approval of Agenda.

MOVED AND SECONDED:

That the amended Agenda for the Sayward Tourism Committee Meeting for October 19, 2016 be approved.

CARRIED

4. Minutes of Previous Meetings.

MOVED AND SECONDED:

That the Minutes of the Sayward Tourism Committee Meeting held on September 14, 2016 be adopted (to be distributed at meeting).

CARRIED

5. Delegations.

MOVED AND SECONDED:

That the Committee accept a short presentation from Ray Pardas re: marketing video.

CARRIED

The committee asked Ray to put together a written marketing video proposal (including cost) for the committee.

6. Correspondence.

MOVED AND SECONDED:

That the following correspondence to received.

October 4, 2016 correspondence from Roderick Aalbers, GoCanada-Netherlands re: Sayward Needs a Purple Cow.

CARRIED

The committee had a lengthy discussion regarding the numerous pieces of advice, feedback and suggestions Mr. Aalbers sent in his email. It was decided that Darren would correspond with Mr. Aalbers and many of his suggestions would be taken into consideration moving forward.

7. **Unfinished Business.**

a. **Local Business Profile**

Mike Marsh to update the Committee on the local business profile project.
The committee asked Mike to focus on small local businesses that needed the publicity over the winter. The next two businesses would be the Cable house and Sayward Valley Resort.

b. **Tourism Brochure**

Joyce Ellis to provide the Committee with an update on the Tourism Brochure project.
Nothing new to report.

c. **Village of Sayward Website**

Darren Kiedyk to provide an update on the new Village of Sayward Website.
The new website is up and running, the Village is getting good feedback. The Tourism Committee has the opportunity to develop the tourism page.

d. **AHOY BC Profile**

Joyce Ellis to provide an update on the AHOY BC profile for the harbour.
Profile has been completed.

e. **Whale Heritage Site**

Joyce Ellis to provide an update on the Whale Heritage Site project.
Nothing new to report.

f. **Grocery Store Update**

Darren to provide a verbal update on the grocery store.
Darren noted that the mall owner had a large crew in Sayward and did a good job cleaning up the exterior of the mall. He has committed to opening a grocery store in the new year.

g. **Welcome to Sayward Valley Sign Update**

Darren to provide a verbal update on the Sayward Valley sign.
Ongoing, nothing new to report.

h. **Working Waterfront Study Update**

Darren to provide a verbal update on the "Working Waterfront" project.
Darren told the committee that the Village received another \$10,000 grant for the project, now making it \$20,000. The project will be tendered in November and a working group comprising of organizations located at the harbour will be formed shortly after that.

i. **Destination BC Funding Opportunities**

Jackie provided a verbal update on the Destination BC funding opportunities, although it may be a long shot she will work with Darren to submit an application.

8. **New Business.**

a. **Sayward Pond and Campground Improvement Project**

Darren to provide a verbal report on the Sayward Pond and Campground Improvement Project.

The committee was informed that the Village was recently notified that it has received a \$100,000 grant for the project. Completion date will be June 30, 2017.

b. **Subcommittee's Update and Discussion of Actions Items decided on at the September 14, 2016 Tourism Committee Meeting.**

1. New trails map that are professional and accurate. Should include new horse trails. It was also decided to do a “fishing hole/spot” map.
Darren reported that there is nothing new to report.
2. Signage for community events, possibly at the new Co-op and Sayward Mall. Darren and John to head.
Darren reported that there is nothing new to report.
3. Funding opportunities for the committee and various projects. Lisa to head.
Lisa was not in attendance.
4. Communities in Bloom. Janet to head.
Initial research has begun.

9. Public Question Period (maximum 15 minutes). - Nil

10. Adjournment.

MOVED AND SECONDED:

That the Sayward Tourism Committee Meeting of October 19, 2016 be adjourned.

CARRIED

The meeting adjourned at 8:30 pm.

Village of Sayward CAO

From: Darsey Batchelor [darsey@tourismvi.ca]
Sent: Tuesday, October 18, 2016 2:34 PM
To: westie@saywardvalley.net
Cc: cao@saywardvalley.net
Subject: Value of Tourism Presentation

Hi there,

Tourism Vancouver Island is seeking an opportunity to deliver a *Value of Tourism* presentation to your members. Depending on the available date, either Dave Petryk, President & CEO or Calum Matthews, Community & Industry Services Specialist, would deliver the presentation to your group.

The tourism industry in the Vancouver Island Region is a vast and interwoven network of tourism businesses, industry organizations, and government agencies all working together to grow and sustain a dynamic industry. Tourism is everyone's business and everyone can play their part by applying knowledge, expertise and resources to achieve the best outcomes for a flourishing industry and visitor economy. There are many ways to promote and support the industry to ensure its continued vitality and success.

The presentation we would deliver would be of a Prezi interactive format, with the presenter providing the details to the audience in various slides/images...a 3-5 minute video would be included as part of the presentation. Ideally, a 30-45 minute minimum timeframe would be preferred to deliver the message to your organization, which would include time for Q & A.

Value of Tourism: The tourism industry in the Vancouver Island Region is a vast and interwoven network of tourism businesses, industry organizations, and government agencies all working together to grow and sustain a dynamic industry. Tourism is everyone's business and everyone can play their part by applying knowledge, expertise and resources to achieve the best outcomes for a flourishing industry and visitor economy. There are many ways to promote and support the industry to ensure its continued vitality and success.

Dave Petryk: In Dave's present capacity as the President and CEO of Tourism Vancouver Island he leads a professional team to achieve the organization's vision of "the Vancouver Island region being internationally recognized as a preferred travel and getaway destination". Dave has been with Tourism Vancouver Island since December 2000 and has over 40 years experience working in various sectors of the Tourism industry. He has held lead positions with destination marketing organizations such as Tourism Prince George and Lesser Slave Lake Regional Tourism. Dave has also held positions as an educator, hotel manager, food/beverage manager, restaurant manager and executive chef.

Calum Matthews: Calum joined the Tourism Vancouver Island team in 2016 and holds a Bachelor of Arts and Science Degree from Quest University Canada as well as a Master of Arts Degree from the University of Toronto. After 12 years living in Ontario and the Sea to Sky Region, Calum happily returned home to Vancouver Island in 2015 and has since enjoyed being a tourist in his own backyard.

Tourism Vancouver Island is one of five Regional Destination Marketing Organizations in British Columbia that represent Destination British Columbia through the delivery of cooperative marketing and community development programs.

Feel free to reach out to me if you would like to arrange a presentation time and if you have any questions or comments about the presentation, I would be happy to answer them for you.

All the best,
Darsey

The 2017 Touring & Exploring Guide

The Vancouver Island Touring & Exploring Guide...

- is Tourism Vancouver Island's flagship publication
- is used extensively throughout the tourism industry
- plays a major role in Tourism Vancouver Island's marketing program
- is **100,000 copies printed**

TOURISM VANCOUVER ISLAND

will distribute the Touring & Exploring Guide at Visitor Centres in British Columbia as well as **more than 150 key locations** across Vancouver Island and the Lower Mainland. The guide will also be sent directly to visitors through mail fulfillment and high-traffic locations throughout British Columbia and Alberta.

Online Listing Example

WILD GRIZZLY TOURS

POHLE HAINRY

250-533-3333

WILDCRIZZLYTOURS.CA



GALLERY

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* Example only. Design may change.

Guide Design Example



* Example only. Design may change.

