

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