



AGENDA
SPECIAL TOURISM ADVISORY COMMITTEE MEETING

June 15, 2017, 8:30 AM

Board Room, Service and Resource Centre,
411 Dunsmuir Street, Nanaimo, BC

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 Special Tourism Advisory Committee Meeting held 2017-MAY-26 at 10:00 a.m. in the Training Room, 2nd Floor, City Hall, 455 Wallace Street, Nanaimo.
 - b. **Minutes** 4 - 7

Minutes of the Special Tourism Advisory Committee Meeting held 2017-JUN-01 at 10:00 a.m. in the Training Room, 2nd Floor, City Hall, 455 Wallace Street, Nanaimo.
5. **PRESENTATIONS:**
 - a. **Presentation from Robert Plante regarding Communication**
6. **REPORTS:**
 - a. **Discussion regarding Key Stakeholders**
7. **OTHER BUSINESS:**
8. **QUESTION PERIOD:**
9. **ADJOURNMENT:**

MINUTES
SPECIAL TOURISM ADVISORY COMMITTEE MEETING
TRAINING ROOM, 2nd FLOOR, CITY HALL
455 WALLACE STREET, NANAIMO, BC
FRIDAY, 2017-MAY-26, AT 10:00 A.M.

PRESENT: Members: Mike Bauche
 Dan Brady
 Chao Chang
 Lex Dunn
 Rosemary Gibson
 Jenn Houtby-Ferguson (vacated 11:03 a.m. returned 11:52 a.m.)
 Dale Partridge
 Robert Plante

 Absent: Leif Bogwald
 Henry Traa

 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. Sponaugle, Communications Clerk
 S. Snelgrove, Deputy Corporate Officer
 J. Vanderhoef, Recording Secretary

1. CALL THE TOURISM ADVISORY COMMITTEE MEETING TO ORDER:

The Special Tourism Advisory Committee Meeting was called to order at 10:11 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 Minutes of the Special Tourism Advisory Committee Meeting held in the Board Room, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC, on Thursday, 2017-MAY-18 at 2:30 p.m. be adopted as circulated. The motion carried unanimously.

4. REPORTS:

(a) Sample Terms of Reference

A draft copy of the Terms of Reference were received by the Tourism Advisory Committee.

Committee discussion took place regarding the goals of the Tourism Advisory Committee circulating a glossary of terms and sending suggestions to Staff.

It was moved and seconded that the Tourism Advisory Committee add an 11th member. The motion was defeated.

Opposed: *Dan Brady, Chao Chang, Jenn Houtby-Ferguson, Dale Partridge and Robert Plante*

(b) Discuss meeting schedule for the Tourism Advisory Committee

Committee discussion took place regarding a proposed informal meeting 2017-May-31. Questions were raised regarding what can be discussed during an informal setting and whether or not the meeting needs to be a formal meeting or if an informal get together will be sufficient. P. Cooper, Director of Communication and Community Engagement, advised the committee members that during the informal get together 2017-MAY-31 they were not permitted to discuss committee business as those topics could only be addressed during a scheduled meeting.

Committee discussion took place regarding the history of the Tourism committee. Committee members who have been involved in the past offered to provide an overview of what happened before, relative to other committees and organizations around the City.

It was moved and seconded that the Tourism Advisory Committee prepare a presentation for the 2017-JUN-01 Committee meeting which speaks historically to the facts and background of the committee and its structure. The motion carried unanimously.

P. Cooper, Director of Communication and Community Engagement, spoke regarding drafting a meeting schedule for the Tourism Advisory Committee. Committee members were requested to submit their availability times to N. Sponaugle, Communications Clerk, via email, with the goal of setting a schedule for 2017-JUN-01 until September 2017. Staff will review the timeframes they receive and prepare a draft meeting schedule for the 2017-JUN-01 Tourism Advisory Committee meeting.

5. PROCEDURAL MOTION:

It was moved and seconded that the meeting be closed to the public in order to deal with agenda items under the *Community Charter*:

Section 90(1) A part of a Council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

- (j) information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under Section 21 of the *Freedom of Information and Protection of Privacy Act*, and,
- (n) the consideration of whether a Council meeting should be closed under a provision of this subsection or subsection (2).

The Tourism Advisory Committee moved In Camera at 11:00 a.m.
The Tourism Advisory Committee moved out of In Camera at 11:52 a.m.
Jenn Houtby-Ferguson returned to the Training Room at 11:52 a.m.

6. ADJOURNMENT:

It was moved and seconded at 11:53 a.m. that the meeting terminate. The motion carried unanimously.

A/CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER

MINUTES
SPECIAL TOURISM ADVISORY COMMITTEE MEETING
TRAINING ROOM, 2nd FLOOR
455 WALLACE STREET, NANAIMO, BC
THURSDAY, 2017-JUN-01, AT 10:00 A.M.

