



MINUTES

McBride Tourism Committee Meeting 3:00pm, March 27 2023

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

Present:	Glen Frear, Councillor Wyatt Taphorn Allan Frederick Georgina Kirby	Gina Gallacher Jill Philpott Eileen MacDonald
Regrets:	Dannielle Alan	
Staff:	Karen Dube	Mikala Rollinson
Delegation:		
Public/Press:		

<u>Resolution #</u>		
	1.	Call to Order
		McBride Tourism Committee meeting of Monday, March 27, 2023 was called to order at 3:02 pm.
	2.	Introduction of Late Items
		Appointment of Georgina Kirby, of Bell Mountain Motel, to the vacant position representing the Accommodation Sector.
	3.	Approval of Agenda
010327.23MTC		MacDonald/Frear <i>RESOLVED THAT the McBride Tourism Committee Meeting Agenda for Monday March 27, 2023 be approved as amended.</i> CARRIED
	4.	Reading and Adoption of the Minutes
020327.23MTC		Frear/MacDonald <i>RESOLVED THAT the minutes of the McBride Tourism Committee meeting of Monday, February 13, 2023 be approved as presented.</i> CARRIED
	5.	Delegations
		None.
	6.	Unfinished Business
	(1)	MRDT 1-Year Strategic Plan Update
		1. Customer Service Training – Village staff met with Principal and Vice-Principal on February 28 2023 to introduce the project concept and determine school's interest and ability to participate.

Vice-Principal Franke has confirmed that the school will provide space and laptops for the courses to be conducted prior to the school year end. She also provided contact information for two teachers willing to facilitate the delivery of the programs. Village staff reached out to teachers who expressed interest in supervising the students. Waiting to hear back to confirm dates.

Action: Village staff to confirm dates for the programs, bring back budget for Committee review, advertise the program, and coordinate student registration.

2. **Social Media Campaign:** Wyatt Taphorn, on behalf of the McBride Visitor Centre, presented a list of what is currently being promoted and what is lacking when you look up tourism in McBride (what to do, where to eat, etc.) on Trip Advisor.

Action: Taphorn will add to Trip Advisor what McBride has to offer.

3. **Photography:** Staff shared Village photo bank with Committee. Have lots of great landscape photos in bank to work with, but agreed we need more action shots and photos with people in them. In town photos of McBride won't happen until later in Spring/Summer when everything is in bloom. Committee noted there needs to be consideration/awareness of photos looking dated

Action: Will need to commission more action/people/in town photos for website. Village staff will reach out to local service groups for images.

4. **Brochures:** Most associations do not need brochures and some have voiced prioritizing improving websites over physical brochures. Of those wanting brochures, some quotes were brought to meeting.

- Ozalenka Alpine Club wants to change their design before any brochures be printed.
- Yellowhead Ski Club are investing in new logos before any further promotion.
- McBride Solar System Walk – yes to brochures, \$588 for 1000, \$1016 for 2000 and \$1475 for 3000 plus taxes and shipping. Matthew Wheeler will donate time to update the current brochure. Wheeler will also repaint the Solar System Walk, donating time with the Village covering cost of supplies.

Action: Clubs/Associations who want brochures will need to upgrade the designs they want before anything gets ordered. Staff will bring quotes back to next meeting for approval.

