

MINUTES
LESBIAN, GAY, BISEXUAL, TRANSGENDER, QUEER COMMITTEE
(Sub-committee of Healthy Saanich Advisory Committee)
Saanich Municipal Hall, Committee Room #2
May 5, 2016 at 6:30 p.m.

Present: Chair: Councillor Colin Plant

Members: Ryan Clayton, Lawrence Cooper, Aaron Devor, Marcy Cook, Matthew Heinz, Stacey Piercey, James Gardner

Staff: Kelli-Ann Armstrong, Senior Manager, Recreation; Elizabeth van den Hengel, Committee Clerk.

Absent: Eko Goldberg, Harvey Howse, Cynthia Reid, James Gardner, Sharon Doty

MINUTES

MOVED by R. Clayton and seconded by A. Devor, “That the minutes of the Lesbian, Gay, Bisexual, Transgender and Queer Committee meeting held April 5, 2016 be adopted.”
CARRIED

TOURISM VICTORIA

The Chair introduced Paul Nursey, President and CEO, Tourism Victoria and Tina Mousseau, Chief Marketing Officer, Tourism Victoria. The speakers gave an overview of the marketing efforts of Tourism Victoria and the following was noted:

- