

MINUTES
SPECIAL TOURISM ADVISORY COMMITTEE MEETING
2ND FLOOR, CITY HALL, TRAINING ROOM
455 WALLACE STREET, NANAIMO, BC
THURSDAY, 2017-AUG-03, AT 8:30 A.M.

PRESENT: Members: Dan Brady
 Leif Bogwald
 Chao Chang
 Lex Dunn
 Rosemary Gibson
 Jenn Houtby-Ferguson, Vice-Chair
 Dale Partridge
 Robert Plante

 Absent: Henry Traa
 Mike Bauche

 Staff: P. Cooper, Director of Communication and Community Engagement
 D. Tsembelis, Communication Clerk
 S. Snelgrove, Deputy Corporate Officer (vacated 8:43 a.m.)
 J. Vanderhoef, Recording Secretary

1. CALL THE SPECIAL TOURISM ADVISORY COMMITTEE MEETING TO ORDER:

The Special Tourism Advisory Committee Meeting was called to order at 8:32 a.m.

2. INTRODUCTION OF LATE ITEMS

- (a) Correspondence from Sheila Gurrie, City Clerk, dated 03-AUG-2017, regarding documentation of minutes, was circulated.
- (b) Dale Partridge advised that he wished to address the Committee under Agenda Item 7 - Other Business.

 It was moved and seconded that Dale Partridge be added as a late item under Agenda Item 7(d) - Dale Partridge. The motion carried unanimously.

- (c) Add – Agenda Item 7(e) - Meeting Schedules for September 2017.

3. ADOPTION OF AGENDA:

 It was moved and seconded that the Agenda, as amended, be adopted. The motion carried unanimously.

4. ADOPTION OF MINUTES:

It was moved and seconded that the Minutes of the Special Meeting of the Tourism Advisory Committee held in the 2nd Floor, City Hall, 455 Wallace Street, Nanaimo, BC, on Thursday, 2017-JUL-13 at 8:30 a.m. be adopted as circulated. The motion carried unanimously.

S. Snelgrove vacated the Training Room at 8:43 a.m.

5. OTHER BUSINESS:

(a) Phase Three Plan – Details and Logistics

Ray Freeman, Left Coast Insights, provided a presentation regarding Phase Three Plan – details and logistics, and spoke regarding the following:

- Stakeholder interviews are currently ongoing; and,
- Breakdown of who the key stakeholders are.

Committee discussion took place regarding the inclusion of the General Manager of the Vancouver Island Conference Centre as one of the key stakeholders and replacing the current Vancouver Island University contact with Janelle Knowles due to availability. It was noted that the aim of these discussions are to gather perspective regarding the delivery of tourism services in Nanaimo from members of the Tourism Advisory Committee, key stakeholders and members of City Council.

Ray Freeman, Left Coast Insights, spoke regarding digital listening and said that a program called Skylight is looking for qualitative phrases, key words and conversations online with regards to perceptions of tourism and tourism governance in Nanaimo. This digital listening will commence 2017-JUL-31 until 2017-AUG-21, and will go back historically 3-6 months.

Ray Freeman, Left Coast Insights, spoke regarding the online survey which will begin 2017-AUG-07 and run until 2017-AUG-21. The expectation is to receive a variety of different types of responses ranging from one sentence to multiple pages. It was noted that the wording should be comfortably accessible to all people and avoid jargon that is confusing.

Ray Freeman, Left Coast Insights, spoke regarding the upcoming Community Tourism Engagement Event (previously Town Hall) scheduled for 2017-AUG-15 from 4:00 p.m. – 7:00 p.m.

Committee discussion took place regarding the time schedule for the Community Tourism Engagement Event. It was noted that the media release for this event will be posted on the City's website, the Bulletin, and Facebook this afternoon. Discussion took place regarding responses to media questions and aiming to present a united front to the public.

Ray Freeman, Left Coast Insights, spoke regarding the upcoming workshops scheduled for 2017-AUG-24 at 9:00 a.m.-12:00 p.m. and 1:00 p.m. – 4:00 p.m. All invitations have been completed and sent to City Staff to be reviewed. Committee members are not expected to be in attendance for the full day. Jenn Houtby-Ferguson will attempt to organize times for committee members to attend to ensure that members are spread evenly across both workshop times.

Committee discussion took place regarding traditional marketing strategies and a new modern marketing strategy for tourism Nanaimo. The following topics were discussed:

- Methods of reaching this new modern market;
- Using Social media;
- Picking the right channels to distribute the survey; and,
- Changing the wording at the end of the survey to say: “to be distributed by Tourism Advisory Committee in October” rather than City Staff.

The Tourism Advisory Committee meeting recessed at 9:31 a.m.

The Tourism Advisory Committee meeting reconvened at 9:41 a.m.

(b) Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT) Discussion and Update

Ray Freeman, Left Coast Insights, provided a presentation regarding updates to the SWOT analysis.

Committee discussion took place regarding the use of a SWOT analysis as a useful tool to become aware of limitations and focus on strengths. It was noted that the current SWOT analysis is from another era and no longer applicable in today's market. Discussion took place regarding destination next, millennials and what could be Nanaimo's strengths and opportunities. The goal of conversation was to imagine a long term goal and image for Nanaimo.

Ray Freeman, Left Coast Insights, provided a presentation regarding updated slides for the current Tourism Delivery Model in Nanaimo. He reviewed the previous priorities of the Tourism Strategic Plan in 2013. He also spoke regarding the need for an emergency recovery program when disasters happen and how to minimise the effects of disaster situations.

The Tourism Advisory Committee broke into four groups to discuss and review the current and past SWOT items. The aim of this exercise was to review which items are still relevant and what items are no longer current. Each group provided their updated lists and Jenn Houtby-Ferguson will compile these notes to prepare a new draft SWOT analysis which will be distributed for group discussion and input.

(c) Discussion Regarding Proposed Survey

Committee discussion took place regarding the draft survey, which had been circulated to committee members via email. Members commented on the wording of the questions. There were some concerns regarding the clarity of the questions.

(d) Dale Partridge

Dale Partridge spoke regarding conduct, and recent correspondence, between himself, City Staff, and the Committee; he expressed regret for some of his responses and conduct.

Committee discussion took place regarding the benefits of having a sharp edge in conversations for additional perspective. It was noted that the committee would like to encourage different opinions and encourage input from all members. There is value in differences of opinions and going forward there will be a conscious effort to maintain this variety whilst being constructive.

(e) Meeting Schedules for September 2017

This item was not reviewed.

6. ADJOURNMENT:

It was moved and seconded at 11:08 a.m. that the meeting terminate. The motion carried unanimously.



CHAIR

CERTIFIED CORRECT:



CORPORATE OFFICER