

**OAK BAY TOURISM FULL COMMITTEE MEETING  
MEETING MINUTES**

**Thursday, January 11th, 2018 4:30 PM  
Oak Bay Beach Hotel**



**AGENDA**

**In Attendance :** Michelle Le Sage, Duncan Murphy, Joan Peggs, Ken Agate, Brian Dolsen, Maya Mallory, Kira Harris, Tom Croft, Hazel Braithwaite, Barb Marquardt, Tiffanie Home, Rob Jennings

**Regrets:** Steve Earnshaw, Heidi Marshall, Dave Higgins

- 1) **Call to Order:** Meeting called to order by Michelle Le Sage at 4:37pm
- 2) **Approval of Minutes** from 28 Sept, 2017: Motion to approve the minutes as circulated

MOVED: Joan Peggs    SECOND: Ken Agate  
MOTION CARRIED, no opposition

**3) Reports:**

a) Executive update (Michelle Le Sage):

- i) Welcome & Introduction of New Committee Members...
- ii) Michelle gave some background to the OBT committee and how it is funded (MRDT tax collected by OBBH and OBGH). OBBH is now collecting an additional 1% tax (DMF) which is contributed to Tourism Victoria and opens the doors to more direct collaboration with them.
- iii) Michelle introduced the OBT Funding Application Form (draft). This document aims to formalize the process for applying for funding and help clarify what the event brings to Oak Bay Tourism and how it fits into the funding model

iv) Website domain update

- Hothouse currently owns the domain [oakbaytourism.ca](http://oakbaytourism.ca) they are happy to hand it over to OBT. Tom to ask if it can be moved over and come under the municipality.

b) Finance (Brian Dolsen):

- i) Revenue for 2017 is approx. \$150,000 plus the surplus from last year. Full financials will be available in March.

c) Destinations Development & Community Relations (Ken Agate):

- i) Met in December and invited new members who all subsequently joined the full committee. Discussed old Kiwanis kiosk being updated at Municipal Hall, some of the mixers and trade shows that we want to attend. Reviewed plan. Talked about last year's achievements.

d) Marketing (Michelle/Kira):

- i) Michelle presented the media updates from the recent travel writers who stayed here and some of the promotions they ran at OBBH
- ii) OBT is hosting/sponsoring the meeting planners group who are staying at the OBBH this weekend Fri-Sun and visiting local businesses in the area. The aim is to showcase Oak Bay as a place to bring people for meetings.
- iii) Writing contest has been launched and ads have appeared in local papers. So far about 12 pieces have been submitted. We have until Mar 20th and would like to see 30-40 submissions.
- iv) OBBH negotiating with Tourism Victoria to include Oak Bay on their Circle Routes

e) Council Liaison report (Tom Croft/ Hazel Braithwaite)

- i) Tom presented the OBT marketing plan to the Council at their meeting and the budget was approved. New members have received notification of place on OBT committee. Sign on the Kiwanis Kiosk may have some heritage status so need to check with Heritage committee before looking at any changes.
- ii) Oak Bay will not be hosting the Mayors caucus this year, it will be hosted in Squamish



iii) Saturday before Mother's Day (May 10th) is the "Spring Nosh up"

iv) Hazel will book space for OBT tent/bike at the next Oak Bay Tea Party

#### 4) **Planning updates** (Kira Harris)

a) IMP co-op sponsorship

b) Booth Strategies for VGSN conference & Volunteer fair (20 Jan)

i) Luke is going (with OBT bike), Joan will also attend

c) OBT Trade Show & Mixer initial planning

i) Will update at next Destination Development sub-committee meeting

d) OBT Map itinerary updates

e) New designer Helio is here and is "awesome"

f) Kira is updating an internal calendar for OBT events. She will circulate the link by email

#### 5) **New Business**

a) Short Term Rentals in Oak Bay

i) At this point there are no licenses for short term rentals in Oak Bay

b) BC Tourism awards are accepting nominations. Details can be found on their website. Let Kira know if you think there is any category OBT should submit an entry for.

c) Smart City Challenge open house on Jan 20th 1000-1600 to determine which project we will support to submit. (Tom Croft)

#### 6) **Upcoming events**

a) Volunteer Fair is on Jan 20th

b) Breakfast at the Oak Bay Guest House is on Sunday 21st Jan at 1030. Opportunity for committee to come and have a look around the Guest house and try breakfast. Mayor Jensen and his wife will be attending.

c) Valentine's Day is on 14th of February this year

d) OBGH is hosting a Tourism Victoria Mixer for new members only on March 1.

- e) FilmFest Victoria is Feb 2-11
- f) "Dine Around & Stay in Town" launches tomorrow and runs from Jan 19 - Feb 4
- g) "Tourist in your own town" Feb 23 - 25 and March 2 - 4

7) **Adjournment:** Meeting adjourned at 5:55pm

**NEXT FULL COMMITTEE MEETING: Feb 8, 2018 at 4:30pm at the OBGH**  
**Next Destinations Development & Community Relations Committee meeting: TBD**  
**Next Marketing Committee Meeting: January 7, 2018 at 3:30 pm at the OBBH**