

COMOX VALLEY CYCLING COALITION

MINUTES 30 Nov 2017

BOARD MEMBERS: Marg Harris, Chris Bowman, Terry Bourque, Steve Allen, Lawrence Veal, Brian Schoneberg, Angela Dawson, Angela Holmes, Julia Painchaud

Regrets:

Guests: Ross Hunt

ACCEPTANCE OF MINUTES (Oct 2017) - Accepted

FINANCIAL REPORT- Julia

See attachment 1

Discussion:

Decision to be made wrt donation from Evelyn Bally on how to proceed - Marg

Insurance premium was paid twice - to be reviewed - Julia

MEMBERSHIP REPORT - Steve

As of November 29 there are 106 members. Renewal notices for all members whose membership has lapsed in 2017 have will be sent in December.

Discussion:

Different options and reasons for lowering membership fees to \$5.00. Possible lifetime memberships were discussed. Questions were asked on how insurance would be covered for members.

Motion:

Membership fees to be set at \$5 per individual and \$25 per business. Membership will be on a calendar year basis. Memberships purchased on or after 01 Nov will be valid until 31 Dec of the following year. The new fees will take effect on the expiration date of current memberships.

Motion: Defeated - to be resubmitted at next monthly meeting

EDUCATION REPORT - Angela D / Chris

Motion 1:

That we purchase 2 new bikes to replace 2 smaller ones at a cost of \$660 from Trail Bikes.

Motion: Passed

Motion 2:

That we issue a gift certificate to John Van de Vliet for \$150 in recognition of his kind offer to securely store our trailer with the rodeo equipment.

Motion: Passed

Motion 3:

That we approve in principle that the CVCCo will support 4 members to attend GVCC Cycling Instructors Course - Training Weekend - Part 1.

Motion: Passed

Discussion:

See attachment 2

INFRASTRUCTURE ADVOCACY - Lawrence / Marg / Angela H

Discussion:

Dyke Road Plan
MoTI Meeting 06 Nov
email provided by Marg to forward Newsletter
City of Courtenay - 5th Street Progress

SPECIAL EVENTS - Brian / Terry / Marg

Discussion:

Christmas Parade - cancelled due to weather
AGM - Filberg Centre booked
- Gregg Strong - Keynote

North Island Destination Planning

NEWSLETTER - Terry

Discussion: Content is always required. Forward story ideas to Terry.

OTHER BUSINESS

North Island Destination Planning - Chris, Sue Vince
- See Attachment 3

Board resignation - Ruby Berry and Lauren Sipone - Marg
- Thank you Card - Marg
- Possible replacements to be recruited - Marg

Letter to the Editor - Marg

Blog posts for the website (Sue V) - Marg / Angela D
- posts to be provided to Brian for publication on website - Brian

Air Quality study FYI - Marg
- not part of CVCCo mandate to participate or support

NEXT MEETING - 25 Jan 18

Comox Rec Centre - Noel Ave, Comox - 7:15 pm

ADJOURNMENT

Attachment 1

Financial Report - Julia Painchaud

Comox Valley Cycling Coalition Financial Report
Report completed by: Julia Painchaud, Treasurer on 28 Nov 17

Jan 1, 2017 balance	Plus Income	Minus Expenses	Current balance
\$5,486.24	\$4711.70	\$2327.21	\$7870.73

INCOME	Membership	Interest	Bike lockup	Sales	Mapping Project	Other	Totals
Since last meeting		\$0.07					\$0.07
Since January 1/17	\$1145.00	\$0.55	\$983.85			\$2582.30	\$4711.70

EXPENSES	Mapping Project	BCCC membership / insurance + Society fees	Office / Meeting	Bike lock ups	Bike Rodeo + trailer	Other	Totals
Since last meeting					\$86.82		\$139.65
Since January 1/17		\$675.00	\$173.78		\$601.62	\$876.81	\$2327.21

Mapping Project Income:

Bike Lock Up: #300.00 from Music Fest and \$683.85 from Filberg Festival

Other expense includes: groupspaces.com account, Room booking, Gift certificate and photocopying for Peter Brother event

Amount transferred from PayPal to date for membership fees: \$400.00

Attachment 2

Education Committee Report to Executive - Angela Dawson

The Committee met 10 Nov 17

Children's Education

Evaluation of Miracle Beach Rodeo – Desire to break the road ride section into smaller groups within the larger group –

To be discussed further

Spring sessions to be coordinated with Lauren Lan and iRide.
Cumberland, Valleyview and Arden El.

Bike purchases – Chris to order 2 larger bikes using funds donated by CCCTS

Donation to be given to John Van de Vleit for our trailer storage

Adult Education

Request to Victoria to participate in their Instructor Education session in March

News Articles

The Committee requested that Rick Howell write and submit articles for the local paper and our online Facebook etc to promote safe cycling and to make people more aware of what we do and have done.

The headline for the first article was altered in the digital version the paper put on Facebook and this changed the entire sentiment of the article. The paper was contacted and the print copy corrected.

Marg Harris also sent an excellent letter to the editor.

