

STEERING COMMITTEE, ALASKA HIGHWAY ADVENTURE

COUNCIL COMMITTEE ROOM, CITY HALL
FORT ST. JOHN, B.C.

Alfie
DECEMBER 16, 1981

MINUTES

ATTENDING: Peter Diemert, Chairman, Dawson Creek
Doreen Passmore, Fort St. John
Dave Kylo, Hudson's Hope
Alfie Deidl, Dawson Creek
Dick Sequens, P.R.A.H.T.A.
Glen Campbell, Fort Nelson

Present for a portion of the meeting only:

Tony Brummet, MLA, North Peace region
Norma Cox, Fort St. John

The meeting was called to order at 13:05 hours by Chairman Diemert. He passed out copies of the proposed meeting agenda and introductions were made where necessary. Regrets were received from Jean Campbell of Chetwynd who was unable to attend the meeting.

MOTION: Alfie Seidl/Dave Kylo

That the minutes of the November 18, 1981 meeting of the Steering Committee for the Alaska Highway Adventure be adopted as circulated. Motion carried unanimously.

Glen Campbell told the committee that he was attending on behalf of Bob Johnson from Fort Nelson, who was unable to be there himself and that Glen would be a Fort Nelson contact person for the Committee.

BUSINESS ARISING FROM THE MINUTES

It was decided that a definite name for the 40th Anniversary project should be chosen at this meeting so that publicity and plans can be started in a concrete manner. Discussion followed about various name options with Dick Sequens telling the Committee that the Ministry of Tourism recommends that the name "Alcan" not be used in an official capacity. He told the meeting that the Ministry is in the process of designing a logo and they will be using "Alaska Highway Adventure" in this design. The pros and cons of several names were briefly discussed and the following motion was made:

MOTION: Dick Sequens/Alfie Seidl

That the name "Alaska Highway Adventure" be adopted as the official name of the 40th Anniversary project and that this name be shortened or abbreviated as may be necessary in the future. Motion carried unanimously.

More discussion followed on the name and logo to be used for the Alaska Highway Adventure and it was agreed that Dick Sequens would contact the Ministry of Tourism and ask that they rush the material being developed to him and he in turn will send copies to all committee members as soon as possible. The Committee members will then decide on the merits

of the design or designs from the Ministry and voice their approval, comments and/or suggestions to Mr. Sequens by telephone as soon as possible so that there may be less delay in the public announcement of the official logo to the communities in Region H.

Chairman Diemert asked Dick Sequens whether or not he had been in touch with Dr. Curtis Nordman of Northern Lights College to ask him to become a member of the Steering Committee. Mr. Sequens replied that he had called twice and has been sending copies of all correspondence to Dr. Nordman but that he has not made contact at this time. He agreed to keep trying and report back at the next meeting.

Tony Brummet asked that requests to government bodies and officials come directly from this Committee and that he be kept informed of them so that he is able to support these requests. He felt that they would have more strength if they were handled in this manner. The Committee agreed with his request.

COMMITTEE REPORTS

Chairman Diemert once again stressed that all events from the Region to be put into the Ministry of Tourism's spring and summer Calendar of Events must be submitted to Dick Sequens before January 15, 1982, as they must be in Victoria by January 15, 1982. Mr. Sequens has agreed to simplify and co-ordinate the Calendar of Events received from each community in the Region and send a copy to all Committee members.

Fort Nelson Report - Glen Campbell

Dates for the calendar of events that are annual or already scheduled were read. He reported that all events are definite with the exception of the proposed Truckers Reunion and that this date was still flexible at the discretion of the Committee. As more dates come in, Glen will be in touch with Dick Sequens for an update.

Fort St. John Report - Doreen Passmore

Dates for the calendar of events that are annual or already scheduled were made available to Committee members. She told the Committee that there was great interest shown by local organizations when approached with the Anniversary concept and that the auto rally and fly-in events were currently under investigation by two service clubs. They will report back to Doreen as soon as possible.

Hudson's Hope - Dave Kylo

There is currently guarded interest from this community and they are currently planning only a couple of events with fixed dates. Dave Kylo will keep in touch with Dick Sequens to update events calendars as necessary.

