



PORT COLBORNE

PLANNING AND DEVELOPMENT DEPARTMENT

CITY OF PORT COLBORNE

Municipal Offices
66 Charlotte Street
Port Colborne, Ontario
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www.portcolborne.ca

TOURISM & MARKETING ADVISORY COMMITTEE MEETING AGENDA

Date: Monday June 6th 2016
Location: City Hall – Committee Room 3 (3rd Floor)
Time: 5:00 pm

1. Call To Order
2. Confirmation of Previous Minutes
 - a. Monday May 2nd 2016
3. Business Arising from the Minutes
4. Business
 - a. Chair's Update
Committee Chair will share plan for committee
 - b. Staff Update
Staff will provide an update on activities and developments
 - c. SWOT Analysis
Review of completed SWOT analysis as distributed by Andrea Boitor
5. New Business
6. Information/Correspondence
7. Adjournment

May 2, 2016
MEETING OF THE PORT COLBORNE TOURISM & MARKETING
ADVISORY COMMITTEE

Minutes of the first regular meeting of the Committee Members of the Port Colborne Tourism & Marketing Advisory Committee, held in the Third Floor Committee Room 3, City Hall, 66 Charlotte Street, Port Colborne May 2, 2016, 5:00 p.m.

The following Committee Members were in attendance:

Directors: Donna Abbott, Andrea Boitor, Gary Bruno, Francis Chiavetti, Kim Danch, Kyla Pennie

Councillor: Ron Bodner

Absent: Lou Nieuwland

Staff: Evan Acs, Karen Walsh

1. CALLED TO ORDER: 5:05 p.m.

2. CONFIRMATION OF PREVIOUS MINUTES

a. Monday April 4th 2016

Moved by: Councillor Ron Bodner
Seconded by: Andrea Boitor

Resolved that the minutes from April 4th be accepted as presented.

CARRIED

3. BUSINESS ARISING FROM THE MINUTES

None

4. NEW BUSINESS

a) Staff Update

- Visitor Guide will be published tomorrow (Tuesday, May 3rd), it will be 68 pages and similar format has last year's guide.
- New Welland Canal brochures in English and French as well as a new website. A Press Release and photo of the 4 Mayors and Deputy Mayor being prepared.

- Niagara Tourism Network May meeting is being held at the museum archive building on May 12th.
 - Students are starting at the Visitor Centre on May 16th and will be open seven days a week.
 - Council has approved Cycle-Logical Bike Rentals to rental out the Lighthouse at Lock 8
 - Bicycle Repair Stand and pump will be installed at Humberstone Hall
 - Staff to send out links for Sailing into the Future and Vision 20/20
 - It was ask if the visitor guides can go out sooner than in May current schedule for Visitor Guide production does not permit this.
- b) Review of Strategic Plan from council March 9, 2015 and May 25, 2015.
- Partnership between Chamber, BIAs and the city
 - Cultural Develop areas
 - Main Street
 - West Street
 - Cultural Block
 - Arts District
 - Antiques
 - BIAs have met
 - BIA & City – group tour operator
 - Capitalize on what the City has
 - No crosswalk between Mellanby Ave and King St. on Main St.
 - Main Street has no parking on the street

Top Priority (roundtable)

- Cycling
- Shopping
- Historic
- Antique Shops
- Transportation
- Water – Beaches
- Need to let people know about the canal with active displays
- Digital Board with ship times
- Main St. is presenting a plaque for Lock 8 park for fallen workers
- Need to tell a story do a commentary story throughout the summer
- Social Media for City of Port Colborne
 - Youtube channel
 - LinkedIn
 - Several facebook accounts
 - Twitter accounts
 - Downtown BIA - Explore Port Colborne
 - Seasonal – still needs to be updated on a regular basis
 - Consistent messages
 - Schedule post

- Need Market ready
- Images that are consistent
- Visualize a story
- Daily updates on Social Media
- Border Town – people shop in the States
- No malls in Port Colborne
- Figure out identity then own it
- Focus on two or three ideas
- Plan Day Trips
- Track and get stats
- Need to promote Port Colborne to Niagara Residents in other communities
- Advertise on Radio
- Need to connect the pieces
- Need matrix
- Committee to push along for council to decide
- Make Port Colborne a destination
- Best practice – prioritize key message need 5 years
- Create a Media gallery and share with other organizations

Motion: Contract a photographer on an on-going basis and have the photos available to the community partners

Moved by: Gary Bruno
 Seconded by: Kyla Pennie

CARRIED

c) Branding
 Future of “Uncharted. Unexpected.” Brand

Motion: Request the release of \$10,000 from the Budget for new branding to replace Uncharted Unexpected.

Moved by: Kyla Pennie
 Seconded by: Andrea Boitor

CARRIED

d. Brochures
 Review of current tourism brochures

- Develop an app for Historic walking tours
- All literature to cross reference with social media
- Use hash tag linked to the brand

5. NEW BUSINESS

- Get data on page clicks from website
- How many were printed and the cost
- Do a SWOT analysis on all sectors
- Can't market all our strengths effectively
- First new brand
- Need to know what we are
- Economic Development Advisory Committee is doing SWOT give feedback to Gary for him to present to that committee
- Andrea will prepare a SWOT by email to discuss on the June 6th meeting (everyone to Reply to all)

Tourist Partnership of Niagara (TPN) has a new marketing company with idea and a war room to manage should launch this month.

6. Information/Correspondence

None

7. ADJOURNMENT:

Moved by: Andrea Boitor
Seconded by: Donna Abbot

Resolved that we do now adjourn.
CARRIED

Time of adjournment 7:14 p.m.

Next meeting: June 6 at 5:00 p.m.