More positive publicity is good.

Attachment 3

Destination BC and Tourism Vancouver Island, in partnership with the Ministry of Tourism, Arts and Culture, invited CVCCo to the second round of North Island Destination Development Planning Sessions on Nov 1st in Campbell River. Attended by Sue Vince and Chris Bowman. This local strategy will become part of a Province wide strategic plan.

The program overview and FAQs are thoroughly explained in the pdf attachments. We were able to promote cycling as an important consideration for Northern Vancouver Island in the strategic plan for the next 10 years of tourism development.

This plan has to be acceptable to all the other BC Ministries, ensuring cooperation. Thus it shouldn't be a stand alone plan and there is potential for spinoff changes (eg. to government policy and infrastructure development) that would encourage cycling ecotourism.

Annex A - Destination Development Program Overview

Annex B - Destination Development Frequent Asked Questions



DESTINATION DEVELOPMENT PROGRAM OVERVIEW

Destination British Columbia is offering destination development planning assistance to support the ongoing viability of BC's tourism sector. The Destination Development Program will facilitate the collaboration of local, regional and provincial agencies, First Nations, destination marketing organisations (DMOs), economic development agencies, tourism operators and other community interests to guide the long-term growth of tourism experiences and revenues.

The Program will provide strategic direction to the tourism industry to enhance the quality of the visitor experience by ensuring tourism services, amenities and practices are exceptional.

PROGRAM OVERVIEW

Destination development is the strategic planning and development of defined areas to support the evolution of desirable destinations for travelers. Destination development strategies will pull together planning, policy and capacity building efforts to ensure areas around the province are well positioned to make future strategic decisions, address impediments to tourism growth and capitalize on future tourism opportunities.

Through destination development, we envision a province that is a world-class tourism destination, offering remarkable products and experiences that are authentic, driven by visitor demand, and exceed expectations.

PROGRAM GOALS

- Make British Columbia the most highly recommended destination in North America.
- Create strategic plans for tourism development and improve return-on-investment for government and private sector investments in tourism assets.
- Elevate British Columbia's ability to compete as a premium destination while making the province more attractive for investment.

PROGRAM OUTCOMES

By taking a coordinated approach to destination development planning, there will be better alignment of long term planning and development efforts that would support:

- Strategically targeted, well-informed and leveraged investments of public and private sector funds; and,
- Increased tourism revenue and higher levels of repeat visits and recommendations to communities around the province.



DESTINATION DEVELOPMENT PROGRAM OVERVIEW

As a result of the destination development planning process, the following outputs will be created in each planning area:

1. **Situation Analysis** that will provide an in depth overview of the current market trends and existing destination development activities or issues that are directly affecting tourism in your area
2. **Asset Inventory** that will provide an updated list of tourism assets to assist in strategy development, implementation and further tourism planning.
3. **10-Year Destination Development Strategy** to guide long term planning and development that will include:
 - a. Identification of the area's unique products, amenities and experiences;
 - b. Identification of strategic priorities;
 - c. Identification of policy areas that may impede future development activities;
 - d. Identification of partners and resources needed to support goals, and
 - e. Guidance on action and implementation planning

PLANNING APPROACH

Destination development focuses solely on the supply side of tourism by providing compelling experiences, quality infrastructure and remarkable service to entice repeat visitation.

Components include: planning and management; product development; festivals and events; tourism investment and funding; policy; and access, transportation, signage and way-finding.

It is anticipated that the creation of a destination development strategy will take six to 12 months. Destination BC will provide expertise and assistance to facilitate planning sessions and stakeholder interviews, while additional sub-groups may be created to work on specific destination development topics.

PLANNING PARTICIPANTS

Your Regional Destination Marketing Organization (RDMO) will work with you to ensure the destination planning process in your planning area is adequately represented by a variety of stakeholders to enable well-rounded discussions, perspectives and guidance. Participants in your planning process might include individuals from the following organizations:

- Tourism Industry (CDMOs, tourism businesses and associations)
- Local and Regional government, including First Nations
- Provincial Government Ministries
- Local and Regional Economic Development & Economic Development Trusts
- Not-for-Profit Organizations (heritage/arts/cultural organizations, community groups)



DESTINATION DEVELOPMENT PROGRAM OVERVIEW

PARTICIPANT COMMITMENT

A planning area process will typically involve multiple face-to-face facilitated meetings to gather stakeholder input. The locations of these meetings will be based on stakeholder feedback. On average, a program participant can expect to be part of three to four planning sessions over a six to 12 month period.

COST

The cost of creating a planning area's destination development strategy will be covered by Destination British Columbia.

CONTACTS

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DESTINATION DEVELOPMENT FREQUENTLY ASKED QUESTIONS



Destination development planning is an important component in ensuring British Columbia remains competitive as a preferred destination. Destination British Columbia has a newly created Destination Development Program which will identify and bring together stakeholders to address key issues affecting industry growth. Through the creation and implementation of destination development strategies, we can all play a role in aligning our efforts, increasing tourism revenues, and growing repeat visitation and recommendations.

