

OAK BAY TOURISM FULL COMMITTEE MEETING AGENDA

Thursday, April 12, 2018 - 4:30 PM
Oak Bay Guest House



AGENDA

In attendance: Duncan Murphy, Heidi Marshall, Kira Harris, Joan Peggs, Tiffanie Home, Rob Jennings, Barb Marquardt, Michelle Le Sage, Brian Dolsen, Steve Earnshaw,

Regrets: Ken Agate, Maya Mallory, Tom Croft, Hazel Braithwaite, Dave Higgins,

1. Call to Order: Meeting called to order by Michelle Le Sage at: 4:36
2. Approval of Minutes:
MOTION to approve the minutes as circulated
MOVED: Joan Peggs SECOND: Steve Earnshaw
MOTION CARRIED, no opposition
3. Reports:
 - Executive update – Michelle Le Sage:
 - Letter of Support sent for the Car Show: See copy distributed at the meeting.
 - Oak Bay News: Michelle and Duncan were interviewed by the Oak Bay News, "What has the OBT achieved in the past years?" Video and print component. To read the article or view the video visit:
<https://www.oakbaynews.com/home/oak-bay-tourism-tells-tales-of-the-community/>
 - Arts Alive: OBT was assigned "Intention" and Willows Beach. Arts Alive Bus Tour meets at 2:45 at the OBBH on June 14th (reception at 5:30 in the OBBH).
 - Still trying to coordinate meeting with all other OB organisations to determine how we can work together – BIA, Parks and Rec etc.
 - Finance - Brian Dolsen:
 - 2017 finances finally received - \$14,000 less than anticipated

- 2017 Revenues approx. \$200,002.00
- 2017 Expenditures approx. \$116,00
- Carry over approx.. \$85,500
- YTD – January 2018 monies received \$4720
- Destinations Development – Heidi Marshall:
 - Kira circulated a copy of the OBT map to committee members for review at the end of March - the map was subsequently approved and is off to the printers (Note: Crumbsby's Cupcakes was removed from the map as they are closing and Pure Vanilla was added)
 - A copy of the Victoria Attractions Map was circulated for review
 - No further report as the Thursday, March 15th DD&CR meeting was cancelled
- Marketing - Michelle Le Sage:
 - Discover Magazine: Full page ad and article
 - Seattle Radio Star 101.5 – Vow renewal contest: 5 couples will renew their vows at the OBBH (information re: the contest has already been posted on the OBT website and Facebook page) <http://star1015.com/station/contests> or <https://www.facebook.com/OakBayTourism>
 - Harbour Magazine: April 19th & 20th. A travel writer will be staying one night at OBBH and one night at the OBGH. OBT has partnered with OB Marina and will be running 6 months of ads.
 - OBT Marketing Committee developing a press kit to provide travel writers that visit OB.
 - Air Yukon in-flight magazine: Yukon Ait is now offering a new Whitehorse to YYJ direct flight. Story to focus on “48 hours in Oak Bay” (Publication anticipated 2nd week of June)
 - Travel Media Association of Canada: Staying at the OBBH for 3 nights, May 27th- 30th.
 - See Media Buys list provided for further details.

MOTION: To ratify the Marketing Plan as presented by the Marketing Committee

MOVED: Joan Peggs SECOND: Tiffanie Home

MOTION CARRIED, no opposition

- Tyler Witzel: Marketing committee met with Tyler to produce 3 videos for \$3,000 with Spring Nash, Arts Alive, Tea Party \$3,000 to produce 3 videos.

MOTION: To enter into an agreement with Tyler Witzel to provide 3 videos at a total cost of \$3,000.

