

MEETING OF THE STEERING COMMITTEE FOR THE ALASKA HIGHWAY 40TH ANNIVERSARY

November 14, 1981

Smitty's Pancake House
Dawson Creek, B.C.

Minutes

Attending

Dave Henderson - Tourism B.C.

Dick Sequens & Bunny Hoffman - Peace River Alaska Highway Tourist
Association

Doreen Passmore, Shirley Lamoureux & Norma Cox - Fort St. John
Chamber of Commerce

Bob Johnson - Fort Nelson Chamber of Commerce

Jean Campbell - Chetwynd Chamber of Commerce

Mr. & Mrs. Kyлло & Emma Edinger - Hudson Hope

Alfie Seidl, Harold Duby, Peter Diemert & Cathy Cole - Dawson Creek
Chamber of Commerce

Mike Michaud - CJDC/CHET Radio

Gloria Coons - South Peace Historical Society

Ella Fraser - Fort St. John, City

09:30

Mr. Dick Sequens showed the video film "The Alaska Highway", for those present who had not already viewed the film.

Introduction of all present.

The minutes of the October 24th meeting were read and approved as read with no errors or omissions noted. Mr. Dave Kyлло remarked on the excellent job done by Joan in recording the minutes.

Chairman Dick Sequens called the meeting to order and asked for suggestions from the floor as to how committees should be formed and how to best proceed with the project. Suggestions received from the floor as follows:

Other towns along the Alaska Highway in the Yukon and Alaska should be notified of our plans to celebrate the 40th Anniversary of the Highway. Mr. Sequens mentioned that information has been sent to the Chamber of Commerce in Whitehorse, Yukon and to Fairbanks, Alaska; to date there has been no response from the Chambers.

It was generally agreed by all present that due to limited time available to organize events for 1982, it is important to "get the ball rolling" as soon as possible for the 1982 celebrations. It is hoped that celebrations can be ongoing with the same theme for two or three years.

Doreen Passmore explained what steps Fort St. John has taken to date to organize the events in Fort St. John. The Chamber of Commerce has organized a committee of Chamber members as a preliminary 40th Anniversary Committee. A committee is now

being structured from all the clubs and organizations in Fort St. John. From this committee 1 member will be chosen to sit on the central regional committee.

A suggestion was made that the Chambers collectively obtain the services of Mr. Keith Hancock to help organize and promote the 40th anniversary activities. (Mr. Hancock is the consultant presently employed by Northern Lights College to organize and promote the Alaska Highway Symposium in Fort St. John.)

It was noted that the Peace River Alaska Highway Tourism Office is already funded to promote Region H and that the office should not be bypassed as a tool to help promote the events.

MOTION - PEACE RIVER ALASKA HIGHWAY TOURISM OFFICE TO BECOME THE CENTRAL OFFICE FOR CO-ORDINATION OF COMMITTEE ACTIVITIES

Seidl/Duby moved and seconded the motion that the Peace River Alaska Highway Tourism Office become the central office for co-ordination of meetings, publicity, etc., for the Alaska Highway 40th Anniversary Committee.

CARRIED

Mr. Sequens called for nominations for election of the 40th Anniversary Committee Chairman.

Nominations received: Peter Diemert
Harold Duby
Alfie Seidl

Mr. Duby & Mr. Seidl declined nomination. Mr. Sequens announced Mr. Diemert as chairman by acclamation. Mr. Diemert then assumed the chair.

A discussion ensued regarding a recording secretary for the committee.

MOTION - RECORDING SECRETARY OF COMMITTEE MEETINGS

Passmore/Cox moved and seconded the motion that rather than appointing one ongoing secretary, each hosting City will provide a recording secretary for meetings held in their city, thus eliminating unnecessary travel expenses.

CARRIED

MOTION - ALASKA HIGHWAY 40TH ANNIVERSARY COMMITTEE EXECUTIVE

Duby/Campbell moved and seconded the motion that the Alaska Highway 40th Anniversary Committee Executive consist of Chairman, Peter Diemert and representatives from each of the following communities: Hudson Hope, Ft. Nelson, Dawson Creek, Chetwynd, Fort St. John, and surrounding areas.

CARRIED

It was left to the discretion of the Executive Committee to appoint representatives from other communities as required.

A meeting of the executive Committee is called for Wednesday, November 18, 1981 at 12:30 p.m. in the City Hall, Fort St. John.

