

SAYWARD TOURISM COMMITTEE

MEETING AGENDA

October 19, 2016 – 7:00 pm

VILLAGE OF SAYWARD COUNCIL CHAMBERS

1. **Call to Order.**
2. **Introduction of Late Items.**
3. **Approval of Agenda.**
Recommended Resolution:
That the Agenda for the Sayward Tourism Committee Meeting for October 19, 2016 be approved.
4. **Minutes of Previous Meetings.**
Recommended Resolution:
That the Minutes of the Sayward Tourism Committee Meeting held on September 14, 2016 be adopted (to be distributed at meeting).
5. **Delegations. - Nil**
6. **Correspondence.**
October 4, 2016 correspondence from Roderick Aalbers, GoCanada-Netherlands re: Sayward Needs a Purple Cow.
7. **Unfinished Business.**
 - a. **Local Business Profile**
Mike Marsh to update the Committee on the local business profile project.
 - b. **Tourism Brochure**
Joyce Ellis to provide the Committee with an update on the Tourism Brochure project.
 - c. **Village of Sayward Website**
Darren Kiedyk to provide an update on the new Village of Sayward Website.
 - d. **AHOY BC Profile**
Linda Fear to provide an update on the AHOY BC profile for the harbour.
 - e. **Whale Heritage Site**
Joyce Ellis to provide an update on the Whale Heritage Site project.
 - f. **Grocery Store Update**
Darren to provide a verbal update on the grocery store.
 - g. **Welcome to Sayward Valley Sign Update**
Darren to provide a verbal update on the Sayward Valley sign.
 - h. **Working Waterfront Study Update**
Darren to provide a verbal update on the “Working Waterfront” project.
8. **New Business.**
 - a. **Sayward Pond and Campground Improvement Project**
Darren to provide a verbal report on the Sayward Pond and Campground Improvement Project.

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

9. 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."

10. Adjournment.

Recommended Resolution:

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

From: Roderick Aalbers [<mailto:roderick@gocanada.nl>]
Sent: Tuesday, October 4, 2016 1:56 AM
To: village@saywardvalley.net
Cc: westie@saywardvalley.net
Subject: Sayward needs a purple cow

Dear people from Sayward,

My name is Roderick Aalbers and I am the owner of tour operator GoCanada in the Netherlands. I am in the Canadian tourism industry over 15 years and visited every corner of your country.

I noticed something remarkable this september on my RV trip with the family. While some towns on Vancouver Island are overflowed with tourists, your town was not. Vancouver Island is dealing with a rapidly increasing stream of international tourist, while they seem to pass towns like Sayward or Gold River.

And i have an idea why! You know why people go to Paris? To see the Eiffel Tower. And Sayward just is missing an eiffel tower. Tourist drive to Telegraph Cove for Stubbs Whale watching, to Tofino for the forest and the whales and to Campbell River for Grizzly and Orca viewing or the mailflight (we love the old beaver planes). That is what international tourist want and why they take the ferry.

So it is quit simple... just find a operator that can do a daily departure for a 3 hour whale tour between may 15 and sep 25. Or let one of the operators from Campbell River do a Pick up and combine an exsisting tour with a pick up from Sayward. It gives you a marketing tool to promote your town.

Also, find something remarkable! (we call it a purple cow, please read the book). Something people talk about and what makes your town unique. I noticed you has a ghost town... that is unique opportunity. Europeans love that! Do a tour... a ghost town tour! They drive hunderds of kilometers to see Barkerville or Fort Steele... And you aven an authentic gohst town right around the corner. The same with huge old trees! Cathedral Crove is impossible to visit because it is to busy, but it seems you have an old parc with huge trees. Use that... people love it. 'Sayward, Town of the big cedars'.

Second, upgrade your campgrounds. The one at the harbour looks like a parking lot and the one in town feels your are camping in a town park. You miss the secluded and safe feeling campers are seeking. Especially when you enter the town and see people drinking on the street. (Trailerpark on the right when you enter the village) Is not the nicest entrance while the rest of the town is cute. Also the bankrupt mall is not a pretty sight when you enter the town. Why don't you decorate the windowns with history ictures or info about the town or coastline? Is a different first impression. We left the town with our 2 young kids in the RV because it somehow didn't feel comfortable, while we were seeking nice and quiet towns. And i have seen a lot of little towns... believe me.

Last but not least. Use the Cable House Cafe. People drive to Lund to eat at the Laughing Oyster. The Cable House cafe had the same uniqueness but it is never used in marketing.

I also didn't really understand te signs. We drove to the harbour but didn't want to drive further as the signs said; 'small road, difficult turning' I had to find out on the internet there was another campground at the end at the harbor. (no signs at all in the town about the campground).

With the increasing growth of tourism the next few years I see huge opportunities for towns like Sayward. You just have to reach out to the people and tell a story.

Summary;

- Upgrade your campgrounds
- Find a purple cow
- Offer orca tours or grizzly tours. Wildlife tours are a real magnet for international tourists.

If you start working on this you will see an increase in tourists within months. Our company already sends hundreds of tourists to Vancouver Island every season. (by the way, 70% of our clients are RV clients) By the way, you can easily attract clients with a rental car by using Safari tents. Like Browns Bay Resort does. (by the way, this resort alone is an example how to be successful as a secluded little town)

If you want to brainstorm more, let me know! I hope this helps, you have a lovely little town with huge potential. Someone in Campbell River called Sayward a 'sleeper'.

Warm Regards,

Roderick Aalbers
GoCanada



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