

TOWN OF HAMPTON TOURISM SUB-
COMMITTEE MEETING

Wednesday, July 21, 2021

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

Regrets:

1. Call to Order: Trudy called the meeting to order at 12:05 pm.
2. Approval of Agenda: Moved by Todd, seconded by Trina.
3. Declaration of a Conflict of Interest: None declared.
4. Approval of Previous Minutes: Minutes of June 16, 2021: moved by Zelda, seconded by Barb.
5. Business Arising from the Minutes:
 - i) Content Creation: Finishing photo sessions this Friday and then will share all with Dept of Tourism.
 - ii) HACC Quilt Event –July 17-18th well received – great traffic in town to area businesses and restaurants.
 - iii) Shop Local Event was well received. Lots of coverage on social media.
 - iv) Multicultural Association of Sussex banners distributed to 10 Hampton area businesses through the HACC.
6. New Business:
 - i) Zelda shared that she has permanently closed her business due to engine troubles. Repair costs and impact to the season were too great. Members expressed their thanks for her years as a tourism ambassador for Hampton.
 - ii) Bruce asked about the “Get in the Loop” app and if others are using / promoting via this channel. Free download for end user. Firefly is now participating. Others to review / discuss at next meeting
 - iii) Discussed possible activities for shoulder / winter season or participating in regional events like Burger Week. Chris to discuss with Discover Saint John.
 - iv) Trina shared that they are planning for the return of cruise ships in 2022. Looking at possible paddling tours in Hampton. Chris and Trina to discuss.
7. Adjournment: Zelda so moved at 1:15.
8. **Next Meeting: August 18th at noon, Lighthouse River Centre.**