		<p>5. Tradeshow: no actions to date</p> <p>Action: Staff to look into potential tradeshow options - typically held in September, look into possible shows during other times of the year (ex: summer) for variety and attraction of tourists year-round. Committee brought up the idea of a mountain bike show, will need to do further research.</p> <p>6. Visitmcbride.ca revamp project: In recent discussions with the Robson Valley Region program coordinators at the Regional District of Fraser-Fort George, a newly revamped investrvr.ca website is estimated to cost approximately \$30,000. This far exceeds MRDT budget of \$10,000 allocated to this project in 2023.</p> <p>Grant funding is available through NDIT Marketing Initiatives program for visitor attraction initiatives including web design and development - \$20,000 in grant funding with a maximum of 50% of the eligible project budget. Currently NDIT program intake is closed, we will know if a new intake is going to open in early April.</p> <p>Committee mentioned linking tourism website with Village website, would need to bring a new proposal to who is doing the Village website redesign to see if they could do both at the same time. May run into an issue as the Village's individual website has been worked on for about a year now and had its own proposal/agreement in place. The ultimate goal is to get both websites looking and operating better with them being linked for quick access for potential tourists.</p> <p>Action: Staff to develop Request for Proposals with project subject to grant funding.</p>
030327.23MTC	(2)	<p>Committee Appointments</p> <p>Frear/Taphorn <i>RESOLVED THAT</i> Council appoint Georgina Kirby of Bell Mountain Motel to the vacant position on the Committee representing the Accommodation Sector.</p> <p style="text-align: right;">CARRIED</p>
	(3)	<p>Accommodation Sector outside of McBride voluntarily submitting 2%:</p> <p>No action to date.</p> <p>Action: Staff to draft and forward a letter to accommodation providers in the McBride area, outside of the municipality</p>

		(4)	<p>Grants projects ongoing:</p> <ol style="list-style-type: none"> 1. Bill Clark Memorial Park and Ball Diamond Project is still set to be completed prior to Pioneer Days. 2. McBride Main Street Lighting Replacement Project is in the works – Light posts and accessories have arrived in McBride. Installation will begin as soon as possible with the goal to complete before Pioneer Days (need frost to end before they can be installed).
		(5)	<p>Grants applications awaiting funder decision:</p> <p>Applications have been submitted for the following grants:</p> <ul style="list-style-type: none"> • Activate Tourism McBride • Beautify McBride! • Village of McBride Integrated Community Sustainability and Implementation Plans Project • Village of McBride Drinking Water Filtration System Project. <p>Waiting on response from all grants currently, not much to report as of right now.</p> <p>Committee asked for clarification on Beautify McBride! grant and if BC Hydro picks the trees that will be planted. Staff confirmed that there are restrictions as to what trees can be planted if our application is approved (height restrictions, preference for trees native to the area, etc.)</p>
		(6)	<p><u>Mosquito Control:</u></p> <p>No action to date</p> <p>Action: Staff to look into mosquito control options and bring this information back to the committee for discussion.</p>
		(7)	<p><u>BC Tourism and Hospitality Conference 2023:</u></p> <p>Karen attended the conference held in Prince George March 1-3, 2023. The main theme of the conference was All Systems Go! inspired by the BC tourism and hospitality industry after navigating many pandemic-related challenges. There were informative sessions and workshops about strategies to build business, how to expand into new markets, nurture relationships, and how to tackle issues such as sustainability, diversity/equity/inclusion, reconciliation, amongst other priorities. Karen can take the information gathered during the conference and apply it to future Tourism Committee meetings and ideas for what direction we want McBride headed in. There were also connections made that can potentially be beneficial for the Committee and tourism development in McBride in the future.</p>

	7.		<u>Correspondence</u>
			None.
	8.		<u>New Business</u>
		(1)	<p><u>Presentation from Northern BC Tourism:</u></p> <p>Northern BC Tourism (NBCTA) based in Prince George, is a non-profit association working to develop, support and sustain the tourism sector in northern BC.</p> <p>Action: Staff to invite NBCTA staff to present to the Committee at a future meeting on programs and services offered that will help grow tourism in and around McBride and support local tourism businesses. Staff to coordinate a date and time that will work for them as well as the Committee. Potential for joining via Zoom so that may help with availability since travel would be out of the question.</p>
	9.		<u>Date of Next Meeting</u>
			Monday, April 17 2023 – 11 am/3pm in Village Chamber and Zoom
	10.		<u>Council Recommendations</u>
			<p>030327.23MTC Frear/Taphorn <i>RESOLVED THAT</i> Council appoint Georgina Kirby of Bell Mountain Motel to the vacant position on the Committee representing the Accommodation Sector.</p> <p style="text-align: right;">CARRIED</p>
	11.		<u>In-Camera</u>
			None.
	12.		<u>Motion to Adjourn</u>
040327.23MTC			<p>Frear <i>Motion to Adjourn at 3:54 pm</i></p>