



**MINUTES
DISTRICT OF PORT HARDY
COMMITTEE OF THE WHOLE MEETING
TUESDAY, DECEMBER 13, 2016
COUNCIL CHAMBERS, MUNICIPAL HALL
7360 COLUMBIA STREET**

PRESENT: Mayor Hank Bood, Councillors Pat Corbett-Labatt, Dennis Dugas, Rick Marcotte, Fred Robertson, John Tidbury and Leightan Wishart

ALSO PRESENT: Allison McCarrick, Chief Administrative Officer; Abbas Farahbakhsh, Director of Operational Services, Adrian Maas, Director of Finance, Heather Nelson-Smith, Director of Corporate Services

MEDIA: None **MEMBERS OF THE PUBLIC:** 2

A. CALL TO ORDER

Mayor Bood called the meeting to order at 6:07pm

B. APPROVAL OF AGENDA

Moved/Seconded/Carried

Add – Goals and Objectives of Council

THAT the agenda for the Committee of the Whole meeting of December 13, 2016 be accepted as amended.

C. DELEGATION

1. Calum Matthews, Community and Industry Specialist, Tourism Vancouver Island re: Presentation on Value of Tourism.

- Theme of Presentation: Tourism - Grow With It.
- Ticket to New Prosperity: Building a diverse economy through planned development, boosts to rural areas, strengthens communities and uses resources wisely.
- Tourism is Everybody's Business: Through growing value and spreading wealth through new jobs, fresh dollars, new investment, more services, more residents and rising incomes.
- Review of Statistics: how business is booming in the world, for Canada, BC and the Island region.
- Review of Statistics: tourism as BC's fastest growing resource industry with total tourism revenue up 37.7%.
- Tourism Adding Value: through many dynamic connections.
- Revitalization of Communities: Ucluelet - The Wild Pacific Trail and Lake Cowichan - Renfrew Town Square Project.
- Tourism as a Leading Job Creator: employing seniors, offering lifestyle advantages, diverse industry, rewarding careers, well trained workforce, employs multiple family members, a review of tourism employment statistics and employee annual wages.
- Tourism Dollars Benefits: to visitors and residents thorough broader tax base, funding of new infrastructure grows events, exhibits, festivals, supports social programs, recreation amenities and experiences.
- What Tourism Does For You: transportation, parks and campground, attractions, health and wellness, festivals and events and entertainments.

COW 2016-041
APPROVAL OF
AGENDA AS
AMENDED

DELEGATION:
C.MATTHEWS,
COMMUNITY &
INDUSTRY
SPECIALIST,
TOURISM
VANCOUVER
ISLAND RE:
PRESENTATION
ON VALUE OF
TOURISM

- How Tourism Makes a Difference: through building communities, heritage traditions, preserving culture, livable places, welcoming, inspires health lifestyles, connects residents and enhances beautification.
- Distinct Advantages: through products, major investments, people, diverse experiences, Asia Pacific Gateway and scenic beauty.
- Building Remarkable Experiences: through exceptional products and services such as preserving and protecting environment, hospitality of people, community amenities enhancement, attracting quality entrepreneurs, and superior information systems.
- Forward Thinking: tourism model for regional development from sectors to places, grown to resilience, subsidies to investments, resource production to amenity consumption, exploring goods to importing ideas and people.
- Tourism Vancouver Island: working to grown tourism by: uniting businesses, promoting investment, building a strong regional brand, growing the industry for everyone’s benefit.
- Tourism Vancouver Island Stakeholder Model: benefits the entire industry through no membership fees, inclusive business model, cooperative marketing activities, giving consumers more choice.
- Selling the Destination Worldwide: through trade and media marketplaces, promote operators’ new products, utilize travel trade to market destination, \$5 million annual ad equivalency, reaching and audience of 500 million +.
- Join Forces to Partner for Best Success: through Tourism Vancouver Island, economic development organizations, community tourism organizations and industry partners.
- Review of Tactics for Growth including: support tourism investment in community, promote tourism career opportunities with workforce and resident attraction, support community destination marketing organization, develop policy that encourages and supports tourism growth, invest in infrastructure that supports tourism, collaborate with resource extraction industry on land use.
- Review of Tourism Partners: Vancouver Island North, Discover Campbell River Region, Alberni Valley Tourism, Sunshine Coast Tourism, Tourism Cowichan, Tourism Mount Washington, Tofino, Tourism Nanaimo, Discover Comox Valley, Parksville/Qualicum Beach, Island Coastal Economic Trust, Destination BC.

LATE ITEM
GOALS AND
OBJECTIVES OF
COUNCIL

E. NEW BUSINESS

Late Item- Goals and objectives of Council

Councillor Tidbury asked for this item to be added to the agenda to ensure that there is time scheduled in the new year to review the goals and objectives of Council for 2017. Council agreed and staff will schedule the time.

COW 2016-042
ADJOURNMENT

F. ADJOURNMENT

THAT the Committee of the Whole adjourns.

Time: 6:46 pm

CORRECT

APPROVED

Original signed by:

DIRECTOR
OF CORPORATE SERVICES

MAYOR