Alberni-Clayoquot Regional District
Long Beach Airport Advisory Committee
Meeting Agenda

Meeting Date: Monday, May 8, 2017   **Location:** Pacific Rim National Park Reserve Boardroom
Time: 10:30 am   2040 Pacific Rim Hwy, Ucluelet, BC

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1.   CALL TO ORDER

Recognition of Traditional Territories.

3.   APPROVAL OF AGENDA

4.   ADOPTION OF MINUTES

Long Beach Airport Advisory Committee Meeting held February 1, 2017.

THAT the minutes of the Long Beach Airport Advisory Committee meeting held on February 1, 2017 be received.

5.   ACTION ITEMS

a.   Robert Dodds – Primal Communications
b.   Memo – Logo and Airport Identifiers at Other Airports
c.   Kiosk 7 – Vacancy at the Terminal Building

Alberni-Clayoquot Regional District
Long Beach Airport Advisory Committee
Meeting Minutes

Meeting Date: Wednesday, February 1, 2017   **Location:** Ucluelet Community Centre
Time: 10:30 am   500 Matterson Drive, Ucluelet, BC

In Attendance:
Josie Osborne, District of Tofino   Dianne St. Jacques, District of Ucluelet
Charles McDiarmid, Wickaninnish Inn - MAL   Tony Bennett, Electoral Area 'C' Director
Bernadette Herbert, Ucluelet Chamber of Commerce

Absent:
Alan McCarthy, Yuułuʔiłʔat Government   Elmer Frank, Tla-o-qui-aht FN
Jackie Godfrey, PRNP   Jennifer Steven, Tofino/Long Beach Chamber

Staff
Mark Fortune, Airport Superintendent   Andrew McGifford, Mgr. Environ. Service

1.   **CALL TO ORDER 10:35 am - Andrew McGifford – staff**

        Recognition of Traditional Territories of the Yuułuʔiłʔat First Nation

2.   **ELECTION OF CHAIRPERSON FOR 2017**

         Nominations – Josie Osborne accepted no other nominations made.
         Acclamation Josie Osborne for 2017 chairperson.

3.   **APPROVAL OF AGENDA**

    a.   The agenda was approved as circulated.

         MOVED: *Tony Bennett*
         SECONDED: *Charles McDiarmid*
                                                                                                    CARRIED

4.   **ADOPTION OF MINUTES**

         Long Beach Airport Advisory Committee Meeting held October 24th, 2016
         THAT the minutes of the LBA Advisory Committee meeting held on October 24, 2016 be received.

         MOVED: *Tony Bennett*
         SECONDED: *Charles McDiarmid*
                                                                                                    CARRIED

5.   **DELGATIONS**

a. Jeff Warden, Point Break Skydiving
Provided an overview of plans for 2017 for operation of a skydiving business at LBA and requested that the LBA Advisory committee provide a review of fees and charges to operate at the LBA and to look for a possible landing site

THAT the Committee request Regional District staff to investigate the rates and skydiving at other regional airports and provide to the committee to consider possible bylaw changes to the fees and charges at the Long Beach Airport to reflect a skydiving operation.

THAT the Committee request Regional District staff to investigate lease options for the possible landing area and provide to the committee to consider.

    MOVED: *Tony Bennett*
    SECONDED: *Dianne St. Jacques*

CARRIED

Tony Bennett left meeting 11:05 am – no quorum, discussion conducted then Tony Bennett returned at 11:40 and then returned to each item for consideration.

6. **ACTION ITEMS**

a. Request for Decision – 2017 Meeting Schedule

THAT the Long Beach Advisory Committee meet in conjunction with West Coast Committee meetings on the following dates, times and locations:

April 5, 2017, 1:00 pm, Tofino Council Chambers
July 5, 2017, 1:00 pm, Ucluelet (Location TBA)
November 1, 2017, 1:30 pm, Tofino (Location TBA)

    MOVED: *Dianne St. Jacques*
    SECONDED: *Tony Bennett*

CARRIED

b. Request for Decision – Committee Term

THAT the Long Beach Airport Advisory Committee recommend that the Alberni-Clayoquot Regional District Board of Directors approve the updated Terms of Reference for the Long Beach Airport Advisory Committee as presented.

    MOVED: *Tony Bennett*
    SECONDED: *Dianne St. Jacques*

CARRIED

c. Service Offer from Explorer Solutions – Airport Strategic Positioning Initiative

Meeting adjourned at 12:25 pm

Certified Correct
Josie Osborne, Chair

April 18, 2017

Janice Hill
Alberni Clayoquot Regional District
3008 Fifth Ave
Port Alberni, BC
V9Y 2E3

Re: Long Beach Airport Rebranding - Logo revision & Taglines

Janice,

Please find attached revised logo options with CYAZ added. I have also included tag lines, which could also be used as ad headlines.

If you have any questions, please do not hesitate to call at 250-754-8318 or email me at rob.dodds@primalcommunications.com

Best Regards,

Robert Dodds
President

Long Beach Airport Logo
Incorporating CYAZ - options

Long Beach Airport Logo

Incorporating CYAZ - recommended

Long Beach Airport
Taglines - Ad headline creatives

Long Beach has an Airport?
Long Beach has an Airport!

Long Beach only an hour away

Long Beach within reach

Get to Long Beach faster than
your morning commute

Pacific Rim National Park within reach

Pacific Rim within reach

The fastest way to slow down

The fastest way to find yourself in...

The fastest way to find yourself

The fastest way to find yourself kayaking
fishing
whale watching
surfing
paddle boarding
dining
beachcombing
relaxing

The fastest way to find yourself in Ucluelet

The fastest way to find yourself in Tofino

The fastest way to find yourself on Long Beach

The fastest way to find yourself on a surf board

The fastest way to find yourself kayaking

The fastest way to find Amphritrite Lighthouse

MEMORANDUM

To: LBA Advisory Committee

From: Mark Fortune, Airport Superintendent

Date: April 11, 2017

Subject: Logo and Airport identifiers at other airports

The new airport logo and Marketing design is nearing completion. I recommend that two key components be incorporated into the logo design. First, the airport physical location should be included for ease of ridership recognition. Secondly, the airport identifier should be included for aviation identification purposes.

I have attached a number of airport logos from Western Canada for your review. Please use this information to compare the current (CYAZ) logo / design for clarity.

The design process once complete will consolidate a marketing platform that will enhance both domestic / tourism ridership and aviation interests moving forward.

Campbell River (CYBL)

Nanaimo Airport (CYCD)

Castlegar / West Kootenay Regional (CYCG)

Chilliwack (CYCW)

Dawson Creek Regional (CYDQ)

Edmonton International Airport (CYEG)

Kamloops Airport (CYKA)

Kelowna International (CYLW)

Pitt Meadows Airport (CYPK)

Prince Rupert Airport (CYPR)

Red Deer Regional (CYQF)

Comox Valley Airport (CYQQ)

Quesnel Regional Airport (CYQZ)

Vancouver International (CYVR)

Cranbrook / Canadian Rockies International (CYXC)

Fort Saint John / North Peace Regional Airport (CYXJ)

Prince George Airport (CYXS)

Abbotsford International Airport (CYXX)

Calgary International Airport (CYYC)

Smithers Regional Airport (CYYD)

Victoria International (CYYJ)