

# SAYWARD TOURISM COMMITTEE

## MEETING MINUTES

September 14, 2016

### VILLAGE OF SAYWARD COUNCIL CHAMBERS

In Attendance: Jacqueline Mewis  
Linda Fear  
Terry Burnett  
Joyce Ellis  
Lisa Ramsey  
John MacDonald  
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:**

That a short marketing video by Ray Pardas be added to New Business.

**CARRIED**

**3. Approval of Agenda.**

**MOVED AND SECONDED:**

That the Agenda for the Sayward Tourism Committee Meeting for September 14, 2016 be approved.

**CARRIED**

**4. Minutes of Previous Meetings.**

**MOVED AND SECONDED:**

That the Minutes of the Sayward Tourism Committee Meeting held on July 13, 2016 be adopted.

**CARRIED**

**5. Delegations. - Nil**

**6. Correspondence. - Nil**

**7. Unfinished Business.**

a. **Sayward Tourism Plan**

**MOVED AND SECONDED:**

That the following action items will be tackled by the Sayward Tourism Committee.

- i) New trails map that are professional and accurate. Should include new horse trails. It was also decided to do a "fishing hole/spot" map (Joyce may have something similar at Sayward Futures). Darren to head.
- ii) Signage for community events, possibly at the new Co-op and Sayward Mall. Darren and John to head.
- iii) Funding opportunities for the committee and various projects. Lisa to head.
- iv) Communities in Bloom. Janet to head.

**CARRIED**

b. **Local Business Profile**

Mike Marsh update the Committee on the local business profile project.

*No update at this time.*

- c. **Tourism Brochure**  
Joyce Ellis to provide the Committee with an update on the Tourism Brochure project.  
*Second printing done, Campbell River Tourism requested more.*
- d. **Village of Sayward Website**  
Darren Kiedyk to provide an update on the new Village of Sayward website.  
*Almost ready for launch, will be presented at next Council meeting.*
- e. **AHOY BC Profile**  
Linda Fear to provide an update on the AHOY BC profile for the harbour.  
*Work continues.*
- f. **Whale Heritage Site**  
Joyce Ellis to provide an update on the Whale Heritage Site project.  
*Work continues.*
- g. **Grocery Store Update**  
*Revitalization Tax Exemption agreement signed, mall cleanup to happen in the next couple of weeks.*

**8. New Business.**

- a. **Approval of Tourism Sayward Logo Design**  
**MOVED AND SECONDED:**  
That the Committee approves the Tourism Sayward Logo Design that does not include writing on the bottom. **CARRIED**
- b. **Destination BC Co-operative Marketing Partnerships Program**  
Funding opportunity through Destination BC, champion required.  
*Jacque to head.*
- c. **TVI, AGM, Conference and Awards**  
**MOVED AND SECONDED:**  
That a representative from the Tourism Committee not be sent to the conference in Ucluelet, Oct 4<sup>th</sup> to 6<sup>th</sup>. **CARRIED**
- d. **Marketing Video by Ray Pardas**  
*The Committee viewed a short marketing video by Ray Pardas and decided to have him come to the committee and do a full demonstration.*

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

**10. Adjournment.**

**MOVED AND SECONDED:**

That the Sayward Tourism Committee Meeting of September 14, 2016 be adjourned.

**CARRIED**

The meeting adjourned at 8:25 pm.