Dawson Creek - Alfie Seidl

Very positive feedback was received by Alfie Seidl when he approached members of his community area. Nine groups had been personally contacted and a list was submitted to Mr. Sequens of fixed events and dates. Pouce Coupe are proceeding with their 50th Anniversary plans and are guarded in their enthusiasm of the Adventure project. Mr. Seidl made some suggestions to the Pouce Coupe groups and will contact them again in the near future.

suggested by Glen Campbell that Committee representatives attend a meeting held in Calgary in May, 1982 of bus companies and tour groups to make them aware of the Adventure events.

NEW BUSINESS

Tony Brummet asked to be recognized. He again requested that funding requests be made directly from the Steering Committee with copies to himself and MLA Don Phillips so that they may support these requests. He suggested that a letter of support be sent to the Department of Highways in Victoria for a proposal he has submitted to that Ministry for proper signing of the Highway and that copies be sent to the Hon. Pat Jordan, Don Phillips, and himself. He suggested that 'Point of Interest' signs would be an advantage along the highway. Mr. Brummet suggested that the Riverboat Clubs be approached throughout the Region for possible ideas of events or tour packages. He also felt that records of the Adventure should be kept for historical purposes and suggested contact the National Film Board of Canada, the Canada Council for a grant and the Provincial Archives. He also drew to the attention of the Committee the possible advantages of meetings with any members of the government coming to the Region. Discussion followed on the possibilities of mileage designations instead of kilometeric road signs and the litter problems encountered as one travels the highway. It was decided that letters would be written from the Committee supporting Mr. Brummet's proposal to the Department of Highways as well as his other suggestions. Mr. Sequens will take care of this correspondence.

A suggestion was made that a tentative schedule of construction on the Alaska Highway be obtained from the provincial and federal governments for the 20 month period of the reunion celebrations so that persons travelling the Highway may at least be warned and made aware of this construction.

Chairman Diemert thanked Mr. Brummet for attending the meeting, as Mr. Brummet had to leave at this point.

MOTION: Alfie Seidl/Dick Sequens

That a letter of support be sent to the Hon. Alex Fraser, Minister of Highways and Transportation, requesting proper signing of the Alaska Highway and supporting Mr. Brummet's proposals. This letter should include the fact that the Committee has some suggestions regarding this project which it would appreciate discussing these suggestions with a Ministry representative. Discussion followed about some of these suggestions before a vote was called. Motion carried unanimously.

MOTION: Dave Kyll/Doreen Passmore

That a letter be sent to the Federal and Provincial Departments of Highways requesting a tentative schedule of construction over the 20 month period of the Adventure for the Alaska Highway and that this schedule be updated as often as possible. Motion carried unanimously.

Chairman Diemert asked that Committee representatives return to their local Chambers of Commerce and ask that official recognition be given to the Steering Committee of the Alaska Highway Adventure. He told the members of the Committee that he has officially been appointed to the Committee by the City of Dawson Creek.

P.R.A.H.T.A. Report - Dick Sequens

Mr. Sequens told the Committee that he has met with Tony Brummet and Roger Mercier regarding the auto rally. He and Mr. Seidl are investigating the possibilities open to the Regional Passport idea and will report back to the Committee at the next meeting, hopefully. P.R.A.H.T.A. has approved in principle the Anniversary concept and Mr. Sequens will be in touch with Alaska and the Yukon by phone, having received no reply as yet to his letters. He has been in touch with groups from the U.S. and has good feedback on conventions coming to this area. A possible promotional tour of the Yukon and Alaska will be looked into by Mr. Sequens for himself and Mr. Diemert in the spring of 1982.

Mr. Sequens reported that Mr. Seidl is now one of the P.R.A.H.T.A. directors. He read a list of recommended boundaries from the minutes of the P.R.A.H.T.A. meeting as guidelines for a breakdown of Region H. Clarification will be given at the next meeting as to the boundary between Dawson Creek and Fort St. John. Mr. Sequens read the section of the P.R.A.H.T.A. minutes referring to the Adventure. Copies of this set of minutes are available from Mr. Sequens' office upon request.

Please note that copies of the individual calendars of events are available upon request from the P.R.A.H.T.A. office and that all Committee members will receive a master list as soon as it is available from Mr. Sequens.

Norma Cox spoke up to say that she was attending the meeting as a representative of the hospitality businesses in the Fort St. John area who want to be kept abreast of the Adventure proceedings and events. Chairman Diemert explained that once things are firmed up a bit more that these groups will be contacted by the area representative of this Committee, who will act as the liaison person and in this case a specific representative is not needed. He expressed appreciation to Mrs. Cox for voicing the concerns of her group to the Committee. Mr. Seidl explained that the Passport concept will incorporate the business community in Region H once the details are finalized and the Committee members will be in touch with various business groups at that time.

