

Town of Hampton Tourism Sub-Committee Meeting

Wednesday, September 29, 2021

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

Regrets: Zelda Howarth, Todd Beach

1. Call to Order: Trudy called the meeting to order at 1:05pm
2. Approval of Agenda: Moved by Trina, seconded by Bruce
3. Declaration of Conflict of interest: None
4. Approval of Minutes of July 21, 2021: Moved by Bruce, seconded by Barb
5. Business arising from the Minutes:
 - a. Dept of Tourism image campaign: Chris reported that the Department shared a great quantity of images as part of their summer tourism campaign. Hampton promotion ran from early July until first week of September. Chris has reached out to area operators to see if it resulted in increased traffic at their sites.
 - b. Not much movement on the “Get in the Loop” app Bruce mentioned. Chris to review with the Chamber to see if there are other members participating.
 - c. Chris to discuss plans for summer 2022 with Envision Saint John team (e.g. Burger Week)
 - d. Trina discussing Hampton tours with industry partners next week.
6. New Business:
 - a. Federal Grant – Lighthouse River Centre application was submitted to adapt the facility to be more of a community access / arts & cultural space. No response yet
 - b. Envision Saint John Campaign – lots of positive response to the “SJ and the Towns By the Bay” campaign. Combined messaging represented Hampton well and individual information on Hampton strong as well.
 - c. Plans 2022
 - i. Looking to resume Paddlers Picnic, Community of Quilts and HACC partnership activities like Shop the Town
 - ii. Adding series of Arts and Cultural activities at the Lighthouse River Centre
 - d. Barb announced Bamara Inn has sold effective November 1st.
 - e. Trudy announced she will be stepping down from the committee at the end of December. Chris thanked Trudy for her many years of service to this committee.
 - f. Discussion on establishing a possible social media channel for tourism events and activities. Chris to discuss with Communications department
 - g. Trina suggested a “Play Local” event for 2022 that focuses on Hampton as an activity destination (golf, paddling, trails). Like Shop Local only focused on attractions. Chris to discuss internally and with HACC membership.
 - h. Discussion on the many local collaborations happening (e.g. Firefly / Hampton Brewing / Food Truck). Chris to see if HACC newsletter could focus on some of these partnerships.
7. Correspondence: None
8. Next Meeting Date: October 20th at 1pm, Town Hall Council Chambers.
9. Adjournment: Barb so moved at 1:55pm.