

TACT ADVERTISING COMMITTEE MEETING

Date: Wednesday, February 24, 2021

Meeting called to Order: 1:33 pm

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

Regrets: Maggie Timms, Doby Dobrostanski, Gerry Childress

Guests: Dawn Myers

Approval of the Agenda: Motion Tim A. / Seconded Bob T. Carried.

Changes to the Agenda: None

Events - It was discussed and agreed upon that we don't want to hold any major events, or try to attract off-islanders to Texada Island, until covid vaccinations are completed. It was suggested that Texada Artist Studio Tour (TAST) be held in September, and combined with a "Re-Visit Texada" advertising campaign. The advertising would begin likely in July.

Action: Tim A. will approach the TAST participants about holding the event in September 2021, depending on Covid status.

Hiking trails (Debra G.) – It was suggested that TACT could finance some signs for trailheads, and put together a brochure of popular hikes for visitors.

Action: Debra G. will contact Eagle Walz (re SCT), and possibly others, to find out what, if any, liabilities are involved with putting up the signs and producing the brochure.

Advertising

-We discussed advertising in Powell River Living magazine this summer.

Action: Bob T. will contact Powell River Living to determine advertising rates and timing of issues.

-Production of an artisans/craftspeople rack card, perhaps with accommodations and contact info listed on the reverse side (if room), was discussed.

Action: Dawn M. will contact island artists to see who would be interested in being on a summer rack card, and then will do the follow-up creation of the card.

Additional points to consider:

- We need to consider how much of the current \$12K qRD Economic Development Grant we will spend this year by mid-March, so we know how much to apply for, for 2021 (for which the application is due March 31/21).
- It was suggested that we should look into getting some new tents.
- It was pointed out that the Texada Visitors Guide, produced previously by the Texada Chamber of Commerce, is very useful and we could perhaps finance producing that once again. The updating of all the information would be a major task and we could request the Chamber provide the people to do that.
- We need to find one or more people to act as a Social Media person, to post on Tic-Tok, Instagram and Twitter.
- For next meeting, can people please bring ideas of what we can do in the period before Covid ends.

Action: Bob T. will talk to John Wood and Steve Croasdale about the cost of signage for the hiking trailheads.

-There was a short discussion of the idea of a public sculpture display.

Meeting Adjourned: 3 p.m.

Next Advertising Committee Meeting: Wednesday, March 3
1:30 pm (via Zoom, link will be sent)