TOWN OF HAMPTON TOURISM SUB-COMMITTEE MEETING

Wednesday, March 17, 2021

In attendance:	Bruce Fowler	Zelda Howarth	Barb McNamara
	Chris White, Staff	Todd Beach, Councillor	
Regrets:	Bill Hart Trudy Kelly-Forsythe	Trina Forrest	

1. Call to Order: Chris called the meeting to order at 12:04 pm.
2. Approval of Agenda: Moved by Todd, seconded by Zelda
3. Declaration of a Conflict of Interest: None declared.
4. Approval of Previous Minutes: Minutes of January 20, 2021 meeting moved by Zelda, seconded by Barb.
5. Business Arising from the Minutes:
   i) Art workshops February 27 (Sue Hooper) and March 6 (Helga Lobb) were sold out with waiting list of 20 people. April 17th Fundy Comic Arts will host next workshop. Will advertise via newsletter – if space still available, post online as well.
   ii) Princess Louise Treasure Hunt in Town Centre – wooden coins for prizes being manufactured in Bloomfield. Look to partner with area ice cream shops to provide baby cones in exchange for the wooden coins.
   iii) Zelda provided Marguerite Burns of IN Step Adventures with info on Hampton trail network. She is interested in bringing groups for tours. Chris to follow up with Marguerite.
   iv) Discover Saint John: Guide Book deadlines not defined yet.
   v) FAM Tour idea session – Bruce contacted writer Doug Scott re: Canoe / Kayak opportunities in Hampton. Chris to begin scheduling dates with attendees.
6. New Business:
   i) Quilt Hang Out with HACC and Quilt Barn Tour group – July 16-18. Looking for local businesses and community members to hang quilts out on porch rails, clothes lines. Map to locations. Specials and events at area businesses
   ii) Lighthouse River Centre – summer staff will be in place for the summer as well as at the Visitor Info Centre
   iii) Summer Promotion campaign – will look to local / NB based media for promotion this year. Will revisit advertising in Saltscapes in 2022 when we are more certain of Atlantic Travel.
   iv) Improving online ratings & rankings – will work this summer to boost the reviews of assets like Dutch Point Park so they appear in online searches. Create a fuller picture of Hampton's assets.
7. Correspondence: None to report.
8. Adjournment: Barb so moved.
9. **Next Meeting: April 21st at noon, Lighthouse River Centre.**