Mr. Sequens made a report on the grants that he has requested and investigated to this point in time. An additional \$10,000 has been requested from the Regional District to aid in expenses of promotion, advertising, etc for the Adventure. No reply has been received at this time. He has made enquiries and is pursuing the possibilities of funding and grants through the provincial Ministry of Tourism and he will keep the members of the Committee informed as things progress. Mr. Sequens suggested that area representatives make personal contact with their Regional Board representatives to back his request and answer any questions that they may have about the additional funding request. He also told the Committee that Tourism B.C. had released a statistic stating that in 1980 revenue from tourism brought into the province \$700 for every man, woman and child living in B.C. He told the meeting that the Legion are to be contacted about putting advertising and news releases into their magazine which is distributed to their members throughout the U.S. and Canada and that a schedule of Cavalcades is being made up. It was

Chairman Diemert suggested that Mr. Sequens approach the Post Office to issue a commemorative stamp for the Alaska Highway Adventure and report back to the Committee as soon as possible.

MOTION: Doreen Passmore/Alfie Seidl

That in the event of government officials being in Region H in the near future, Steering Committee representatives try to meet with them to gain support for the Adventure both in the Region itself and with the Provincial and Federal Ministries of Tourism. Also, that a letter be sent to MLA Tony Brummet thanking him for his interest and support to date. Motion carried unanimously.

Publicity - it was suggested that Mr. Sequens contact Canadian Pacific Airlines and Pacific Western Airlines about articles, news releases and advertising in their in-flight magazines, Kanata and Skyward. It was also suggested that contacts be made through Mr. Sequens with Greyhound and major companies with employee publications and other groups and organizations such as the Legion who have regular publications for their members about publicizing the Adventure. Mr. Sequens will investigate and report back to the Committee.

Alaska Highway Adventure Hostess - it was suggested that there be a Hostess for public relations purposes for the 20 month period throughout the Region. Discussion followed on other options available along this line of thinking and Mr. Sequens will report back to the Committee as soon on the most effective way to handle this matter.

Tim Woolley is to be approached on publicizing the Adventure on his trip to the Rose Parade in Pasadena, California at the beginning of 1982.

Mr. Sequens agreed to investigate possible funding for the publication of an Alaska Highway Adventure brochure separate from other publications.

NEXT MEETING DATE

Chairman Diemert told the Committee that he will not be able to attend the January meeting. Vice-chairperson Doreen Passmore suggested that the next meeting be held on January 8, 1982 in Fort St. John. Discussion followed as to schedules and the following motion was made:

MOTION: Dave Kylo/Alfie Seidl

That the next regular meeting of the Steering Committee be held on January 8, 1982 at 13:00 hours in the Council Committee Room, City Hall, Fort St. John. Motion carried.

Suggestions were then received for the regular monthly meeting in February.

MOTION: Glen Campbell/Alfie Seidl

That the Regular February meeting of the Steering Committee be held in Fort Nelson on Friday, February 12, 1982. An evening meeting is recommended. Motion carried. Final details of meeting place and time will be confirmed at the January meeting.

DISCUSSION

Mr. Sequens recommended that a special booth for the Alaska Highway Adventure be on display at all local Trade Shows and Fairs in the Region.

Mr. Seidl suggested that the costs involved in a float being built to participate in major parades in such centres as Vancouver, Calgary and

Edmonton be investigated. Chamber of Commerce support should be measured for this project. Mr. Sequens will contact these centres and get entry information for the Calgary Stampede Parade, Edmonton Klondike Days Parade and the PNE Parade in Vancouver and this idea will be discussed at the next meeting of the Committee.

It was suggested that the Olympic Committee in Calgary be contacted and see if there are any events with public relations potential. A list of caravans i.e. Northern Woods and Water, are to be contacted for publicity purposes.

Chairman Diemert thanked recording secretary Joan Pellett of the Fort St. John & District Chamber of Commerce.

MOTION: Doreen Passmore/Glen Campbell

That the meeting be adjourned at 15:23 hours. Motion carried.

Respectfully submitted,

Joan Pellett, Secretary
Fort St. John & District
Chamber of Commerce.

NEXT MEETING

Friday, January 8, 1982 13:00 hours

Council Committee Room, City Hall
Fort St. John, B.C.