



## Tourism Discussion Group

---

### MINUTES/ACTION ITEMS

Tuesday SEPTEMBER 16<sup>th</sup> 2008 10:00 am

#### Members in Attendance:

Kelly Friesen (Chamber of Commerce, Manager)  
Lianne Olson (Village Council)  
Cindy Shelford (EDO/Beautification)  
Erin Martens (LEDA Office Admin)  
Thomas Pfister (Regional Director Area B/LEDA Board Director)  
Christine Vautour (LEDA Office Admin)  
Laurie Reimer (LEDA Proposal Writer)  
Ron Nay (Snowmobile Club)  
Brenda Hiebert (Beaver Point Resort)  
Dean Mckinley (BLNDC)  
Brenda Schroeder (McPhail & Associates)

#### Meeting Commenced: 10:00 am

- Snowmobile club has approx. 100 acres of land to develop. They could get an extra 60 acres if needed, 38km for snowmobile trails are in the first phase. They mentioned the opportunity to track the trail's cost/km to access more funding later, applications in licensing to cut timber along the trails, and attracting trail riding within the community. Trails have been started as "not groomed" will eventually work towards a machine to groom, commercial snowmobile tours, ideally from Prince George through to Smithers.
- Snowmobile club is proposing the trails could be used for ATVs and horseback riding in the summer months – **MULTI-USE TRAILS.**
- **It was agreed by the group that there are a lot of trails in our area = mountain biking, hiking, ski, and snowmobiling maybe this should be the areas focus? And what kind of Tourist do we want to attract?** These tourist's need things to do in their down time. Quality rather than Quantity
- What do we need to do/have to attract and keep these people? Accommodations, infrastructure, events, restaurants, an area for public "viewing" ex: side of the road during events.
- **EVENTS:** (infrastructure needed) Conferences – people come here for conferences may come back later for a vacation, Festivals (one event a month), Northern Ironman, "Market an event or an experience," targeted events target specific people – the rest will follow, community has to be supportive or it will not happen.
- **COMMUNITY CENTRE:** (infrastructure would come into play here)

- 4 star hotel on the lake to attract people, private sector would come and invest if there was something here for them.
- Campground for motorcycles only. The potential is huge. Having a summer event could possibly attract up to 5000 people. Again need the accommodations and infrastructure.
- We need more Lake pull-out/rest areas. There will be an increase in traffic in the future with the Port in Prince Rupert and with the potential of a few mining projects around Burns Lake.
- Ice in the Arena all year around, that way Burns Lake could host hockey schools. Arena could then be utilized all year around.
- A new community centre should have an arena, curling rink, conference centre, pool, rec rooms, gym, restaurant and a theatre? That way the synergies are in sync and cost sharing the utilities to maintain the building. And it may encourage people visiting to stay longer than a night
- Burns Lake has a lot of trails for mountain biking, hiking, ski trails. Focus on improving them.
- Make Burns Lake a “Destination spot” have for rent: Mountain bikes, canoes, decent hotel/motels,
- The Baker Airport is currently being extended. Runway is as large as Smithers just the facility needs to be upgraded. This will allow for more plane opportunities (ex: HawkAir and Central Mountain Air).
- How to get the tourism industry people interested in the meetings? It was suggested to have a meeting just for the hotels and motels, restaurant owners, B&B's etc.
- Cultural tourism is popular but it has to be authentic. Tourists who are on cultural tours have researched and are looking for real authentic culture to view.
- Tourism Trade Fairs – people in Europe and Asia go to these fairs and see what there is out there and book their summer vacations at the tradeshow – Lakes District needs to get to these shows.

**Meeting Adjourned: 12:45 pm**

**Next Meeting: Tuesday, October 7<sup>th</sup>, 2008 (LEDA Office)**