



MINUTES

McBride Tourism Committee Meeting 7:00 pm, Wednesday, February 17, 2021

Zoom ID – 878 8248 6563
McBride BC
Ph: 250-569-2229
www.mcbride.ca

	Present:	Linda Fry Rosemary Hruby, Councillor Eileen MacDonald Sheilagh Foster Fran Chiupka Russ Purvis Barry Walline Dannielle Alan
	Regrets:	Allan Frederick, Councillor Sandy MacKenzie, Recreation Officer, Rec Sites and Trails, FLNR
	Other:	Myles Bruns, Regional Manager, Econ Dev. FLNR
	Staff:	Sandy Salt, Interim Chief Administrative Officer Karen Dubé, Community Economic Development Coordinator
	Public/Press:	None

Resolution #		
		<p><u>Call to Order:</u></p> <p>Russ Purvis called the McBride Tourism Committee meeting of February 17, 2021 to order at 7:01 pm.</p>
	1.	<p><u>Introduction of Late Items</u></p> <p>6. (a) ii Accommodation Sector recruitment – Karen 7. (g) Visitor Centre Lease renewal – Linda</p>
	2.	<p><u>Approval of Agenda</u></p>
04-21		<p>Foster/Walline <i>RESOLVED: THAT the McBride Tourism Committee Meeting Agenda for February 17, 2021 be approved as amended.</i></p> <p style="text-align: right;">CARRIED</p>
	3.	<p><u>Reading and Adoption of the Minutes</u></p>
05-21		<p>Minutes from the January 13, 2021 meeting</p> <p>Hruby/Alan <i>RESOLVED: THAT the McBride Tourism Committee Meeting Minutes from January 13, 2021 be tabled until the next meeting</i></p> <p style="text-align: right;">CARRIED</p>

	4.		<u>Petitions and Delegations</u>
			None.
	5.		<u>Correspondence</u>
			None.
	6.		<u>Unfinished Business</u>
		(a) i	<p><u>MRDT Update</u></p> <p>Karen reported the MRDT application was submitted to DestinationBC the week of February 8, 2021. DestinationBC has reviewed the application and forwarded to Cabinet for review and approval.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Approval could take up to 9 months. The Province may come back to the Village with additional questions. • Majority of accommodation providers signed MRDT application.
		(a) ii	<p><u>Accommodation Sector Recruitment</u></p> <p>3 committee spaces earmarked for accommodation sector. Karen noted one motel owner has expressed interest in sitting on the committee.</p> <p>Action: Karen will invite Accommodation Providers to sit on the Committee and bring names before Council for appointment.</p>
		(b)	<p><u>Introductory Information Form</u></p> <p>Form “D” selected by group. The form will serve as an information conduit for Sector Heads to collect data from sectors.</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Interim CAO Sandy Salt noted that the form should be vetted through Administration. • Possible addition to form could be, “For more information please call _____.” <p>Action: Administration will review Form D.</p>
06-21		(c)	<p><u>Proposed Responsibilities of Committee Members</u></p> <p>MacDonald/Fry <i>RESOLVED to recommend THAT Council amend the Village of McBride Tourism Committee Terms of Reference with the Committee’s recommendations listed below:</i></p> <ol style="list-style-type: none"> 1. <i>That Committee member responsibilities be expanded to include:</i> <ol style="list-style-type: none"> a) <i>Provide on a regular basis tourism related actions or reports by your organization or sector.</i> b) <i>Help identify tourism data that is collected or could be collected by your organizations or sector.</i>

