



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

Meeting Date: Wednesday, November 1, 2017
Time: 1:00 pm

Location: Ucluelet Community Centre,
Activity Room #2
500 Matterson, Ucluelet, BC

1. CALL TO ORDER

Recognition of Traditional Territories.

2. APPROVAL OF AGENDA

3. ADOPTION OF MINUTES

Long Beach Airport Advisory Committee Meeting held May 8, 2017. 1-2

THAT the minutes of the Long Beach Airport Advisory Committee meeting held on May 8, 2017 be received.

4. ACTION ITEMS

a. Marketing Strategies Recommendations Memo 3-4

5. REPORTS

- a. BC Aviation Council Award – William Templeton Trophy & Video - Mark Fortune 5-8
- b. Transport Canada Program Validation Inspection 9-10
- c. Update of Airport Activities – Mark Fortune (verbal)



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

Meeting Date: Monday, May 8, 2017
Time: 10:30 am

Location: Pacific Rim National Park Reserve Boardroom
2040 Pacific Rim Hwy, Ucluelet, BC

In Attendance:

Josie Osborne, District of Tofino
Bernadette Herbert, Ucluelet Chamber of Commerce
Tony Bennett, Electoral Area 'C' Director
Kirsten Johnsen, Member of Council, Toquaht Nation
Andrew McGifford, Mgr. of Environmental Services
Janice Hill, Acting Mgr. of Administrative Services

Dianne St. Jacques, District of Ucluelet
Jackie Godfrey, PRNP
Rob Dodds, Primal Communications

Mark Fortune, Airport Superintendent
Kathy McArthur, ES Coordinator

Absent:

Charles McDiarmid, Wickaninnish Inn – MAL
Jennifer Steven, Tofino/Long Beach Chamber

Alan McCarthy, Yuułuʔiłʔat Government
Elmer Frank, Tla-o-qui-aht FN

1. CALL TO ORDER 10:33 am – Chair, Josie Osborne

Recognition of Traditional Territories of the Tla-o-qui-aht First Nation.

2. APPROVAL OF AGENDA

MOVED: D. St. Jacques
SECONDED: T. Bennett

THAT the agenda be approved as circulated.

CARRIED

3. ADOPTION OF MINUTES

a. Long Beach Airport Advisory Committee Meeting - February 1, 2017

MOVED: T. Bennett
SECONDED: D. St. Jacques

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

CARRIED

4. ACTION ITEMS

a. Robert Dodds – Primal Communications

Robert Dodds of Primal Communications provided a verbal report on the logo and marketing updates for the Long Beach Airport.

- Made changes to the logo after feedback from 150 people. Not a single person poled on the mainland knew the Long Beach Airport existed;

Bernadette Hebert entered the meeting at 10:41 am.

- Committee selected the recommended logo, 5 other options given. Discussion regarding the CYAZ airport identifier whether it should be included. Decided it will be included but remove the “C”;
- Marketing: this summer is completely booked at all resorts, focus on the off-season. Ideas included: contests, welcome gifts or giveaways, ie: “First-time flyer” promo;
- Approach airlines to coordinate or contribute with contests and advertising;
- Website can be up and running in 2-3 weeks. Facebook and radio ads are the best options for advertising;
- Suggestions for a press release or open house event at the airport after the logo is completed;
- Rob’s next steps: provide budget, website, update logo and email for approval, marketing/awareness campaign on radio and social media, 2018 plans for advertising.

Rob Dodds exited the meeting at 11:22 am.

b. Memo – Logo and Airport Identifiers at Other Airports

Discussed with Robert Dodds.

c. Kiosk 7 – Vacancy at the Terminal Building (Verbal)

Kiosk 7 remains empty after no response from the advertising.

- Committee suggested Tofino and Ucluelet tourism be contacted for ideas for filling the Kiosk.

5. REPORTS

a. Mark Fortune – Long Beach Airport Report (Verbal)

Mark Fortune provided a verbal report on recent activities at the Long Beach Airport.

- Trees are being removed;
- Line painting tomorrow;
- Lots of activity with larger planes landing due to Orca Air’s technical Issues, alternate airlines covering for them;
- Additional lighting being installed next week.

