

TOURISM COMMITTEE MEETING CALLED TO ORDER at 7p.m. by
Zoom

ORDER OF BUSINESS:

1st INTRODUCTION OF LATE ITEMS, if any:

2nd APPROVAL OF AGENDA

Motion that the Agenda is approved as presented or amended.

3rd READING AND ADOPTION OF THE MINUTES:

4th DELEGATIONS

5th CORRESPONDENCE

6th OLD BUSINESS

- Village website has a McBride Tourism Committee link where announcements, minutes and the Master Plan are posted
<https://www.mcbride.ca/village-office/council/committees/tourism-committee>
- Sandy MacKenzie BC Recreation Sites and Trails has been invited to attend our meetings
- MRDT timeline and process is on track for submission for end of Jan 2021

7th NEW BUSINESS

- An introductory information form has been created for individuals in tourism related businesses and organizations. Attached.
- Proposed responsibilities of Committee Members. Attached
- Data sets available from Destination BC: Myles Bruns
- Tourism Master Plan: initial comments. Next steps. :Karen/Russ
- Regional Business Liaison Covid-19 business data: Karen

8th FINANCIAL AND ADMINISTRATIVE REPORTS

- Lheidli T'enneh Ancient Forest Workng Group meeting of Dec. 8, 2020: Russ. Attached

9th **DATE OF NEXT MEETING**

10th RECOMMENDATIONS TO COUNCIL

11th IN-CAMERA

12th ADJOURNMENT

Motion to adjourn by _____ at _____ pm.

THE CORPORATION OF THE VILLAGE OF MCBRIDE

MCBRIDE TOURISM COMMITTEE AGENDA

January 13, 2021

	3.		<p><u>Reading and Adoption of the Minutes</u></p> <p>None.</p>
	4.		<p><u>Petitions and Delegations</u></p> <p>None.</p>
	5.		<p><u>Correspondence</u></p> <p>None.</p>
	6.		<p><u>Unfinished Business</u></p> <p>None.</p>
	7.		<p><u>New Business</u></p>
02-20		(a)	<p><u>Nomination of Chair</u></p> <p>Frederick/Dubé RESOLVED: THAT Russ Purvis be nominated as Chair of the McBride Tourism Committee for the duration of Committee work.</p> <p style="text-align: right;">CARRIED</p>
03-20		(b)	<p><u>Terms of Reference</u></p> <p>Alan/Hruby RESOLVED: THAT McBride Tourism Committee Terms of Reference be adopted as presented.</p> <p style="text-align: right;">CARRIED</p> <p>Discussion:</p> <ul style="list-style-type: none"> • How committee members should reach out to their sectors to bring information forward to the Committee? • Should committee members have assigned duties under the terms of reference? • Should the Committee have a 1-page questionnaire or form for businesses to provide feedback to the Committee. Form will note the name of the Committee member/section head who is representing their business on the McBride Tourism Committee. • Who else should be on the committee? <p>Action Items:</p> <ul style="list-style-type: none"> • Create duties for committee members/sector heads – Russ • Provide a list of names/contact information for committee members/sector heads – Russ/Eileen/Fran • Create 1-page info sheet/questionnaire so businesses/organizations can provide feedback to the committee. Sheet will note who is representing that sector on the committee – Fran/Eileen/Russ • Invite Sandy MacKenzie to participate regularly – Russ • Delegations will be invited to the committee as needed, such as DestinationBC, Tourism Master Plan consultants, NorthernBC Tourism, etc. – Karen

		(c)	<p><u>Appointment of Committee Members</u></p> <p>The following were appointed to the McBride Tourism Committee at the November 24, 2020 Regular Meeting: Linda Fry, Eileen MacDonald, Sheilagh Foster, Barry Walline, Fran Chiupka, Russ Purvis, Dannielle Alan, Rosemary Hruby and Alan Frederick</p> <p>Appointment of Committee members for specific terms – TABLED</p>
		(d)	<p><u>Recruitment Strategy for Committee Members to represent Accommodation Sector (2) and Accommodation Sector at large (1)</u></p> <p>TABLED until MRDT Application process complete.</p>
		(e)	<p><u>McBride Tourism Master Plan and MRDT Update - Karen</u></p> <ul style="list-style-type: none"> • Final McBride Tourism Master Plan received November 25, 2020. Will go before Council for adoption at the December 15, 2020 meeting. • Will bring adopted Final McBride Tourism Master Plan to next Committee meeting. • Karen reviewed MRDT timeline and process. On track for end of January 2021 submission.
	8.		<p><u>Financial and Administrative Reports</u></p>
		(a)	<p><u>Lheidli T’enneh Ancient Forest Working Group Meeting - Russ</u></p> <ul style="list-style-type: none"> • Darwyn Coxson presented on the biology/biodiversity in the Park. • Cultural Centre in the Park is seen as part of the Lheidli T’enneh brand. • Park planning will go at the speed that the Lheidli T’enneh determine is appropriate to meet the needs of their members.
	9.		<p><u>Date of Next Meeting</u></p> <p>January 13, 2021 at 7pm - Zoom</p>
	10.		<p><u>Recommendations to Council</u></p> <p>None.</p>
	11.		<p><u>In-Camera</u></p> <p>None.</p>
			<p><u>Open Discussion</u></p> <ul style="list-style-type: none"> • Looking forward to feedback and input from sectors, particularly accommodation providers. • How will recently announced COVID-19 province-wide restrictions impact tourism operators?