Until representatives from the various communities are appointed the contact people will be as follows:

Chetwynd	-Jean Campbell
Fort St. John	-Doreen Passmore
Dawson Creek	-Cathy Cole
Ft. Nelson	-Bob Johnson
Hudson Hope	-Dave Kylo

MOTION - TO APPOINT ALL PRESENT TO A TEMPORARY ADVISORY COMMITTEE

Sequens/Cox moved and seconded the motion that all present form a temporary advisory-committee until the executive committee is finalized in order to accomplish further business.

CARRIED

MOTION - RECOMMENDATION OF THE TEMPORARY ADVISORY COMMITTEE THAT CELEBRATIONS OF 40th ANNIVERSARY TAKE PLACE OVER A PERIOD OF 20 MONTHS

Cox/Michaud moved and seconded the motion that celebrations for the 40th Anniversary of the Alaska Highway coincide with the beginning and ending of construction of the Highway, a period of 20 months.

CARRIED

Chairman Diemert asked for suggestions of a theme for celebrations. Suggestions received from the floor:

- One of the Wonders of the Modern World
- The 8th Wonder of the World
- The 20 Month Wonder
- Alcan Adventure
- Trail of '42
- Highway of Adventure

Mr. Sequens circulated copies of logo showing the outline of the Province of B.C., Yukon Territories and Alaska and showing the Highway through them might be more effective. It was suggested that the same logo could be used for each city showing the individual city name in each case and highlighting its location on the Alaska Highway.

Mr. Sequens mentioned that the Ministry of Tourism may be able to provide some graphic experts to assist in the Logo design

12:00 Noon - Lunch

12:40

Meeting was reconvened, Mr. Sequens thanked the Dawson Creek Chamber of Commerce for providing lunch.

After a lengthy discussion, it was generally agreed that the central catch phrase would be "Alcan Adventrue", with the incorporation of "Alaska Highway" and other sub-themes as required.

Mr. Kylo asked for information on any specific dates which have already been set for 40th Anniversary celebrations.

Other than annual events eg: Totem Days, Bonanza Days, etc., which may incorporate the "Alcan Adventure" theme, the only specific event is the 40th Anniversary Symposium in Fort St. John, June 19th and 20th 1982. It is requested that representatives to the meeting on November 18th bring a list of other events now scheduled.

Alfie Seidl suggested that the Executive Committee prepare a list of 10 events they would like to see organized in the region and then approach service clubs and organizations within regional Cities to sponsor specific events, thus providing maximum participation.

Mr. Sequens reported that he has received a letter from the 724 Regiment stating that their members would not be rendezvousing in Dawson Creek for the 1982 reunion as originally planned, but would instead be meeting in San Antonio, Texas in May 1982. Many of the members would still be interested in meeting in Dawson Creek at a later date. Mr. Sequens stressed the importance of having a calendar of events ready to present to any regiments to promote the idea of having them hold their reunions in our area. As no one community could host regiments and civil workers who worked on the highway at any one time, it was decided not to try to hold one large reunion, but to hold smaller reunions in various Cities. It would be up to the particular group where they want to hold their reunion and on what date.

Mr. Sequens introduced Mr. Dave Henderson from Tourism, B.C.

Mr. Henderson noted that it is unfortunate that a 40th Anniversary Committee was not structured a year ago, as it will be difficult to co-ordinate and properly publicize the events by 1982. The deadline for the Spring and Summer calendar of events is January 15, 1982. Mr. Henderson stated that although the Minsitry will assist region H where possible in promotion and co-ordination, the Minsistry has limited funds and must concentrate on B.C. as a whole so cannot give total attention to Region H. Some areas in which the Minsitry may be able to assist in our region are:

- Expert graphic artists to help design logo
- Marketing
- Publicize events in provincial calendar
- Arrange to send photgrapher from Beautiful B.C. magazine to do article on region
- Mall shows and trade fairs will include our region
- Contact can be made with movie producers to suggest Region H as a possible movie shooting location.

Mr. Henderson said he is very pleased to see our area working co-operatively, but emphasized that the organization must be brought about quickly.

Discussion ensued on possible events eg: Road Rally the length of the highway, and other items as listed in the Minutes of October 24th brainstorming session.

13:45 ADJOURNMENT

Pictures taken of group for news release

Respectfully submitted.