6. ADJOURN

MOVED: D. St. Jacques

SECONDED: T. Bennett

THAT this meeting be adjourned at 11:29 am

CARRIED

Certified Correct
Josie Osborne, Chair



REQUEST FOR DECISION

To: Long Beach Airport Advisory Committee

From: Janice Hill, Environmental Services Coordinator

Meeting Date: November 1, 2017

Subject: Marketing Strategy Recommendations

Recommendation:

THAT the Long Beach Airport Advisory Committee recommend the Alberni-Clayoquot Regional District Board of Directors proceed with Primal Communications marketing strategy items with the associated estimated budgets (plus gst):

- *Radio advertisements - \$12,000*
- *Website - \$4,740*
- *Facebook (Social Media) - \$,4830*
- *Consumer Shows - \$1,200*
- *Tourism Vancouver Island Vacation Guide and Map - \$3,250.*

Desired Outcome:

To increase awareness of Long Beach Airport and have it correctly associated with Pacific Rim National Park Reserve, Tofino and Ucluelet as destinations that can be reached within one hour from the Lower Mainland/YVR South Terminal.

Summary:

- 1. Radio Advertising - \$12,000** – In markets where people spend a long time in their car for daily commuting, radio still has great value for advertisers.
 - To substantially increase the investment, Primal Communications recommends working with KD Air, Orca Air, Tourism Ucluelet and Tourism Tofino and area stakeholders in providing several prize packages for on air contesting. This will provide increased brand retention and consumer engagement as well as social sharing if hashtags are added in conjunction with other social marketing by the radio station and area stakeholders (ie #YAZ).
 - Partnered ads (non-contest related) should also be available to area stakeholders for increased buying power. Suggested 25 – 30% of cost ad covered by stakeholders. Increases ad reach and at a significant cost reduction to stakeholders.
- 2. Website - \$4,740**

An investment in the website allows for increased analytical reporting which is crucial for tracking marketing efforts and their Return on Investment (ROI). Radio, print and social media can all be measured with specific call to actions, URLs, pages and links. Budget includes a training session for ACRD staff or LBA Committee members to update site. This will reduce future web content update costs.

3. Facebook (Social Media Strategy & Campaign) - \$4,830

Primal Communications recommend using Facebook as a way of getting in front of people that live in the Lower Mainland and fall within Tourism Tofino and Tourism Ucluelet target demographics. Look and feel of postings as well as voice and content guidelines would be developed and then implemented in a calendar specific with a 2 pronged approach - build followers and drive clicks to www.cyaz.ca and ultimately partner airlines and area stakeholders web sites. Posts would be sharable and would also be more impactful with a contest or contests.

4. Consumer Shows - \$1,200

Printing handouts for Tourism Ucluelet and Tourism Tofino to hand out at their booths, if allowed, would be a great low cost method of reaching a high volume of qualified consumers as they interact with local Destination Marketing Organization (DMO) staff. If the response from show goes talks about the perceived barrier of time or inconvenience of ferry travel DMO staff can let them know they are only an hour away from the Lower Mainland by air.

5. Tourism Vancouver Island Vacation Guide & Map - \$3,520 budget*

Advertising in Tourism Vancouver islands primary marketing publications reaches a high volume of qualified consumers.

**Note while the booking for this is done now, the marketing spend is actually for the 2018 marketing year.*

Total Budget at this time = \$26,290 plus GST.

For 2018, Primal Communications recommend measuring ad results with each media and then reinvesting in those that provide the best results. Social media, radio contesting, and consumer shows will be the quickest to measure ROI, while printed annual publications will take the year. Near the end of September print ads will have a quantifiable ROI and reinvestment can be decided in early Fall. To measure print ads effectiveness, Primal Communications suggest using a landing page strategy with a separate URL to accurately track organic clicks.

Background:

Primal Communications were contracted to carry out a Branding and Marketing Strategy for the Long Beach Airport in 2016.

Time Requirements – Staff & Elected Officials:

Staff time to work on Marketing strategies.

Financial:

Funds are available in the Long Beach Airport Advisory Initiatives line item of the 2017 – 2021 Financial Plan. Additional funds if required can be requested in the 2018 – 2022 budget.

Options Considered:

All of the strategies could be proceeded with or a selection of a few.

