



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

**MINUTES
SPECIAL MEETING
OF MUNICIPAL COUNCIL
THURSDAY, MAY 22, 2008
7:05 P.M.
COUNCIL CHAMBERS**

PRESENT: Mayor Chris Clement
Councillor Lynda Hundleby
Councillor Donald Linge
Councillor Jane Sterk
Councillor Barbara Desjardins

REGRETS: Councillor Hy Freedman

STAFF: T. Day, Chief Administrative Officer
B. Snyder, Director of Development Services
D. Knight, Executive Assistant

1. CALL TO ORDER

The special meeting was called to order at 7:05 p.m.

2. LATE ITEMS

There were no late items.

3. APPROVAL OF THE AGENDA

Moved by Councillor Desjardins, seconded by Councillor Hundleby that the agenda be approved.
The motion **CARRIED**.

4. STAFF REPORTS

(1) Tourism Action Plan, Staff Report No. DEV- 08-043

The Director of Development Services presented the recommendations from the Tourism Action Plan prepared by Chemistry Consulting Group Inc. and Tartan Public Relations and overseen by the Economic Development Advisory Committee. She reported that in order to collect grant money for this initiative, the Tourism Action Plan must be adopted by June 2, 2008.

Comments from Council include:

- Good to see a plan to encourage tourism in Esquimalt.
- Council would like to see discussion on the Plan.
- Signage is important to residents.
- Specific details of Plan may be added at a later date.
- Good timing for the Plan as there are many other tourist initiatives happening now in the community.
- Noted that there was no mention of Cultural Advisory Committee.
- Nice to see that municipality is working with other community groups.
- Require clarification on inclusion of Tourism Victoria.
- Should be some ties to Chamber of Commerce.
- Concerns with amount of work and cost to implement the Plan.
- Concerns with omission of First Nations and cultural tourism in the Plan.

Moved by Councillor Linge, seconded by Councillor Sterk that Council adopt the Tourism Action Plan prepared by Chemistry Consulting Group Inc. and Tartan Public Relations, as directed and overseen by the Economic Development Advisory Committee.

The motion **CARRIED**.

5.

ADJOURNMENT

Moved by Councillor Sterk, seconded by Councillor Hundleby that the meeting be adjourned at 7:18 p.m.

The motion **CARRIED**.

MAYOR OF THE CORPORATION OF THE
TOWNSHIP OF ESQUIMALT
THIS 16TH DAY OF JUNE, 2008

CERTIFIED CORRECT

TOM DAY
DEPUTY MUNICIPAL CLERK