

## NEWS RELEASE

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### **Tourism Advisory Committee provides update to Council**

#### *Council approves committee's Terms of Reference*

#### **Summary**

The recently created Tourism Advisory Committee shared its first update at the June 26, 2017 Committee of the Whole meeting. During a short presentation by Committee Chair, Henry Traa and consultant Greg Klassen from Twenty31, an overview of the committee's progress was outlined, including:

- notice of the Committee's decision to appoint Henry Traa as Chair and Jennifer Houtby-Ferguson as Vice Chair;
- notice of the Committee's decision to contract Twenty31 as a key resource in supporting the Committee with its work;
- the work plan and engagement process the Committee and Twenty31 will undertake; and
- a request for Council to approve the committee's Terms of Reference.

As a next step, Committee members will schedule a variety of engagement opportunities targeting the tourism industry and community. Using a mix of interviews, meetings, surveys and a town hall event, participants will contribute feedback which the Committee will then use to shape its recommendations to Council on the future governance of Nanaimo's tourism sector.

*Strategic Link:* Governance Renewal - this priority guides Council and staff in renewing the City's capacity to effectively and efficiently serve the residents of our community.

#### **Key Points**

- Over the course of its work, the committee will be seeking input from stakeholders. Members of the community interested in participating in upcoming discussions are encouraged to watch for advertisements.
- Tourism updates are available on the City's website by visiting: [www.nanaimo.ca/goto/tourism](http://www.nanaimo.ca/goto/tourism)

#### **Quotes**

"The Tourism Advisory Committee is looking forward to working alongside Twenty31 in the coming months where we will collectively engage stakeholders and the community to determine the best model for delivering tourism and destination marketing services in Nanaimo."

Henry Traa  
Chair  
Tourism Advisory Committee

"I am very pleased with the direction the Tourism Advisory Committee is taking with respect to creating, based on a thorough review of best practices, a new direction for the delivery of Tourism and Destination Marketing initiatives within our community. I look forward to Council having the opportunity to make a thoughtful and fully informed decision on the next steps in this very important sector and thank all those dedicated to tourism for stepping up and putting their time and effort into this initiative."

Bill McKay  
Mayor  
City of Nanaimo

## Quick Facts

- On May 16, 2017, Nanaimo City Council announced the appointment of 11 members to the new Tourism Advisory Committee.
- Members of the Tourism Advisory Committee are working together to develop a new governance model that will strengthen collaboration between and integration across all parts of Nanaimo's tourism sector.

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