



MINUTES OF THE DISTRICT OF PORT HARDY COMMITTEE OF THE WHOLE MEETING OF COUNCIL MARCH 11, 2014

CALL TO ORDER: Deputy Mayor Jessie Hemphill Time: 6:00 pm

PRESENT: Deputy Mayor Jessie Hemphill
Councillors: Janet Dorward, Debbie Huddleston, Rick Marcotte, Nikki Shaw,
John Tidbury

ALSO PRESENT: Rick Davidge, Chief Administrative Officer
Allison McCarrick, Director of Financial Services
Jeff Long, Director of Corporate & Development Services
Leslie Driemel Recording Secretary

REGRETS: Mayor Bev Parnham

Media: None
Members of the Public: 4

COW 2014-01
APPROVAL OF AGENDA
AS PRESENTED

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Moved/Seconded/Carried
THAT the agenda be approved as presented.

DELEGATION

1. Carly Pereboom, Executive Director - James Emerson Outgoing President - Dennis Dugas, Director - Angela Smith, Communications, Port Hardy & District Chamber of Commerce: Update to Council.

At the request of Deputy Mayor Hemphill introductions were made to Council.

Ms Pereboom, through a prepared handout, updated Council on the 2013 activities of the Visitor Center including:

- Review of mandate
- Tourism trends – including increase in outdoor activity events
- Visitor trends
- Market awareness
- Market positioning
- Visitor product and experiences
- Future plans

Goals of the Visitor Center were reviewed.

- Establishing a clear position and experience to bring visitors into the centre (through interactive window displays and presentations on local art, media displays and products)
- Growing market awareness from social media campaigning for our community and events

- Developing new experiences in response to identified visitor trends and demand.
- Publishing and promoting reoccurring dates of community events; i.e. Filomi Days, Ocean Days, Pumpkin Patch Walk, Van Isle 360 Race, North Island Music Fest, Santa Clause Parade, Rivers Day etc.

In summary Ms Pereboom advised it is essential that the Port Hardy Visitor Information Center has a comprehensive view on its main competitors, knowledge of visitor expectations and clear understanding on what are key success factors. Strategic planning for the Visitor Information Center is also very important in order to be competitive in the future.

Ms Pereboom reviewed the Visitor Center 2013 Statement of Expenditures with Council.

Council and the delegation members further discussed:

- Utilizing social media
- Visitor statistics and visitor record keeping
- BC Ferry statistics
- The need for development of local tour packages
- Promotion of outdoor activities such as diving, kayaking, caving
- Development of winter tourism

Deputy Mayor Hemphill thanked the delegation for its informative and comprehensive presentation.

ADJOURNMENT

Moved
THAT the Committee of the Whole Rise.

Time: 6:25 pm

COW 2014-02
ADJOURNMENT



DIRECTOR OF CORPORATE &
DEVELOPMENT SERVICES



MAYOR

