

SAYWARD TOURISM COMMITTEE

MEETING MINUTES

July 13, 2016

VILLAGE OF SAYWARD COUNCIL CHAMBERS

In Attendance: Jacqueline Mewis
Sue Poulsen
Bev Fisher
Joyce Ellis
Mike Marsh
John MacDonald
Darren Kiedyk
Janet Rainbow

1. Call to Order.

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

2. Introduction of Late Items. - Nil

3. Approval of Agenda.

Recommended Resolution:

That the Agenda for the Sayward Tourism Committee Meeting for July 13, 2016 be approved. **CARRIED**

4. Minutes of Previous Meetings.

Recommended Resolution:

That the Minutes of the Sayward Tourism Committee Meeting held on June 8, 2016 be adopted. **CARRIED**

5. Delegations.

Recommended Resolution:

That the Committee welcomes Mr. Mike Coulter to speak about the ATV Trails project and his association's plans. **CARRIED**

Mike Coulter, president gave a powerpoint presentation on the clubs activities, goals and plans. Mr. Coulter stated that;

- their ATV club is a member of ATV BC
- they have partnered with various organizations and built a large trail network, camping facilities and staging area near Pye Lake.
- they have also developed the "Strathcona ORV Loop" (Off Road Vehicle) which consists of a 400 km loop from Campbell River to Gold River to Sayward, the loop takes about 3 days to complete.
- their next initiative is get the laws changed so that atvs can be driven legally on designated public roads. They are asking for Sayward support with this initiative.
- it's their belief that there is huge tourism and financial benefit to having the atvs come to Sayward and they need help getting local roads designated.

6. Correspondence. - Nil

7. Unfinished Business.

a. **Approval of Highway Signage Design**

Recommended Resolution:

That the Committee approve the “Welcome to the Sayward Valley” highway signage attached to the agenda. **CARRIED**

b. **Sayward Tourism Plan**

Committee members are to look at the plan over the next several weeks and come to the August meeting ready to figure out what next steps in the Sayward Tourism Plan should be pursued.

c. **Familiarization Tour**

Some committee members went to the Cypress Tree and surrounding area and determined that due to the distance, condition of the road and the fact it is an active logging road the venue is not a viable tourist attraction.

Some committee members also went on a Discovery whale watching tour in Telegraph Cove and were very impressed with the tour and operator.

d. **Local Business Profile**

No article this month will resume in August.

e. **Tourism Brochure**

An updated Tourism Brochure is being completed, copies will be made when the existing stock runs out.

f. **Village of Sayward Website**

Website is getting closer to be completed. There will be a Tourism page on the website, the committee will be able to provide input and suggestions regarding the content and look. Terry will be invited to a future meeting to work with the committee on the tourism page.

g. **2016 Kusam Klimb Update**

Another successful year with 487 participants.

h. **AHOY BC Profile**

The initiative has received funds from ICET, both content and pictures will be updated for the harbour and wharf on the website.

i. **Whale Heritage Site**

Joyce Ellis is working/monitoring the Whale Heritage Site project.

8. **New Business.**

a. **Sayward Tourism Logo**

Darren will have a couple of logo designs, based on the new “welcome” sign drafted for the next committee meeting.

b. **Sayward Futures Update**

- Canada Day festivities went well, attendance a bit down this year.
- Gift shop/information bureau now open, looking to hire a part-time person.
- A new couple is taking care of the Elk Creek campground
- Marine Harvest and Sayward Futures will be putting on a salmon bbq as a fundraiser.
- Kids fishing derby will be held on Labour Day weekend.
- Sayward Futures is looking at getting a safety rail installed on the wharf.

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

10. Adjournment.

Recommended Resolution:

That the Sayward Tourism Committee Meeting of July 13, 2016 be adjourned.

CARRIED

The meeting adjourned at 8:25 pm.