



## TACT BOARD MEETING

**Date:** Wednesday, February 17, 2021

**Meeting called to Order:** 1:33 pm

**Present:** Bob Timms, Debra Gill, Doby Dobrostanski, Alfred Muma, Maureen Northrop, Tim Atwood

**Regrets:** Maggie Timms, Gerry Childress

**Guests:** Janice and Derek Wills (Sandcastle Log Cabin), Tracey Ellis (Tourism Powell River)

**As this was designed to be a “brainstorming” and info session on advertising possibilities we omitted Agenda, Previous Minutes and Reports.**

### **Old Business:**

**Economic Development Grant** (Tim A.) – The first intake of Economic Development Grant applications ends on March 31/21.

### **Mountain Biking Potential on Texada** (Derek and Janice Wills):

Derek and Janice are the new owners of Sand Dollar Log Cabin. They live in Vancouver with their 3 young children. Janice has a background in tourism marketing and Derek has been involved in various aspects of the mountain biking business for about 25 years. His company has sponsored mountain bike events before. Derek also has a friend who is a social media “influencer” who travels around and promotes locations online.

Mountain biking is a positive industry – participants tend to be fairly wealthy, and environmentally conscious. The majority of participants tend to be mid-late 30’s, and they will bike as long as it’s not snowy (they love rain!!). September would be a good month to hold a mountain biking event. However Texada would need more accommodation, which could include everything from camping to higher-end with hot tubs, etc. Having access to a shower is important. There are two “types” of bikers; the “extreme”, go fast types, and the types that are lower risk and happy to ride “trails” such as the gas lines and old logging roads we have here already. The latter don’t require high-end, difficult trails, which is more what Pete Stiles and Shannon Hoyle are developing (and which won’t be ready for clientele for a couple years at least).

There would have to be consultation between hikers and bikers as to which trails would be multi-use. There are magazines for the “slow bike” crowd that could be advertised in, or Texada could advertise on

the Alltrails App, which is used by mountain bikers. It would be important to foster a relationship with Selkirk Forest Co. as clearcuts are good places to develop mountain bike trails.

Janice and Derek assured us that they are more than happy to assist in any way they're able in the development of mountain biking on Texada.

### **Advertising Texada** (Tracey Ellis, Tourism Powell River)

Tracey commented that websites are a thing of the past, to get the maximum exposure now, you need to post 60-sec videos on Tic-Toc (sp??). She didn't think it would be worth doing a Texada video for the TACT website. She also mentioned that Avenza is a more popular hiking app than Alltrails. (There are several Texada hikes already available on Alltrails). We could also post items on the TACT Facebook page and share them with Tracey, and she can then share them with her network.

Destination BC is expecting tourism in the province to open up to local visits by April 2021. Tourism Powell River has submitted a grant to develop small, experiential packages for tourists, focused on "embracing the weather you have", with a focus on thinking cozy and intimate. For example, a package might include mountain biking or rockhounding, followed by a "culinary experience", and by some kind of arts experience. Tracey suggested TACT could run a "Visit Texada Again" campaign just within Powell River, and try and get people out here for short visits. Powell River is going to try and attract visitors from lower Sunshine Coast, and Comox/Courtenay. Rack cards are a good idea to include in a campaign. Tourism Powell River is doing a "VIP" card for local businesses (including some on Texada) which will give visitors "perks" at the participating locations. Tracey said there are many Covid-recovery grants available right now for programs that we could apply for.

### **Mall Display**

We discussed whether to keep the mall display. There seemed to be some agreement that it needed to be updated/changed, perhaps with some new posters promoting accommodations, which we could then charge the accommodations some advertising cost for. To be further discussed next week!

**Meeting adjourned:** 3 pm (approx.?)

**Next meeting:** **Wednesday, Feb. 24, 2001**  
**1:30 – 3 pm on Zoom**



**New Business:**

**Meeting Adjourned:**

**Next Board Meeting:**