



TOWN OF PORT MCNEILL

Agenda for the

TOURISM COMMISSION MEETING

Thursday, April 21, 2022 at 7:00 p.m.

1594 Beach Drive – Harbour and Information Centre

Please be aware, if you are attending this meeting, our meetings are recorded for future viewing.

We are privileged to gather on the traditional territory of the Kwak'wala-speaking peoples.

1. **CALL TO ORDER** PG
2. **ADOPT AGENDA**
 - a) Accept or amend agenda as presented. M S 1-2
3. **PETITIONS AND DELEGATIONS**
4. **ADOPTION OF MINUTES**
 - a) Minutes of the February 10, 2022, Tourism Advisory Committee meeting. M S 3-5
5. **CORRESPONDENCE**
6. **TABLED ITEMS**
7. **REPORTS**
8. **BYLAWS**
9. **OLD BUSINESS**
 - a) Tourism Commission Bylaw No. 706, 2021 Info
 - b) 2022 Tourism Commission Budget Info
 - c) Social Media – Finding and hiring a (contract) social media content manager M S

10. NEW BUSINESS

- a) Appointment of Commission Chair, Vice-Chair and recording secretary. M S
- b) Introduction of Chris Woo, PM Manager of Visitor Experience Info
- c) Introduction of Marilyn MacArthur, PM Manager Economic Development Info
- d) Commission Goals, Expectations and Projects for 2022/23 Info
- e) External funding sources –discussion led by Marilyn MacArthur Info
- f) Ideas and projects that will grow and enhance PM Tourism –discussion led by Chris Woo Info
- g) Pick a minimum of 3 ideas we can take to industry partners that will grow number of visits, length of stay and visitor spend in the 2022 and 2023 Seasons, (including shoulder season concepts) – Led by Bill McQuarrie Info

11. ITEMS FROM IN-CAMERA TO BE MADE PUBLIC

12. IN-CAMERA

13. QUESTIONS FROM THE PUBLIC AND MEDIA

14. ADJOURNMENT MS