

TOWN OF HAMPTON TOURISM SUB-  
COMMITTEE MEETING

Wednesday, January 20, 2021

In attendance:           Trudy Kelly-Forsythe (Chair)                           Zelda Howarth                           Barb McNamara  
                                  Chris White, Staff   Todd Beach

Regrets:                    Bill Hart   Bruce Fowler                           Trina Forrest

1. Call to Order: Chair, Trudy called the meeting to order at 12:10 pm.
2. Approval of Agenda: Moved by Zelda, seconded by Barb
3. Declaration of a Conflict of Interest: None declared.
4. Approval of Previous Minutes: Minutes of December 10, 2020 meeting moved by Barb, seconded by Todd.
5. Business Arising from the Minutes:
  - i) Tourism Committee Action Plan: Chris completed final edits. Will issue revised copy to members.
  - ii) Winter Tourism: Art workshops booked for February 27 (Sue Hooper) and March 6 (Helga Lobb). Awaiting word on a possible comic illustration artist for a third workshop.
  - iii) 2021 Planning:
    - Princess Louise Treasure Hunt in Town Centre
    - Zelda spoke with Marguerite Burns of IN Step Adventures re: Scavenger Hunt activities – Zelda to provide update.
    - Barb looking at overnight visitor packages for Bamara Inn.
    - Looking to attend Farm Markets in three southern cities to encourage daycation / staycations
  - iv) Discover Saint John: Chris spoke with Victoria Clarke and Marcy Barnes – NB focused promotions for 2021. Guide Book deadlines not defined yet.
6. New Business:
  - i) COVID Survey Results from MOQ Research – Chris shared notes from webinar. Respondents from NB focused on safe travel, within a two-hour window from home. Could be an opportunity for Hampton (proximity to SJ, Fton, Mctn markets). Look at promotional opportunities in those areas.
  - ii) FAM Tour: Group discussed the importance of a FAM Tour again this year. Need to revise structure due to COVID. Look at a series of tours to small, targeted groups. Chris to book a brainstorming session next week with interested committee members to plan.
7. Correspondence: None to report.
8. Adjournment: Barb so moved.
9. **Next Meeting: February 18<sup>th</sup> at noon, Council Chambers.**