

TOWN OF HAMPTON TOURISM SUB-  
COMMITTEE MEETING

Wednesday, June 16, 2021

In attendance:           Bruce Fowler                               Zelda Howarth  
                                  Chris White, Staff                         Barb McNamara  
                                  Trudy Kelly-Forsythe                     Trina Forrest

Regrets:                    Todd Beach, Councillor

1. Call to Order: Trudy called the meeting to order at 12:05 pm.
2. Approval of Agenda: Moved by Zelda, seconded by Trina.
3. Declaration of a Conflict of Interest: None declared.
4. Approval of Previous Minutes: Minutes of May 19, 2021: moved by Bruce, seconded by Zelda.
5. Business Arising from the Minutes:
  - i) Department of Tourism – Content Creation application approved. Received \$5000 for new images and promotion. Trina and Trudy to send names of photographers to Chris.
  - ii) Envision Saint John – training took place with all tourism counsellors June 7<sup>th</sup> to 12<sup>th</sup>. Half-day in Hampton received great reviews.
  - iii) Fish NB Day June 5<sup>th</sup> and Paddlers Picnic June 12<sup>th</sup> both went well – Upcoming is the Art Workshop – Photography on the Water (Paul Owen and Zelda’s Kennebecasis River Adventures) Spaces still available.
  - iv) HACC Quilt Event –July 17-18<sup>th</sup>.
6. New Business:
  - i) Shop Local Event: Campaign hosted by the HamptonNB Facebook group. Patrick Crossman has details for participation in the event.
  - ii) Multicultural Association of Sussex has offered 10 Hampton area businesses banners celebrating Multicultural Day. Chris to provide to HACC for distribution to members.
  - iii) Trudy and Trina spoke on the number of visitors they are encountering on the trails. Need for trail maps at the trail head? Trina asked about waterside signage at Randall Park to let kayakers know it is public land where they can stop for a rest / eat. Chris to discuss internally. Also, gate at the top is still closed – check on status with Parks.
  - iv) Zelda is sharing local business coupons with her visitors – has arranged specials and discounts with other area businesses as a cross promotion.
7. Adjournment: Zelda so moved at 12:45.
8. **Next Meeting: July 21<sup>st</sup> at noon, Lighthouse River Centre.**