



AGENDA
SPECIAL TOURISM ADVISORY COMMITTEE MEETING

July 13, 2017, 8:30 AM
Training Room, 2nd Floor
455 Wallace Street, Nanaimo, BC V9R 5J6

Pages

1. **CALL THE MEETING OF THE TOURISM ADVISORY COMMITTEE TO ORDER:**
2. **INTRODUCTION OF LATE ITEMS:**
3. **ADOPTION OF AGENDA:**
4. **ADOPTION OF MINUTES:**
 - a. **Minutes** 1 - 3

Minutes of the Tourism Advisory Committee Meeting held 2017-JUN-08 at 8:30 a.m. in the 2nd Floor, Training Room, City Hall, 455 Wallace Street, Nanaimo, B.C.
 - b. **Minutes** 4 - 6

Minutes of the Tourism Advisory Committee Meeting held 2017-JUN-15 at 8:30 a.m. in the Board Room, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, B.C.
5. **PRESENTATIONS:**
 - a. **Meeting Procedures**

Sheila Gurrie, Corporate Officer, to provide a presentation regarding meeting procedures.
 - b. **Project Review and Update of Phase I: Project Planning**

Greg Klassen, Partner, Twenty31 and Ray Freeman, Left Coast Insights, to provide a presentation regarding Project Review and Update of Phase I and Project Planning.
 - c. **Presentation from Twenty31 of Project Plan Timelines**

Greg Klassen, Partner, Twenty31 and Ray Freeman, Left Coast Insights, to provide a presentation regarding project plan timelines.

d. Briefing Presentation from Twenty31: Project Review of Phase II: Situational Review

Greg Klassen, Partner, Twenty31 and Ray Freeman, Left Coast Insights, to provide a presentation regarding Project Review of Phase II and Situational Review.

e. Review of Plan and Timelines for Phase III: Stakeholder and Committee Engagement

Greg Klassen, Partner, Twenty31 and Ray Freeman, Left Coast Insights, to provide a presentation regarding Review of Plan and Timelines for Phase III and Stakeholder and Committee Engagement.

6. REPORTS:

7. OTHER BUSINESS:

8. QUESTION PERIOD:

9. ADJOURNMENT:

MINUTES
SPECIAL TOURISM ADVISORY COMMITTEE MEETING
2ND FLOOR, TRAINING ROOM, CITY HALL
455 WALLACE STREET, NANAIMO, BC
THURSDAY, 2017-JUN-08, AT 8:30 A.M.

PRESENT: Henry Traa, Chair

Members: Mike Bauche
Dan Brady
Leif Bogwald
Chao Chang
Lex Dunn
Rosemary Gibson (entered 8:36 a.m.)
Jenn Houtby-Ferguson (entered 8:31 a.m.)
Dale Partridge
Robert Plante

Staff: P. Cooper, A/ Chair, Director of Communication and Community Engagement
T. Loewen, Communications and Marketing Specialist
D. Tsembelis, Communication and Community Engagement Clerk
N. Sponaule, Communication Clerk (entered 8:33 a.m.)
S. Snelgrove, Deputy Corporate Officer (vacated 10:27 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 8:30 a.m.

J. Houtby-Ferguson entered the Training Room at 8:31 a.m.

N. Sponaule entered the Training Room at 8:33 a.m.

2. ADOPTION OF AGENDA:

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

R. Gibson entered the Training Room at 8:36 a.m.

3. REPORTS:

(a) Nominate and Vote on a Chair and Vice-Chair for the Tourism Advisory Committee

It was moved and seconded that the Tourism Advisory Committee discuss the options of appointing a Chair and Vice-Chair, or appointing only a Chair. The motion carried unanimously.

Committee discussion took place regarding the benefits of appointing both a Chair and Vice-Chair to the Tourism Advisory Committee.

It was moved and seconded that the Tourism Advisory Committee appoint both a Chair and Vice-Chair. The motion carried unanimously.

Committee discussion took place regarding who would be nominated as Chair and Vice-Chair of the Tourism Advisory Committee.

It was moved and seconded that the Tourism Advisory Committee nominate Henry Traa as Chair and Jenn Houtby-Ferguson as the Vice-Chair of the Tourism Advisory Committee. The motion carried unanimously.

P. Cooper, A/Chair, Director of Communication and Community Engagement, vacated the Chair at 8:57 a.m. and Henry Traa assumed the Chair.

(b) Discussion of Draft Terms of Reference

Presentation:

1. Jenn Houtby-Ferguson provided a presentation regarding a proposed Draft Terms of Reference for the Tourism Advisory Committee.

Committee discussion took place regarding the wording of the purpose and key objectives listed within the Draft Terms of Reference. The following changes were made:

- change purpose to say “to optimize Nanaimo’s competitive advantage”;
- add the words “partners” and “stakeholders” to the purpose; and,
- describe the Tourism sector as including: leisure tourism meetings, conventions, sport tourism, festivals and events, and accommodation partners.