			<p><i>That in the interest on continuity each member representing a specific sector have an alternate representative to attend meetings.</i></p> <p style="text-align: right;">CARRIED</p> <p>Discussion:</p> <ul style="list-style-type: none"> At future meeting committee will determine how data collected will be reported back to the committee and Council.
	7.		<u>New Business</u>
		(a/b)	<p><u>Data Sets available: DestinationBC/N. BC Tourism and Proposed presentation by NorthernBC Tourism – 1.5 hours</u></p> <p>Russ contacted April Moi from NorthernBC Tourism who provided information on how to access Environics Analytics Research data.</p> <p>Furthermore, April recommended that the Committee schedule an online meeting with NorthernBC Tourism CEO Clint Fraser who can present information on NorthernBC Tourism, what they do, analytical data available, etc. 1.5 hour presentation.</p> <p>Evenings work best for Committee Members.</p> <p>Action: Russ will reach out to Northern BC tourism regarding a date.</p>
		(c)	<p><u>New Digital Support & Literacy Program from NorthernBC Tourism with Alex Buri</u></p> <p>Alex Buri offering to meet with us to talk about the program. How can the Committee present this to the community?</p> <p>Discussion:</p> <ul style="list-style-type: none"> Committee members agreed that this service could be valuable for most sectors. Fran notes that the Digital Marketing Bootcamp – quite techy and time consuming but interesting. Should the Committee come up with a survey after a discussion with Alex to see what the needs are? Could we loop in local IT technicians in this training? <p>Action: Russ will meet with Alex to clarify services offered. Fran will join Russ.</p>
		(d)	<p><u>Previous Years Visitor Centre Report(s)</u></p> <p>Mammoth amount of information as a resource as we move forward.</p> <p>Discussion:</p> <ul style="list-style-type: none"> A summary from the Visitor Centre is a good way to get concise, compiled information.
		(e)	<p><u>Committee Promotion</u></p> <p>Discussion:</p>

			<ul style="list-style-type: none"> Eileen noted that we need an introduction to who we are, how formed at the right time, ahead of a letter/sector information forms going out. Press release format? Friendly and introductory? <p>Action: Karen/CAO will write a press release to bring to the Committee for the next meeting that can then go before Council for approval.</p>
07/21		(f)	<p><u>“Seconds” for Committee Members</u></p> <p>Need for “seconds” for each Committee Member in the event that they are unable to attend meetings.</p> <p>Discussion:</p> <ul style="list-style-type: none"> Important that these seconds be vetted by Council and kept up to speed on Committee issues. Can be a challenge to find people to step into these “seconds” roles. Sandy clarifies reason for 2 Council members on the Committee. <p>Walline/Hruby <i>RESOLVED to recommend THAT Council amend the Village of McBride Tourism Committee Terms of Reference to add the ability for the Committee to have “seconds” to stand in when members are absent from meetings.</i></p> <p style="text-align: right;">CARRIED</p>
		(g)	<p>Tourism Information Centre Lease with Village of McBride</p> <p>Linda Fry noted that the Chamber of Commerce holds the contract with Destination BC to operate the Visitor Centre and has a lease agreement with the Village of McBride to operate out of the McBride Train Station. 1-year lease will expire December 31, 2021.</p> <p>Discussion</p> <ul style="list-style-type: none"> This is not matter for the Committee. The Chamber of Commerce can reach out directly with the Village of McBride.
	8.		<u>Financial and Administrative Reports</u>
		(a)	<p><u>Lheidli T’enneh Ancient Forest Working Group Meeting</u></p> <p>January Working Group meeting was for Lheidli T’enneh only.</p>
	9.		<u>Date of Next Meeting</u>
			March 31, 2021 at 7pm – Zoom
	10.		<u>Recommendations to Council</u>
		(a)	<p><i>THAT Council amend the Village of McBride Tourism Committee Terms of Reference with the Committee’s recommendations listed below:</i></p> <p><i>1. That Committee member responsibilities be expanded to include:</i></p>

			<p>c) <i>Provide on a regular basis tourism related actions or reports by your organization or sector.</i></p> <p>d) <i>Help identify tourism data that is collected or could be collected by your organizations or sector.</i></p> <p>2. <i>That in the interest on continuity each member representing a specific sector have an alternate representative to attend meetings.</i></p>
		(b)	<p><i>THAT Council amend the Village of McBride Tourism Committee Terms of Reference to add the ability for the Committee to have "seconds" to stand in when members are absent from meetings.</i></p>
	11.		<u>In-Camera</u>
			None.
	12.		<u>Motion to Adjourn</u>
08-21			<p>Hruby/Walline <i>Motion to Adjourn at 8:12pm</i></p> <p style="text-align: right;">CARRIED</p>