MOVED: Barbara Marquardt SECOND: Rob Jennings

MOTION CARRIED, no opposition

- Council Liaison report - Tom Croft/Hazel Braithwaite:
 - No report
- Planning Updates – Kira Harris:
 - VGSN (Victoria Guest Service Network): Monday May 14th at the Victoria Conference Centre. OBT will be encouraging attendees to sign up for an OBT Fam Tour. Kira looking for volunteers. Anyone available to attend please coordinate directly with Kira.
 - Media Kit: A media kit to provider reporters and writers is being prepared.
 - OBT Mixer: May 1st, 4:00pm-6:00pm at the Marina Restaurant. Invitations have been printed and distributed. 35 RSVP's received. Open to any OB Business and various stakeholders.
 - OB Stories: 56 submissions. Lots of stories and photos received.
- Other business:
 - Nothing to report.

4. Upcoming events:

- April 26th – Tourism Victoria Mixer – Price of Whales
- May 1st – Oak Bay Tourism Mixer – Oak Bay Marina

5. New Business:

- Name Change – As a committee is OBT still interested in pursuing a name change?

ACTION: Add the idea of changing the name of OBT to Destination OB to the agenda at the next OBT Full Committee Meeting.

6. Adjournment: Meeting adjourned at 5:41pm.

DD&CR Committee Meeting

Thursday, April 19 - Location TBA – 4:30 pm CANCELLED

Marketing Committee Meeting

Thursday, May 3 – OBBH – Executive Office – 4:30 pm

NEXT FULL COMMITTEE MEETING

Thursday, May 10 – Oak Bay Beach Hotel – 4:30 pm

			approx. remaining		2018	2017		
Media Buys 2018				\$8,307.50	\$43,992.50	\$25,170.00		
Company	Publications	Type	Notes	Prices	OBT Cost	OBT Costs	Totals per Co.	FAM OP?
Tourism Victoria	Victoria Vacation Guide	FP	center page			\$10,605.00	\$10,605.00	
Tourism Vancouver Island	Visitor Guide	FP			\$3,145.00	\$3,145.00	\$6,290.00	
Blackpress	Boulevard - Kelowna	DPS	Sept/Oct - OBBH Co-op	DPS \$2625				
		FP	Nov/Dec - OBBH Co-op	FP \$1,625	\$2,125.00		\$15,987.50	
	Boulevard - Central Island	FP	Fall - OBBH Co-op	FP \$896				
		DPS	Winter - OBBH Co-op	DPS \$1705	\$1,300.50			
	Boulevard - Van	DPS	Apr/May - OBBH Co-op	DPS \$3295 (x2)				
		DPS	Sept/Oct - OBBH Co-op	FP\$1705 1/2				
		FP+1/2	Nov/Dec - Solo	\$1075	\$5,245.00			
	Where Essential		OBBH advertises annually					
	Soar	FP+1/2	Apr/May - Solo	FP (x2) \$850				
	Connector	FP	Oct/Nov - OBBH Co-op	1/2 \$550	\$1,825.00			
	Island Visitor	FP + 1/2		FP \$2999				
	Oak Bay News		OB Stories	1/2 \$1699	\$4,698.00			
					\$794.00			
Times Colonist	Discover Mag	DP			\$6,000.00		\$6,000.00	
Red Point	Westlet		September: Van Isle theme (discounted)	1/2 \$4340				
			OBBH has 1/3 \$1736	1/3 \$2895	\$4,340.00		\$11,760.00	
			November: Shopping Guide	1/2 \$4340	\$4,340.00			
			Westlet Traveller weekly newsletter (over 24,900 subs)	\$0. (reg \$825)	\$0.00			
	Avenue		Sept: Gear up for Fall	FP \$3695				
			Seasonal (Fall)	1/2 \$2405	\$2,405.00			
	OnBoard (BC Ferries)		Oct: Work and Health (Spa?)	FP \$5250, 1/2 \$3415				
			May have opportunity to bring over BC Ferries Vacation agents to OB	FP \$5250, 1/2 \$3415				
	YLW Connect		Spring/ Summer issue (publishes Apr)	1/3= \$675 per issue				
			Fall/Winter issue (publishes Sept)	1/2= \$950 per issue	\$675.00			