Submitted by: 

Janice Hill, Environmental Services Coordinator

Approved by: 

Douglas Holmes, BBA, CPA, CA, Chief Administrative Officer



An aviation and aerospace industry that is visible, connected, and thriving

June 26, 2017

Attn Mark Fortune
Airport Superintendent
Alberni Clayoquot Regional District
3008 Fifth Avenue
Port Alberni, BC
V9Y 2E3



Dear Mark,

It is my great pleasure to inform you that Alberni-Clayoquot Regional District has been selected as this year's recipient of the **THE BC AVIATION COUNCIL'S WM. TEMPLETON TROPHY**, a combined nomination was provided by Mark Duncan and Jack Willms.

The William Templeton Trophy is awarded annually for outstanding initiative and achievement in the successful development of a community airport, regional airport, heliport or floatplane landing facility by an individual, association, municipal government or company.

The nomination is for installation of landing lights at Tofino Airport. Well done!

I hope you will be able to join us at the Silver Wings Awards on October 25th at the Vancouver Convention Centre West where we will be honouring the achievements of our industry colleagues. Further details will follow in a separate message from BCAC Administrator, Donna Farquhar.

I look forward to seeing you then and celebrating your success.

Sincerely,

Heather Bell
Chair

cc Mark Duncan and Jack Willms

BC AVIATION COUNCIL

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Tel: 604-278-9330; Fax: 1-888-833-1507; Email: info@bcaviationcouncil.org; Web: bcaviationcouncil.org

Tweet: @bcac1938; Facebook.com/bcac1938



BRITISH COLUMBIA AVIATION COUNCIL

NOMINATION FOR WILLIAM TEMPLETON TROPHY

1. The William Templeton Trophy is awarded annually for outstanding initiative and achievement in the successful development of a community airport or floatplane landing facility by an individual, association, municipal government or company.

Tofino Airport has taken the initiative to apply to the Province for funding to provide lighting at the airport. This lighting is expected to be completed in July 2016. They were awarded funds in 2015 (see press release below). The municipality had to provide funding. More details will be developed for the award video. This investment will increase reliability and opens up flights to one of the best locations in the Province during the winter storm periods and night time operations.

2. Any BCAC Member in good standing may submit a nomination.

Mark Duncan

3. The nominee need not be a Member of BCAC.
4. The BCAC Awards Committee will make its recommendation to the Executive Committee of the winner selected from among those nominated.
5. The winner will be presented with the trophy at the BCAC Silver Wings Banquet.

NOMINATION FOR THE WILLIAM TEMPLETON TROPHY

I, Mark Duncan of 3116 Duchess Ave, N. Vancouver, BC V7K 3B6

_604-765-8430

10 May 2016

Hereby nominate:

Name: Tofino Airport- Mayor Josie Osborne

Tofino airport's new landing lights to allow night flights

CARLA WILSON | TIMES COLONIST

AUGUST 6, 2015 06:00 AM

Tofino Mayor Josie Osborne says the new landing lights at the airport will also help pilots during winter months. Photograph By Submitted

Night landing lights will be installed for the first time at the Tofino-Long Beach Airport, improving access for medical evacuations and helping to boost tourism, said Tofino Mayor Josie Osborne.

"It's fantastic. It's really great news for us," Osborne said Wednesday.

The \$1.27-million project is being funded by the province and by the airport owner, the Alberni-Clayoquot Regional District, which is contributing \$424,000.

The airport is also working on a new global positioning system that will help approaching pilots to land at a lower ceiling when there's fog or inclement weather, the mayor said.

Lighting is "kind of the icing on the cake," said Osborne, also regional district chairwoman. "It makes it much more safe for pilots to land. They can make visual contact with the runway through the lighting system."

The lighting will also make a difference for pilots during winter months, she said. It can be a "race against time until the sun sets" in the winter, Osborne said.

This airport is the medical evacuation centre for the west coast of the Island. Normally, a helicopter or air ambulance is called when needed. But in the past, a fixed-wing aircraft could not land because of the lack of lighting, she said.

Airlines making scheduled flights will be able to extend hours of service and bring in larger aircraft as passenger demand increases, Osborne said. "It's great for the tourism economy."

Tourists pour into Tofino and Ucluelet year-round to take in the spectacular scenery and vast sandy beaches on the Island's rugged west coast, home of Pacific Rim National Park.