What is Destination Development?

Destination development is strategically planning and developing defined areas to enhance the quality of the visitor's experience by ensuring tourism services, amenities and practices are both relevant to the visitor and exceptional.

What elements can be addressed by destination development planning?

Destination development planning will look at some or all of the following components in areas around the province:

- Destination planning and management
- Industry development, training and capacity building
- Policy
- Tourism infrastructure – (hotels, convention centres, etc.)
- Product development, festivals and events
- Access, transportation, signage and way-finding
- Investment and funding

What do destination development strategies include?

A destination development strategy pulls together planning, policy and capacity building efforts to ensure that planning areas are well positioned to make strategic decisions, address impediments to growth and capitalize on opportunities. A strategy outlines key assets of a planning area, including the main product themes/experiences available.

The strategy also outlines key priorities for new product, infrastructure or amenity development, and also identifies impediments to development and tourism growth (e.g., potential policy or capacity issues, available funding, access to funding etc.).

DESTINATION DEVELOPMENT FREQUENTLY ASKED QUESTIONS



Who should participate in the creation of a destination development strategy?

In order for the plan's strategic vision to come to fruition, it is imperative that there is participation by key individuals and/or organizations that can influence and/or provide critical insight and support for the process. Participation from the following areas is crucial:

- *Tourism Industry:* community destination marketing organizations, tourism businesses and industry/sector organizations.
- *Local/Regional Government:* Mayors and/or councillors; First Nations Chief and/or councillors; regional district representatives; community development/parks and recreation staff.
- *Economic Development agencies:* Local and regional economic development offices; economic development trusts.
- *Regional Destination Marketing Organizations (RMDOs):* Strategic partners in program implementation; also responsible for the preparation and implementation of the regional destination development strategies.
- *Not-for-profit organizations:* heritage/arts/cultural organizations; community groups.
- *Provincial Government Ministries:* Regional managers and planners from ministries and agencies with known tourism impacts.
- *Destination BC:* Responsible for program implementation and preparation of the provincial destination development strategy.

What will a destination development process look like for a planning area? What is the commitment required?

It is anticipated that the development of a destination development strategy will take six to 12 months. A planning area process will typically involve multiple face-to-face facilitated meetings for gathering stakeholder input.

At a minimum, three core meetings will be used to address the following:

1. Strategy kick-off and key issues identification.
2. Situational analysis and assessment of destination potential.
3. Shared vision and priority setting.

Throughout the process, ongoing engagement opportunities and post-meeting feedback with a broader group of stakeholders will be maintained.

At the conclusion of this phase, a smaller strategy steering committee will continue with at least one additional facilitated meeting to draft the planning area strategy.

DESTINATION DEVELOPMENT FREQUENTLY ASKED QUESTIONS



On average, a program participant can expect to be part of three to four planning sessions over the six to 12 month period.

What happens to our destination development strategy once it is created?

After a 10-year destination development strategy is complete, additional action and implementation planning will likely be needed annually to achieve strategy objectives.

Implementation actions that follow could include:

- Identifying new business and tourism product ideas;
- Informing local amenity improvements (recreation centres, zoning/bylaw issues) that would fall to the authority of local/regional governments; and/or
- Providing input for any level of government consideration related to policy development (air access, labour programs) and/or planning for major infrastructure upgrades and investments (highways, roadways, crown land/assets).

Who ‘owns’ a planning area’s Destination Development Strategy?

Establishing a sense of joint strategy ownership among all planning area stakeholders is a critical component of this program’s success; however, identifying planning area strategy champions and establishing joint ownership will occur throughout the strategy development process. The planning area strategy will include an organizational roles and responsibility matrix to guide strategy implementation and increase the success of the plan.

What is out of scope in a destination development strategy?

A destination development strategy will not:

- Create new administrative organizations or governance models;
- Create marketing, branding and market position plans;
- Commit or guarantee access to funding for identified priorities; or
- Commit or guarantee changes to identified policy or government programs.

How many destination development strategies are going to be created during this process?

It is envisioned that 15-18 planning area strategies could be developed over the course of this planning. The planning area strategies will inform the creation of Regional Destination Development Strategies, which together will inform the creation of the Provincial Destination Development Strategy.

DESTINATION DEVELOPMENT FREQUENTLY ASKED QUESTIONS



How is this program different from past planning programs?

Having a range of provincial government agencies actively participating in planning processes with local government, economic development and tourism industry representatives will set this process apart and will help to ensure implementation success.

This program will build on the previous work of other planning programs – both tourism and non-tourism programs -- at the national, provincial and local levels.

Who is responsible to paying for this planning process?

Destination British Columbia will fund the planning process and strategy development including:

- facilitator fees and expenses;
- meeting room rentals, AV and associated costs; and,
- printing and other general meeting expenses.

Where can people learn more about this program?

Industry stakeholders are encouraged to contact their tourism region, as they are an integral part of developing planning area strategies in each region.

Stakeholders can also contact the Destination Development team at Destination British Columbia by email at DestinationDevelopment@DestinationBC.ca.

CONTACTS

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