		<ul style="list-style-type: none"> • Reviewed some of the financial supports available to tourism operators/businesses? • Noted that micro-businesses are not necessarily in a position to take advantage of these programs. Example given - \$40K loan program. • Also, that programs are onerous to apply for and that there are gaps in support for non-profits and micro-businesses. • Where can we find data on how businesses can access support, how many take advantage of the supports, etc? • New programs to support small businesses and non-profits are under development. • Small business are contributing disproportionately to funding these support programs yet are unable to access them. • Increased communication/coordination between recreation stakeholders to promote summer and winter opportunities for tourists required. Bring everyone together under a big umbrella to share work/ideas. • Who do we want to attract as tourists? • COVID is providing an opportunity to attract new business investment and highlight work/life balance in McBride. • Can we buy data sets from DestinationBC? • If we don't have the tourism product, we can't be advertising that we do. Recreation is run by volunteers. • Committee can review new Tourism Master Plan in January and start in on the Action Items as next steps for Committee work. • Discussed tourism focused grants available including from NDTI, Community Foundation, ICIP and Provincial COVID Recovery. • RVR program going through a revamp. <p>Action Items:</p> <ul style="list-style-type: none"> • Karen will add Russ to Business List for COVID information. • Karen will investigate access to Regional Business Liaison COVID-19 business data. • Myles will enquire as to the availability of data sets from DestinationBC.
	12.	<u>Motion to Adjourn</u>
<i>04-20</i>		<p>Hruby/MacDonald <i>Motion to Adjourn at 7:58pm</i></p> <p style="text-align: right;">CARRIED</p>

Robson Valley Tourism Committee

The Village of McBride Tourism Committee exists to advise Village Council in matters regarding tourism marketing, tourism promotion, and tourism product development. The Committee will develop for the Village of McBride the following strategies and plans in alignment with the Tourism Master Plan:

- Marketing strategy • Branding strategy • Promotional plan

The promotional plan will include a budget for the following areas:

- Brochure development and printing • Direct sales promotion • Electronic media advertising (Radio, TV, Video and Social Media) • Familiarization tours • Market research • Photography Print media advertising (Guides, Magazines, Newspapers) • Signage (Design/Layout, Billboards, Banners, Displays, and Interpretive Signage) • Sponsorship of events • Trade shows, workshops, and AGMs participation: Destination BC and Robson Valley • Web development and maintenance.
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While the Committee currently has sector representatives, your input is vital to a well-rounded effort to ensure that not only our goals are met, but that we are successful in our efforts.

Would you be willing to participate in this initiative by attending meetings and providing the perspective of your business/group? Yes _____ No _____

Would you prefer to provide information relative to your specific business to a sector representative for presentation on your behalf? Yes _____ No _____

Would you like to receive regular updates (ie. agendas, minutes to meetings and current items for discussion) via email to allow for input from the perspective of your business/group as planning evolves? Yes_____ No_____

Would you prefer to receive only general updates via email? Yes _____ No _____

May we contact you to gather tourism-related information from your business/group? Yes_____ No_____

Contact Name: _____ Phone Number: _____

Business/Sector: _____

Email address*: _____

*By providing your email address you are authorizing future correspondence via email. Your email address will not be shared, and consent can be withdrawn at any time.

Lheidli T'enneh Ancient Forest Working Group Meeting of Dec. 8, 2020

1. Discussion of plant and animal diversity in the Park
 - How to maintain & protect
 - The significance of public education on site to encourage awareness of plant and animal diversity within the Park
 - Hunting & trapping in the Park
2. Partnership with BC Parks and the existing framework is not well defined
3. Related announcement but not discussed is LTN is developing a Tourism Plan.

Proposed Responsibilities of McBride & Area Tourism Committee Members

- Attend monthly meetings
- Provide on a regular basis tourism related actions or reports by your organization or sector
- Help identify tourism data that is collected or could be collected by your organization or sector
- Assist to create cooperation between tourism related organizations and businesses.
- Assist as needed to promote tourism in McBride & Area, aka: the Robson Valley