Provincial funding is coming through the new B.C. Air Access Program, part of B.C. on the Move, the province's 10-year transportation plan.

The new funding is an example of how the Air Access Program "will help smaller, regional airports make crucial improvements to their infrastructure," said Jordan Sturdy, MLA for West Vancouver-Sea to Sky.

Safety is a key component for these projects, he said.

The airport, located between Tofino and Ucluelet, features three 5,000-foot-long runways and a terminal building which opened in 2010. It handles about 20,000 passengers a year.

Along with three commercial carriers offering regular flights, private and chartered aircraft also use the facility.

The airport was originally built during the Second World War as a Department of National Defence airbase.

cjwilson@timescolonist.com

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- See more at: <http://www.timescolonist.com/news/local/tofino-airport-s-new-landing-lights-to-allow-night-flights-1.2022430#sthash.L3fNsBlz.dpuf>

YAZ – Tofino

Built a new ATB in 2010

2012 Runway 11-29 Rehab (ACAP) \$3.4M

Air traffic up 33% between 2014 and 2015

Airlines increase size of aircraft on routes to YAZ, from PA31 to Be99

2016 Airfield Lighting \$1.5M BCAAP

OLS tree clearing in Pacific Rim National Park, to facilitate development of GNSS IAP

CBS8 – Alberni Valley Regional

2014 Runway Extension Scoping Study

2015 Extended Service Area Establishment Amendment/Airport Development Borrowing Bylaw \$6.0M

- 2016/17 Runway extension (length and width) to support larger aircraft...Coulson converting C130, B737 and B272 to water bombers
- 2016/17 Taxiway C construction
- 2017 OLS compliant perimeter roads around each runway end

Obstruction Clearance for OLS (trees) \$350K

Airfield Lighting \$1.5M BCAAP

Development of GNSS IAP subsequent to the physical work being completed



REQUEST FOR DECISION

To: Long Beach Airport Advisory Committee
From: Mark Fortune, Airport Superintendent
Meeting Date: November 1, 2017
Subject: Transport Canada Program Validation Inspection

Recommendation:

THAT the Long Beach Airport Advisory Committee receive this report for information.

Desired Outcome:

To ensure that the ACRD maintains compliance with the with Transport Canada with the Tofino Airport's Safety Management System.

Summary:

A Program Validation Inspection (PVI) of Tofino Airport was carried out by Transport Canada on August 14-15th, 2017. The PVI is conducted to verify that the airport is in compliance with the Canadian Aviation Regulations (CARs) and is required to comply with these regulatory requirements on an on-going basis.

The scope included an evaluation of the Tofino Airport's Quality Assurance Program. The airport was found non-compliant with "Establishing a Safety Management System". There is a Safety Management System (SMS) program approved for CYAZ but once approved the program was never implemented. The root cause analysis of the non-compliance was due to an increased workload and responsibilities. Physical airport deficiencies, including insufficient staff levels took precedence over the SMS implementation. This is due in part to major capital projects being carried out at both ACRD airport locations in recent years. Transport Canada staff have indicated that approximately 2.5 staff positions would be required to operate the CYAZ location alone. The current duties assigned to the Airport Superintendent exceed the position's capacity.

A corrective action plan has been submitted to Transport Canada and has been accepted. The ACRD must ensure that it submits the proposed manual amendment and applicable documents incorporated that make up the corrective action plan within the time frame specified. Transport Canada will perform follow up activities to verify that the corrections actions have been implemented as described in the corrective action plan and that they are effective.

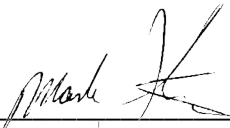
In order to ensure that the ACRD maintains compliance with Transport Canada, a review of staffing levels for airport operations is under way in association with the corrective action plan.

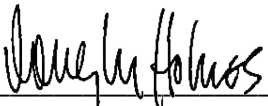
Time Requirements – Staff & Elected Officials:

Staff time to apply the corrective action plan.

Policy or Legislation:

As per Transport Canada Regulations

Submitted by: 
Mark Fortune, Airport Superintendent

Approved by: 
Douglas Holmes, BBA, CPA, CA, Chief Administrative Officer