

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

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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. 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 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. Sponaugle, 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.

  
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A/CHAIR

CERTIFIED CORRECT:

  
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CORPORATE OFFICER