Harbor Mag	Harbor Mag	co-op with OBMG, 6 months	\$4,200.00	\$2,100.00		YES
One Page	Salt	1/2 Advertising + editorial				
Art BC	BC Culture Crawl	2 years - co-op with PRC			\$900.00	
Clipper Vacations	Clipper Mag	Scott - Opportunities to bring writers, travel agents	FP \$6795, 1/2 \$4080			YES
Attractions Victoria	Flat map				\$8,000.00	
Sips Okanagan						
Yukon Air	Yukon Air	Hosting in OB. Rates are for 3 or 4 x	FP (x3+) \$3099 1/2 (x3+) \$1909			YES
Air Canada	En Route	Remanent	FP \$5000			
Hello BC						
Certified Folders	Visitors Guide Map	Distributed all through California, Texas, BC, AB	FP \$11320			
Visitor's Choice						
Local Mags	Yam					
	Monday Mag					
	Douglas Mag					
	Senior Living Mag					
EAT	Eat Mag	Opportunity to bring over Seattle & Van Writers for an eat tour				YES
	Island Parent					
	Neighbours Oak Bay					
Digital Screens / Posters						
Immediate Images	YYJ Arrivals	special brochure racking price. 10 sec time slot	\$150/m			
Tourism Victoria	Info Centre Poster	full year	\$2,520.00		\$2,520.00	
	Digital screens					
BC Ferries	Vista Posters 2'x3'	Route 1, Vic to Van. Posters on 3-5 ships. They print for \$75. 6 printed in case of damage.	\$800/ 4 weeks			
	Vessel Posters 4'x6'		\$1000/ 4 weeks	\$5,000.00		
TMAC						YES

Media Buys 2018 approx. remaining

\$36,537.50

\$15,462.50 2018 2017

Company	Publications	Type	Notes	Prices	Full Cost	OBT Cost	Cost
Blackpress	Boulevard - Kelowna	FP	Nov/Dec - Joint	FP \$1,625	\$4,250.00	\$2,125.00	\$15,462.50
	Boulevard - Central Island	DPS	Winter - Joint	DPS \$1705	\$2,601.00	\$1,300.50	
	Boulevard - Van	DPS	Sept/Oct - Joint	DPS \$3295	\$8,845.00	\$4,720.00	
	Where						
	Essential		OBBH advertises annually				
	Soar	FP	Oct/Nov - Joint	\$850 1/2	\$2,250.00	\$1,825.00	
	Connector						
	Island Visitor	FP + 1/2	Solo	1/2 \$1699	\$4,698.00	\$4,698.00	
	Oak Bay News		OB Stories			\$794.00	

OB T Distribution 2018					Total Confirmed \$2,463.15
Company	Distribution	Notes	3-5m / 6m	Yearly	Confirmed
Certified Folders	Quay Market			\$440.00	\$440.00
	Vic to Van on-ferry			\$293.15	\$293.15
	COHO on-ferry			\$600.00	\$600.00
INFO CENTRES	VI package (108)	Fall?	371.80 / 344.80	\$3,813.60	
	VI + Vic Package (200)		680 / 610	\$6,720.00	
	Vancouver package (331)	Fall?	-- / 854.40	\$9,259.80	
	Alberta / Calgary package (163)		694.60 / 653.85	\$7,357.20	
	Okanagan package (57)		-- / 172.45	\$1,898.40	
Immediate Images	YYJ Arrivals			\$360.00	\$360.00
Clipper Vacations	Brochures On Vessel			\$770.00	\$770.00



Arts Alive Oak Bay

Sponsor

RE/MAX
www.RE/MAX.ca

Oak Bay Pharmasave
"Live Well"

Scott & Sandy Piercy
Engels&Volkers Vancouver Island
"luxurybchomes.com"
250 213 7489

The Avenue Gallery

Barclay's Fine Jewelers
BarclaysJewellers.com
David Adams QC

Marc Owen-Flood, Newport Realty,
Christies International Real Estate
www.owen-flood.com
250 385 2033