It was moved and seconded that the Tourism Advisory Committee approve the purpose and key objectives as outlined in the revised Draft Terms of Reference.

Opposed: D. Partridge

The Tourism Advisory Committee meeting recessed at 10:01 a.m. with the intention of reconvening in 10 minutes.

The Tourism Advisory Committee meeting reconvened at 10:11 a.m.

Ray Freeman, LeftCoast Insights, joined the meeting via telephone at 10:11 a.m.

S. Snelgrove vacated the Training Room at 10:27 a.m.

Ray Freeman, LeftCoast Insights, telephone call terminated at 10:35 a.m.

(c) Workshop with Twenty31

Presentation:

1. Oliver Martin, Twenty31 Consulting, Greg Klassen, Twenty31 Consulting, and Ray Freeman, LeftCoast Insights, provided a presentation regarding their vision for the Tourism Advisory Committee, roles, proposed engagement, timelines, stakeholders map, and situational analysis.

Discussion took place with the representatives from Twenty31. The representatives requested that the Tourism Advisory Committee have a discussion; at the next scheduled meeting 2017-JUN-15, to compile a short (5-10 person) list of potential stakeholders to recommend to Twenty31 for engagement and feedback. Discussion took place regarding individual interviews and stakeholder workshops that are planned for the future.

(d) Discussion Regarding Committee Schedule

It was moved and seconded that the Tourism Advisory Committee schedule two future meetings as follows:

- Thursday, 2017-JUN-15 to commence at 8:30 a.m. until 10:00 a.m.
- Thursday, 2017-JUL-13 to commence at 8:30 a.m.

The motion carried unanimously.

4. ADJOURNMENT:

It was moved and seconded at 12:09 p.m. that the meeting terminate. The motion carried unanimously.

CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER

MINUTES
SPECIAL TOURISM ADVISORY COMMITTEE MEETING
BOARD ROOM, SERVICE AND RESOURCE CENTRE
411 DUNSMUIR STREET, NANAIMO, BC
THURSDAY, 2017-JUN-15, AT 8:30 A.M.

PRESENT: Henry Traa, Chair

Members: Mike Bauche
Dan Brady
Leif Bogwald
Chao Chang (entered 8:31 a.m.)
Lex Dunn
Rosemary Gibson
Dale Partridge
Robert Plante (entered 8:32 a.m.)

Absent: Jenn Houtby-Ferguson

Staff: T. Loewen, Communications and Marketing Specialist
N. Sponaule, Communication Clerk
S. Snelgrove, Deputy Corporate Officer
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 8:30 a.m.

Chao Chang entered the Boardroom at 8:31 a.m.
Robert Plante entered the Boardroom at 8:32 a.m.

2. ADOPTION OF AGENDA:

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

3. ADOPTION OF MINUTES:

It was moved and seconded that the following Minutes be adopted as circulated:

- Minutes from the Special Tourism Advisory Committee Meeting held in the Training Room, 2nd Floor, City Hall, 455 Wallace Street, Nanaimo, BC, on Friday, 2017-MAY-26 at 10:00 a.m.
- Minutes of the Special Tourism Advisory Committee Meeting held in the Training Room, 2nd Floor, City Hall, 455 Wallace Street, Nanaimo, BC, on Thursday, 2017-JUN-01 at 10:00 a.m.

The motion carried unanimously.

4. PRESENTATIONS:

(a) Presentation from Robert Plante regarding Communication

Robert Plante provided a presentation regarding the importance of quality communication.

Committee discussion took place regarding the purpose of the committee at this first stage, clarity of communication, and opportunities for individuals to speak.

Henry Traa, Chair, read aloud the direction put forward by Council for the Tourism Advisory Committee from 2016-NOV-28.

Greg Klassen, Twenty31, joined the Tourism Advisory Committee meeting via telephone at 8:51 a.m.

5. REPORTS:

(a) Discussion regarding Key Stakeholders

Committee discussion took place regarding key stakeholders within the community. The aim of this discussion was to provide the consultants Twenty31 with the names of 5-10 key stakeholders within the community to interview. The key stakeholders are meant to evaluate whether the Tourism Advisory Committee's plans are on track and to provide suggestions or feedback on the committee's proposals. Therefore, the list of stakeholders must be inclusive in order to provide accurate feedback throughout the community. The key stakeholders should have a good cross section of experience and knowledge in governance and tourism; and be engaged in the local community.

It was moved and seconded that the Tourism Advisory Committee accept the following seven key stakeholders:

- Dean Clarke, Vancouver Island Convention Centre
- Gloria Hatfield, Gabriola Island
- Walt Judas, Tourism Industry Association of BC
- David Mailloux, Nanaimo Port Authority
- Andrew Roberts, Got Pop?
- Nicole Vaugeois, Vancouver Island University
- Chief John Wesley and Councillor Erralyn Thomas, Snuneymuxw First Nation

The motion carried unanimously.

6. ADJOURNMENT:

It was moved and seconded at 9:55 a.m. that the meeting terminate. The motion carried unanimously.

CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER