



MINUTES of a regular meeting of the OAK BAY TOURISM COMMITTEE held Thursday, May 21, 2015, 3:30 pm at the Oak Bay Beach Hotel

PRESENT: Lori LeCount, Steve Sinclair, Sue Hayes, Ken Agate, Kris Morash, Barry Thomas, Angus Matthew, Heather Holmes, Brian Dolsen

OTHERS: Karma Brophy, Tom Croft, Hazel Braithwaite **REGRETS:** Brian Cant, Joan Peggs

Councillor Croft called the meeting to order at 3:37 pm.

1. Welcome remarks from **Councillor Croft**
2. Approval of Agenda: **MOVED** by **Barry Thomas** , **SECONDED** by **Heather Holmes**, **CARRIED**
3. Approval of Minutes: **MOVED** by **Kris Morash**, **SECONDED** by **Brian Dolsen**, **CARRIED**
4. Elections: **Councillor Croft** suggested the following individuals to committees: Derek/Lori as Chair, Kris as Vice-Chair, Brian as Treasurer, and Heather as Secretary. Each ran unopposed. Councillor Croft congratulated all on behalf of council.
5. Strategic component: **Karma Brophy**
 - Industry Update – Research and Strategy: Deferred to next meeting
6. Reports
 - Acting Chair/Council Liaison report: **Councillor Croft**
 - Tweed Ride update. A new task force on communications and working with First Nations is in place. Tom, Tara and Eric will sit on this committee.
 - Review Outstanding Action Items: **Councillor Braithwaite**
 - Acting Secretary: No report
 - Finance - Introduction to budget: No report
 - Brian Dolsen will email the report when received from the municipal treasurer
 - No motion to receive finance as reports available
 - Sub-Committee Reports: **Karma Brophy**
 - *Destination Development* (**Steve Sinclair** chair): A visitor services bike will be purchased at Oak Bay Bikes. Partial sponsorship by Oak Bay bikes has been provided resulting in logo usage. T-shirts are ordered and should be available next week. The bike trailer (with serial number) was stolen from lock up at the OBBH. A police report will be submitted. The Info Kiosk facilitates a developing partnership with Kiwanis. Brianna has been seconded from Community Relations to assist in recruiting efforts for manning the bike and Info Kiosk.
 - Kris Morash suggested a bike schedule be published on the OB website. Sue Hayes will distribute an ambassador volunteer description.
 - *Community Relations* (**Tom Croft** chair): Paused due to branding session.
 - *Marketing* (chair vacant): Karma has worked with Hot House for about 5 months to ensure website is aligned. She will approach the committee for content with intention

to launch at end of June. The website must be available as an ad will be published within two weeks with information regarding Arts and Culture week. Advertising plan underway. TVI has published. The downtown strategy is working well and OB is published in the International guide book. Oak Bay is noted as “one of five cultural get a ways” in the Arts and Culture guide with a large distribution. Advertising is also planned in the Soar (Pacific Coastal), a double page in the Visitor Guide, Essential magazine and Where magazine.

- *Special Project update (Angus Matthews)*: branding deferred to next meeting for a presentation with Dan Dagg in attendance. Following the presentation, discussions will resume with the community.

7. Other Business: **Karma Brophy/Tom Croft**

- Discussion took place regarding committee participation. Heather/ Barry to marketing, Brian to Community Relations. A follow up with Joan is needed re a choice of committee. Angus would like to revisit effectiveness of subcommittees.
- Hazel and Tom are subcommittee liaisons. Karma will meet with new executive to explain the committee structure. Executive will confirm memberships and structure.
- Karma provided a reminder subcommittee members are skills based to perform tourism operations. Members need not be OB residents and those with an appropriate skill set can be considered. Council liaisons will hopefully remain active in subcommittees.
- Tom indicated subcommittee chairs will be selected in June after new executive and subcommittee members become more familiarized.

8. Upcoming events

- BIA report (Sue Hayes): Talk to an Expert on the Avenue Saturday, May 23, 10am- 5pm. Please encourage support and attendance. The OB Market begins second Wednesday in June, 4-8pm.
- End of an Era - Oak Bay High School, May 21-23
- Music Night - Oak Bay Recreation, Friday, May 22
- One Half Marathon – Sunday, May 25
- Feast, Food and Film - OBBH with brunch and screening of El Somni, May 30-31
- Oak Bay Tea Party & Parade -Tom and Hazel as judges, June 6-7
- Arts and Culture week - Karma is seeking volunteers to assist
- Car Show - on the Avenue. Ken Agate provided an update. Planning proceeding well. Karma and Ken will work together on branding, Sunday, August 9.

Adjournment: Meeting adjourned at 4:56 pm **MOVED** by **Heather Holmes, MOTION CARRIED**

Action Items:

1. **Councillor Croft** and Mayor Jensen to meet with provincial contact on committee’s behalf (carried forward from Dec. 2014 - carried over to June). **Brian Dolsen** to action now.
2. **Councillor Croft** to report back on 3% tax after discussion with staff (carried forward from March). **Brian Dolsen** to action now.
3. **Councillor Croft** to speak to Ferdinand regarding better placement of the Oak Bay Tourism web link on the municipal website (carried over to June)
4. **Councillor Croft** to speak to Lorraine regarding the governance manual availability
5. **Steve Sinclair** will file a police report regarding the stolen bike trailer
6. **Karma Brophy** will distribute schedule for Arts and Culture week

NEXT MEETING: June 18, 2015 - 3:30 pm at Oak Bay Beach Hotel