

DISTRICT OF HUDSON'S HOPE
SPECIAL MEETING
HELD IN THE COUNCIL CHAMBERS
MONDAY, FEBRUARY 12, 2007 AT 4:40 P.M.

Present **Council:** Mayor Harwood; Councillors Kosolowsky, Johansson, Anderson, Johnson and Webster
 Staff: Carolyn Bonnick, Administrator; and Becky Pringle, Deputy Clerk
 Others: April Moi, Bud Howell, and K. Burseth

CALL TO ORDER

The meeting was called to order at 4:40 pm with Mayor Harwood presiding.

NRATHA

April Moi, with NRATHA, gave a presentation with regards to economic development and promoting tourism. She discussed the following issues:

- for the region and Hudson's Hope's need to move tourism forward;
- target visitors from the United States who are travelling up the Alaska Highway;
- catering to coach companies;
- Hudson's Hope Visitor Centre statistics versus BC Hydro Dam Tour statistics;
- advertising in the MilePost and HelloBC, as research has showed these are the most used travel books;
- joining in the Scenic Byways program;
- promoting local attractions such as the two lodges;
- hiring a tourism coordinator; and
- attending tourism workshops.

Mrs. Moi also reviewed the recommendations and action steps which were brainstormed during the Tourism Essentials Workshop. These recommendations and action steps are as follows:

- Attractions
 - To create a Tourism/Economic Development position for Hudson's Hope
 - To improve frontline staff customer service levels
 - To improve signage
 - To educate community on value of tourism
- Services
 - To stimulate aesthetic upgrading of accommodation properties
 - To encourage creation of public transit
 - To encourage Greyhound to provide bus service to Hudson's Hope
 - To provide customer service programs
 - To stimulate creation of nightlight, bar or lounge
- Hospitality
 - To provide customer service training for frontline staff
 - To develop a "Good Service Excellence" program
 - To design a Welcome Program for campground visitors
 - To educate community on value of tourism
 - To avoid volunteer burn-out
- Infrastructure
 - To improve signage

- To stimulate creation of better access to tourism sites
- To create another ball field
- To improve cellular telephone coverage

Mrs. Moi also discussed NRATHA's participation with Dawson Creek and the prices which Dawson Creek pay for their services.

ADJOURNMENT

Certified Correct:

Clerk

Mayor