

4.		<u>Petitions and Delegations</u>
		None.
5.		<u>Correspondence</u>
		None.
6.		<u>Unfinished Business</u>
	(a)	<p><u>Tourism Committee information Village of McBride website</u></p> <p>Karen noted that the page is up and running: https://www.mcbride.ca/village-office/council/committees/tourism-committee</p> <p>Action: Karen will report back to committee re: traffic on the page.</p>
	(b)	<p><u>Invitation extended to Sandy MacKenzie of Rec Sites and Trails</u></p> <p>Russ noted that Sandy has accepted Committee invitation to participate.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Roll of Sandy and Myles as non-voting committee members, their titles? • Some would like committee meetings to be more less formal and more casual, allowing for open discussion. <p>Action: Karen will discuss with CAO about adding a category of membership (such as Ex-Officio) to Committee Terms of Reference.</p>
	(c)	<p><u>MRDT update</u></p> <p>Karen reported that MRDT Application is on track for end of January submission.</p>
7.		<u>New Business</u>
	(a)	<p><u>Introductory Information Form</u></p> <p>Russ presented draft form for committee review.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Clarified name of committee – McBride Tourism Committee • Who does the committee serve? What area does the committee serve? – As a committee of Council, serves the municipality directly. Village can partner with agencies, groups and governments outside of municipal boundaries in order to support tourism efforts in the broader Robson Valley. • Committee messaging should be vetted by Village Administration • The Tourism Committee makes recommendations to Council for their approval regarding Village participation in tourism projects, community promotion, etc. <p>Action: Karen to clarify the role/scope of committee work with CAO.</p> <p>Action: Committee members to provide Russ with revisions to the document that can be brought forward at the next meeting.</p>

		(b)	<p><u>Proposed Responsibilities of Committee Members</u></p> <p>Russ presented to Committee.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Some of these duties already captured in Terms of Reference. • Some committee members satisfied with duties as outlined in existing Terms of Reference. • Can these duties be added by vote of Committee? <p>Action: Karen will review with CAO for recommendations regarding the need to modify committee Terms of Reference.</p>
		(c)	<p><u>Data Sets</u></p> <p>Myles noted that he can provide provincial data sets so long as he knows exactly what the Committee is looking for.</p> <p>Committee can access data from McBride Visitor Centre, snowmobile club, accommodation providers and start compiling its own data set.</p>
		(d)	<p><u>McBride Tourism Master Plan</u></p> <p>Karen noted that the Village is considering conducting Tourism Forum, one of the top initiatives outlined in the McBride Tourism Master Plan. Will provide more information at future committee meeting.</p>
		(e)	<p><u>Regional Business Liaison</u></p> <p>Karen noted that Regional Business Liaison will be presenting at January 26 Council meeting. Will likely be discussing preliminary findings about how COVID is impacting businesses in the Robson Valley, including those in the tourism sector.</p> <p>Action: Karen will extend invitation to committee members to attend January 26, 2021 Council Zoom Meeting to see RBL presentation.</p>
	8.		<u>Financial and Administrative Reports</u>
		(a)	<p><u>Lheidli T'enneh Ancient Forest Working Group Meeting</u></p> <p>Russ presented condensed minutes from the December 8, 2020 meeting.</p>
	9.		<u>Date of Next Meeting</u>
			February 17, 2021 at 7pm - Zoom
	10.		<u>Recommendations to Council</u>
			None.
	11.		<u>In-Camera</u>

			None.
			<u>Open Discussion</u>
	12.		<u>Motion to Adjourn</u>
03-21			Foster/MacDonald <i>Motion to Adjourn at 8:27pm</i>
			CARRIED