

OAK BAY TOURISM FULL COMMITTEE MEETING MINUTES

Thursday February 8, 2017, 4:30pm
Oak Bay Guest House



In Attendance: Michelle Le Sage, Duncan Murphy, Tom Croft, Hazel Braithwaite, Joan Peggs, Ken Agate, Heidi Marshall, Kira Harris, Maya Mallory, Steve Earnshaw, Tiffanie Home, Rob Jennings

Regrets: Brain Dolsen

1. Call to Order: Meeting called to order by Michelle Le Sage at 4:40pm
2. Approval of Minutes (January, 2018): Motion to approve the minutes as circulated

MOVED: Duncan Murphy SECOND: Joan Peggs
MOTION CARRIED, no opposition

3. Reports

- Executive Update (Michelle Le Sage)
 - OBT Funding Request: See attached document. All funding applications will be asked to complete the new OBT Funding Application.
 - Arts Alive: Arts Alive has applied to OBT for \$1,500 in funding for the sponsorship of an artist during the Arts Alive 2018 Sculpture Walk. The committee discussed the possibility of building a marketing campaign around the 2018 Sculpture Walk.
MOVED: Duncan Murphy SECOND: Ken Agate
“Motion that the OBT committee approve the Arts Alive \$1,500 funding request “
9 YES, 1 Abstain MOTION CARRIED
 - Executive Review of Governance and Operations Manual. The MRDT Program Requirements document needs to be reviewed in tandem with the Governance and Operations Manual-OBT Committee document. Michelle has spoken with Maura at the District of Oak Bay re: a concern that these documents do not include the same information or program requirements. A review and comparison of these two documents is needed.
- Finance (Brian Dolson)
 - Finance report deferred to next meeting.
- Destination Development/Community Relations (Ken Agate)
 - Ken, Kira and Heidi to meet to discuss the transition of the subcommittee chairperson.
 - Ken to explore extending the car show up to Foul Bay Road.

- Marketing (Michelle Le Sage)
 - Kira to work closely with the OBBH and the OBGH to match marketing programs
 - Kira to explore marketing collaboration projects with the Oak Bay Marina in Harbor Magazine.
- Council Liaison Report (Councillor Hazel Braithwaite)
 - The summer 2020 Francophone Games to be held in Oak Bay at Willows Elementary School and Oak Bay High School. Over 1000 athletes and 500 people to attend the 4/5 day event.

4. Planning Updates (Kira Harris)

- The OBBH is discussing possible circle routes with Destination BC
- Current, ongoing OBT projects will need to be reviewed to better match the OBT mandate.

4. Upcoming Events

- Feb 21 – Business Plan Launch – Imax Theatre – 8am to 10am (Tourism Victoria)
- Feb 28 – February Mixer – Belfry Theatre – 4:30pm to 6:30pm (Tourism Victoria)
- March 11 – Smart City Challenge @ UVIC

5. New Business:

- Steve Earnshaw U-bicycle Update: There are 250 bikes in Victoria. Steve is exploring options to expand into Oak Bay and will keep the OBT updated.
- Standardized meeting dates:
 - Marketing Sub Committee Meetings to be held in the **1st** Thursday of each month
 - Full Committee Meetings to be held on the **2nd** Thursday of each month
 - Destination Development & Community Relations Meetings to be held the **3rd** Thursday of each month

6. Adjournment: Meeting adjourned at 5:40pm

MOVED: Joan Peggs SECOND: Tiffanie Home
MOTION CARRIED, no opposition

Marketing Sub Committee Meeting:

Wed. March 7th at the Oak Bay Beach Hotel – 4:30pm

Full Committee Meetings:

Thurs. March 8 at the Oak Bay Beach Hotel – 4:30pm

Destination Development & Community Relations Meetings:

Thurs. March 15 – TBD – 4:30pm