Art & Artist

"Salmon Cycle" by Trinita Waller
trinitawaller@telus.net

"Joy of Life in Balance" by Joanne Helm
helmj@shaw.ca

"Busking in Town Square" by Douglas
Walker, douglaswalker@telus.net

"Citizen" by Ruth Abernathy
ruth@ruthabernathy.com

"M'Akhotso" by Linda Lindsay
lindsaysculptor@shaw.ca

"Oak Happiness" by Graham
Thompson & Sherry Tompalski
thompsonsg2011@gmail.com

Placement

Nicholas Randall corner

Pharmasave Crosswalk

Hampshire & OB Avenue

Southside OB Ave, near Pub

Monterey Center Entrance

OB Ave & Monterey, near Artsee

OBMG (Oak Bay Marine Group)
www.obmg.com

"Ocean in Motion" by Fred Dobbs
kumo@shaw.ca

Haynes Park on Beach Drive

Tourism Oak Bay
www.oakbaytourism.com
"Getting here is easy,
It's leaving that's hard."

"In-Tension" by Adam Tarig
t22adam@live.com

Willows Beach west turn-around

Vis a Vis

"Fetch" by Christina Nick
artisticnick@hotmail.com

Estevan Village, SE side

Brenda Russell, Royal LePage Coast
Capital Realty – Oak Bay
250 744 4556
Brendarussell.ca

"Nautilus Sail" by Douglas Taylor
doug@dougtaylor.co

Lokier Rose Garden Boulevard

Abstract Developments

"Bloom" by Nathan Smith
nathan@sunsmithdesign.com

Pure Vanilla Frontage, Caboro Bay Rd

Urban Core Ventures

"Bocarrova" by Dave Cross
riobravo@wightman.ca

McNeil Bay, Beach Drive

April 2, 2018

Oak Bay Municipal Council.
2067 Oak Bay Ave.

Re: Oak Bay Collector Car Festival 2018

Dear Mayor and Council,

The Oak Bay Tourism Committee is seeking your approval to hold the **2018 Oak Bay Collector Car Festival** on Sunday, July 29. As you know, the Collector Car Festival celebrates vintage and collector cars of all makes and models. Oak Bay Avenue is transformed into a pedestrian walkway as 250 to 300 cars are showcased to admiring spectators and aficionados.

The Sunday July 29 date is the same as last year, when we decided to follow the Jaguar Show held the day before. This way we felt both events would complement each other and highlight Oak Bay for the one strong week-end. Also, importantly is that this date does not have any other competing car shows on the Island.

Each year the designated show area of Monterey to Mitchell Street has worked well and we would request the same space for this year's festival. We would meet with the Oak Bay Police and Fire Departments to discuss their requirements for the day. Vehicle placement would begin at 7.30 AM, with the show continuing until 4:00 PM. Oak Bay Ave. would be tidied and back to normal by 5:30 PM at the latest.

During the show, Yale Street residents can come and go through Theater lane at will, we would have persons placed there and at all other corners and intersections to walk any vehicle out that might urgently need to leave.

We would also like to make special mention of appreciation for the wonderful volunteer help that the Rotary Clubs of Victoria have provided for us. They arrive at 7 AM and attend the event from 7 AM until 5.30 PM. They are very well organized and take special care to control all our corners and intersections and help throughout the day.


Once again, we are pleased to support requests from local service clubs to provide high visibility space for their car raffles. We understand that they receive a wonderful response here in Oak Bay with ticket sales exceeding \$6,000 on this day.

Our committee member Ken Agate will advise the BIA and visit most of the businesses prior to the festival to keep them informed about the day's events.

Thank you in advance for your consideration, interest, and input.

Sincerely,

Michelle Le Sage
Chair, Oak Bay Tourism Committee



OAK BAY TOURISM'S 2018 SUMMER KICKOFF MIXER

Bring your business cards!

MAY 1
4-6PM

**MARINA
RESTAURANT**

Please RSVP by Monday, April 23rd, 2018 to
info@oakbaytourism.com, subject line: RSVP

Hosted by

