SELECT COMMITTEE ON EDUCATION

Minutes of the City of Prince George Select Committee on Education meeting, held in the 2nd Floor Conference Room, City Hall, 1100 Patricia Boulevard, Prince George, BC, on June 24, 2016 at 8:00 a.m.

PRESENT:

Councillor Albert **Koehler**, Chair; Dr. Dan **Ryan**; Mr. Henry **Reiser**; Ms. Rheanna **Robinson <8:15a.m. – 9:00a.m.>**; and Ms. Cathe **Wishart**; and Ms. Barbara **Old**.

IN ATTENDANCE:

Mr. Rob **van Adrichem**, Director of External Relations/Staff Liaison; Ms. Erica **Hummel**, Chief Executive Officer, Tourism Prince George; and Ms. Leslie **Jackson**, Legislative Assistant.

A. COMMENCEMENT

The meeting was called to order at 8:02 a.m.

B. ADOPTION OF AGENDA

Moved by Ms. Wishart, seconded by Ms. Old, that the agenda for the Select Committee on Education held June 24, 2016, BE ADOPTED.

Carried Unanimously

C. ADOPTION OF MINUTES

C.1 Minutes of the Select Committee on Education held April 8, 2016

Moved by Dr. Ryan, seconded by Mr. Reiser, that the minutes from the Select Committee on Education meeting held April 8, 2016, BE ADOPTED.

Carried Unanimously

D. OLD BUSINESS

D.1 Review and Discuss Promotional Material and Advertising

The Committee discussed the "Move Up Prince George" website's update which includes a search function for education programs in Prince George. The Committee suggested the institution names be included in the search function for those who are unfamiliar with University of Northern British Columbia (UNBC) and College of New Caledonia (CNC).

The Committee discussed planned or in progress updates to their institutional websites. Mr. Reiser advised that the CNC website will include a link to the Move Up Prince George site. Dr. Ryan advised UNBC is hiring a marketing firm to consider the institutions' communication, including the website, and will put the firm in touch with the City for collaboration.

The Committee discussed the Tourism Prince George website and noted it currently does not link out to the education institutions, but could include a link to the Move Up Prince George website as a way of connecting with CNC and UNBC through the search function. The Committee suggested Tourism Prince George consider linking into the continuing education studies programs at UNBC which include educational and experiential tourism (ie: jetboat photography tours).

E. NEW BUSINESS

The Committee agreed to discuss agenda item E.2 immediately following agenda item D.1.

E.2 Guest: Melissa Barcellos, Manager of Economic Development (Prince George)

Ms. Barcellos provided her regrets as she was unable to attend the meeting and will reschedule for a future meeting.

Guest: Erica Hummel, Chief Executive Officer, Tourism Prince George

Ms. Hummel provided information regarding the crossover of education within the scope of Tourism Prince George including the use of facilities meeting and convention space; sports tourism in partnership with UNBC and CNC's facilities; promotion of education in the "Official Visitor's Guide" including information on some experiential tourism opportunities; attending student orientation events to engage the student population; and inclusion of the educational institutions in the online business directory.

Ms. Hummel advised that the mandate of Tourism Prince George is to increase visitation and increase occupancy in hotels. Part of the work to achieve that involves changes public perception of the community and advertising available amenities.

Ms. Hummel invited including the education brochures from UNBC, SD57 and CNC in the Visitor Centre.

The Committee shared information for consideration of inclusion in future Visitor Guide publications including the availability of technical and academic field courses; advertisement of the Kodiak Dining Hall and the culinary arts program; background information about the Ancient Forest as it related to a past student at UNBC. Ms. Hummel offered to share the Visitor Guide mock up with UNBC and CNC prior to publication in 2017 for comment and feedback on advertising and content.

E. ADJOURNMENT

SELECT COMMITTEE ON EDUCATION ADJOURNED AT 9:06 a.m.

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Councillor Albert Koehler, Chair

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Leslie Jackson, Legislative Assistant

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