



**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