



**MINUTES** of a regular meeting of the OAK BAY TOURISM COMMITTEE held Thursday, June 18, 2015, 3:30 pm at the Oak Bay Beach Hotel

**PRESENT:** Steve Sinclair, Joan Peggs, Kris Morash, Barry Thomas, Angus Matthew, Heather Holmes, Brian Dolsen, Derek Vair

**OTHERS:** Karma Brophy, Tom Croft, Hazel Braithwaite **REGRETS:** Sue Hayes, Ken Agate

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**Chair Derek Vair** called the meeting to order at 3:39 pm.

1. Welcome and Introductions – no guests in attendance
2. Approval of Agenda: **MOVED** by **Brian Dolsen**, **SECONDED** by **Angus Matthews**, **CARRIED**
3. Approval of Minutes: **MOVED** by **Steve Sinclair**, **SECONDED** by **Kris Morash**, **CARRIED**
4. Strategic component: **Karma Brophy**
  - Industry Update - no significant update to report. Tourism Vancouver Island operating as per status quo. Karma is keeping an eye on CTO funding.
  - Community DMO (destination marketing organization) best practices: an example is Tourism Vancouver Island with a product development role. OBT can only influence this group. DMOs have a variety of year ends and do not have to align with municipalities or other partners. This requires an analysis.
5. Reports
  - Chair report: **Derek Vair**
    - Full report unavailable as Chair returned recently to Oak Bay. Derek met with Heather and Angus to review the branding power point.
    - Review Outstanding Action Items – a review took place of outstanding items from previous meeting minutes.
  - Secretary: **Heather Holmes**
    - Heather requested future monthly meetings to be pushed to 4:00pm. Attending members in agreement.
  - Finance: **Brian Dolsen**
    - A productive meeting took place with Councillor Braithwaite and Patricia Walker, municipal treasurer
    - Approved budget to be distributed to committee members
    - Seeking original contract documents from Hot House marketing.
    - There is a third revenue center/entity that we are charged. Brian to investigate.
  - Council Liaison Report: **Councillor Tom Croft**
    - Oak Bay Council is pleased to see new OBT committee progressing positively
    - Waiting on final OB approval of governance manual
    - Met with First Nations group regarding working and partnering together during Arts & Culture week
    - Tweed Ride -Two First Nations groups will take part at a welcoming ceremony

- Sub-Committee Reports: **Karma Brophy**
    - *Destination Development* (**Steve Sinclair** chair): First Nations are working with OB Marina to develop a tour. It is an excellent product fitting into OB mandate. Community leaders met regarding Arts & Culture week – moving ahead with promotions. Black Press is sponsoring the event and will market up island as an annual event. Arts Trail map coming together. Progressive dinner is planned. Ocean River Kayaks has rentals at the OB Marina including kayaks, rowboats, stand up paddling.
    - *Community Relations* (**Tom Croft** chair): Working with Oak Bay news to increase tourism communication. A tourism code of ethics is needed. Kiosk plan to sit in front of OB municipal hall.
    - *Marketing* (**Kris Morash** chair): Social media posting requires further expansion. All 2015 print ads complete with some published and others to be released during the next two weeks. Web site development requires alignment with print ads.
    - *Special Project update* (**Angus Matthews**): Review and discussion regarding choice of branding logo and tag line. Consensus achieved with “Picture Perfect”. Angus to obtain advice from Hot House regarding fonts; upper or lower.
6. Other Business:
- Subcommittee meetings will take place during the summer. Karma will contact committee members regarding scheduling.
  - Derek is examining shared electronic storage for all documents.
7. Upcoming events:
- Music in the Parks – Willows Beach beginning June 30
  - Media launch and tour – July 10
  - Arts and Culture week – August 8 - 16
  - Car Show - on the Avenue - August 9
  - Monarch Celebration – September 9

Adjournment: Meeting adjourned at 5:12 pm **MOVED** by **Joan Peggs, MOTION CARRIED**

**Action Items:**

1. **Councillors Braithwaite & Croft** - seek possible storage opportunities for bike and trailer, documents etc.
2. **Brian Dolsen** - investigate third revenue center & meet with provincial government (Sept)
3. **Derek Vair** - forward email to committee members regarding pick up of OBT shirts
4. **Derek Vair** - investigate electronic document storage options
5. **Derek Vair** – investigate insurance options/recovery for OBT trailer.

<p><b>NEXT MEETING: September 2015 (tbc)</b>  <b>4:00 pm at Oak Bay Beach Hotel</b></p>
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