PRESENT: Members: Mike Bauche
 Dan Brady (entered 11:10 a.m.)
 Leif Bogwald
 Chao Chang (vacated 11:50 a.m.)
 Lex Dunn
 Rosemary Gibson
 Jenn Houtby-Ferguson
 Dale Partridge
 Robert Plante
 Henry Traa

 Staff: P. Cooper, A/ Chair, Director of Communication and Community
 Engagement
 T. Loewen, Communications and Marketing Specialist
 D. Tsembelis, Communication and Community Engagement Clerk
 C. Barr, Communication Clerk
 N. Sponaugle, 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 10:06 a.m.

2. INTRODUCTION OF LATE ITEMS

- (a) Add Agenda Item 6(b) – Discussion Regarding Electing Multiple Chairs to the Tourism Advisory Committee.
- (b) Add Agenda Item 6(c) – Call for Nominations to the Chair and Co-Chair Position on the Tourism Advisory Committee.

3. ADOPTION OF AGENDA:

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

4. PRESENTATIONS:

(a) Tourism Committee Historical Overview

1. Jenn Houtby-Ferguson provided an overview of past and current tourism models. She spoke regarding the following:

- Destination Marketing Organizations (DMO);
- History of Tourism in Nanaimo and Destination Nanaimo prior to 2011;
- Nanaimo Economic Development Corporation (NEDC) was formed in 2012;
- NEDC increased the map area to include Lantzville, Gabriola Island and Cedar, through an agreement with the Regional District of Nanaimo;
- What was missing “A Whole Destination Approach is needed”;
- In 2013, 5 goals were identified under the Tourism Strategic Plan;
- There were some challenges between NEDC and Tourism Board regarding communication and expectations; and,
- Going forward it is important that structure is strong.

It was moved and seconded that the Tourism Advisory Committee defer consideration of the presentation regarding Tourism Committee Historical Overview in order to convene the “In Camera” portion of the meeting. The motion carried unanimously.

5. PROCEDURAL MOTION:

It was moved and seconded that the meeting be closed to the public in order to deal with agenda items under the *Community Charter*:

Section 90(1) A part of a Council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

- (j) information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under Section 21 of the *Freedom of Information and Protection of Privacy Act*; and,
- (n) the consideration of whether a Council meeting should be closed under a provision of this subsection or subsection (2).

The meeting moved “In Camera” at 10:47 a.m.

The meeting moved out of “In Camera” 11:25 a.m.

6. REPORTS:

(a) Discussion of Draft Terms of Reference

P. Cooper, A/Chair, Director of Communication and Community Engagement, suggested that the Tourism Advisory Committee defer discussion of the draft Terms of Reference until the Tourism Advisory Committee has had an opportunity to discuss it with the consultant.

It was moved and seconded that the Tourism Advisory Committee defer Agenda Item 6(a) - Discussion of Draft Terms of Reference until the next scheduled meeting 2017-JUN-08. The motion carried unanimously.

7. OTHER BUSINESS:

(a) Breakdown of Roles and Responsibility of an Effective Chair

The document titled Chair of the Tourism Advisory Committee (TAC) Roles and Responsibilities was received.

(b) Discussion Regarding Electing Multiple Chairs to the Tourism Advisory Committee

S. Snelgrove, Deputy Corporate Officer, spoke providing an outline from the Committee Operating Guidelines regarding selecting a Chair and Vice-Chair for a Committee. N. Sponaule, Communication Clerk, will forward this information to committee members via email.

(c) Call for Nominations to the Chair and Co-Chair Position on the Tourism Advisory Committee

Committee Discussion took place regarding the process when voting on a Chair and Vice-Chair.

It was moved and seconded that the Tourism Advisory Committee will discuss and vote on a Chair and Vice-Chair at the next scheduled meeting 2017-JUN-08. The motion carried unanimously.

8. REPORTS: (continued)

(b) Discussion Regarding Committee Schedule

Committee discussion took place regarding member's availability for a scheduled meeting 2017-JUN-08 in order to meet with the selected consultant.

It was moved and seconded that the Tourism Advisory Committee schedule a meeting for 2017-JUN-08 to commence at 8:30 a.m. until noon. The motion carried unanimously.

Committee discussion took place regarding a long term schedule. It was suggested that further discussion regarding a schedule take place after meeting with the consultant.

Chao Chang vacated the Training Room at 11:50 a.m.

4. PRESENTATIONS: (continued)

(a) Tourism Committee Historical Overview (continued)

Jenn Houtby-Ferguson continued her earlier presentation, and spoke regarding Municipal and Regional District Tax (MRDT), and Destination BC.

Committee Discussion took place regarding the disbursement of MRDT funds.

9. ADJOURNMENT:

It was moved and seconded at 12:02 p.m. that the meeting terminate. The motion carried unanimously.

A/CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER