



MINUTES

**McBride Tourism Committee Meeting
3:00pm, Monday, January 9, 2023**

Council Chambers/Zoom
McBride BC
Ph: 250-569-2229
www.mcbride.ca

	Present:	Glen Frear, Councillor Dannielle Alan	Gina Gallacher Jill and Stewart Philpott
	Regrets:	Allan Frederick	Eileen MacDonald
	Staff:	Chris Tupy Sandy Salt	Karen Dube Mikala Rollinson
	Delegation:		
	Public/Press:	2	

Resolution #		
	1.	<u>Call to Order</u>
		McBride Tourism Committee meeting of Monday, January 9, 2023 was called to order at 3:00pm.
	2.	<u>Introduction of Late Items</u>
		None.
	3.	<u>Approval of Agenda</u>
010109.23MTC		<p>Gallacher/Alan RESOLVED THAT the McBride Tourism Committee Meeting Agenda for January 9, 2023 be approved as presented.</p> <p style="text-align: right;">CARRIED</p>
	4.	<u>Reading and Adoption of the Minutes</u>
		None.
	5.	<u>Delegations</u>
		None.
	6.	<u>Unfinished Business</u>
		None.
	7.	<u>Correspondence</u>
		None.
	8.	<u>New Business</u>
	(a)	<u>Tourism Committee of Council Terms of Reference</u>

			Provided for the Committee's information.
	(b)		<p><u>Committee Appointments</u></p> <p>One position vacant on Committee, representing the Accommodation Sector. Village staff will reach out to AirBNBs in McBride to see if any of these accommodation providers are interested in sitting on the committee.</p>
	(c)		<p><u>Election of Chair, Term Appointments and determination meeting dates/times</u></p> <p>Committee tabled these decisions until next meeting.</p>
	(d)		<p><u>Rural Economic Diversification and Infrastructure Program – Economic Capacity Stream</u> – for the Committee's information</p> <p>The Village has submitted an application for \$100,000 (over 2 years) to fund the Activate Tourism McBride Project. The project will see the Village engage the services of a tourism consultant to assume the tourism portfolio and support tourism sector growth in and around McBride by:</p> <ol style="list-style-type: none"> 1. Implementing key recommendations and action items in the McBride Tourism Master Plan, including the creation of two new visitor experiences; 2. Directly support the McBride Tourism Committee and work with the Committee members to create a 2-year Committee Action Plan; and, 3. Help to build tourism capacity within the municipality to manage tourism in the medium and long term. <p>Submitted – January 3, 2023. Funding decisions are expected on or before March 31, 2023.</p>
020109.23MTC	(e)		<p><u>MRDT 1-Year Strategic Plan</u></p> <p>MRDT account balance as of December 31, 2022 - \$59,289.90. Nothing spent from MRDT to date. Village received an extension to deadline (November 30, 2022) for submission of 2023 One-year Tactical Plan and budget to January 31, 2023.</p> <p>Committee determined 2023 spending and made the following recommendation to Council for submission to DestinationBC:</p> <p>Frear/Gallacher <i>The McBride Tourism Committee recommends that Council support the One Year Tactical Plan and budget for 2023 MRDT spending as follows:</i></p> <ul style="list-style-type: none"> • \$10,000 towards the redevelopment of visitmcbride.ca website

		<ul style="list-style-type: none"> • \$1,000 towards webhosting of visitmcbride.ca website • \$5,000 towards social media campaign (to be managed by McBride Visitor Centre) • \$6,000 towards collateral production and distribution (brochures) • \$2,000 to support trade show participation • \$5,000 towards professional photography (paid and contest) • \$4,000 towards industry development and training focused on provision of Serve It Right, Foodsafe and Foundations of Service Quality to youth aged 15+ in McBride • \$2,450 (7% of modest \$35,000 collection in 2023) to the Village of McBride for administrative costs <p>Total - \$35,450 (\$35,000 from collection in 2023, \$450 from reserves) CARRIED</p>
	9.	<u>Date of Next Meeting</u>
		Monday, February 13, 2023 – 3pm in Village Chamber and Zoom
	10.	<u>Council Recommendations</u>
		<p>Resolution #: 020109.23MTC Frear/Gallacher <i>The McBride Tourism Committee recommends that Council support the One Year Tactical Plan and budget for 2023 MRDT spending as follows:</i></p> <ul style="list-style-type: none"> • \$10,000 towards the redevelopment of visitmcbride.ca website • \$1,000 towards webhosting of visitmcbride.ca website • \$5,000 towards social media campaign (to be managed by McBride Visitor Centre) • \$6,000 towards collateral production and distribution (brochures) • \$2,000 to support trade show participation • \$5,000 towards professional photography (paid and contest) • \$4,000 towards industry development and training focused on provision of Serve It Right, Foodsafe and Foundations of Service Quality to youth aged 15+ in McBride • \$2,450 (7% of modest \$35,000 collection in 2023) to the Village of McBride for administrative costs <p style="text-align: right;">CARRIED</p>
	11.	<u>In-Camera</u>
		None.
	12.	<u>Motion to Adjourn</u>
030109.23MTC		<p>Frear <i>Motion to Adjourn at 4:26pm</i></p>