



Village of
Tahsis

Minutes

Meeting	Standing Committee of Business Liaison
Date	October 9, 2024
Time	10:00 a.m.
Place	Municipal Hall - Council Chambers and by electronic means

**Committee
Members**

Councillor Ryan Moore, Committee Chair
Councillor Brenda Lenahan, Committee Vice Chair
Dan Dahling, Local Business Community Representative
Linda Jordan, Local Business Community Representative
Sheryl Roger, Local Business Community Representative
Amit Sharma, Local Business Community Representative
Mark Tatchell, CAO (Ex Officio)
Paige Sawyer, Economic Development Coordinator (Ex Officio)
Janet StDenis, Corporate Services Manager (Ex Officio)

by video (11
am)

by video

Staff

Wanda Waksdale, Administrative Assistant

Public

None.

Call to Order

Councillor Ryan Moore called the meeting to order at 10:02 a.m.

Land Acknowledgement

Councillor Ryan Moore acknowledged and respected that this Standing Committee of Business Liaison is meeting upon Mowachaht/ Muchalaht territory.

Introduction of Late Items

None.

Approval of the Agenda

Dahling: COW 0070/2024

THAT the Agenda for the October 9, 2024, Standing Committee of Business Liaison be adopted as presented.

CARRIED

**M. New
Business**

1 Committee Topics for Discussion

Dahling: COW 0071/2024

THAT the following items be discussed:

CARRIED

1. Communications Strategy

The committee members discussed the need for a better communication strategy to strengthen community engagement and business potential. Options to improve communications included the use of an email news letter along with a paper based method for people who are not on-line.

2. Tourist Data Collection and Analysis

The importance of tourist data collection and analysis in understanding visitor demographics and preferences was discussed.

Means of data collection included: electronic data collection such as email and paper based such as survey cards with collection boxes.

3. Head Bay Road Maintenance

The ongoing challenges of Head Bay Forest Service Road as a barrier to economic development was discussed. The committee talked about creative ways to market the road. A condensed notice of all road service such as tow trucks, tire repair and cell service points was suggested.

4. Attracting tourists, year round new residents and new businesses

Committee members explored ways to attract new businesses to Tahsis. Strategies included: a central hub for businesses; a clear unified vision for the Village's future appearance; a welcoming environment and the provision of essential services.

5. Brick and mortar needs for economic development

Council discussed the need for economic development along with business opportunities such as dive charters, paddle boat/kayak rentals and bird watching tours.

6. Barriers to economic development

Methods to overcome barriers to economic development included: a supportive environment; basic infrastructure; a reduction in bureaucratic hurdles and making the Village more appealing to new businesses and entrepreneurs.

Lenahan: COW 0072/2024

THAT the Committee discuss a Village Beautification Action Plan at the next meeting.

CARRIED

Adjournment

Dahling: COW 0073/2024

THAT the Standing Committee of Business Liaison adjourn at 12:05 p.m.

CARRIED

Certified Correct this

5th day of November 2024



Chief Administrative Officer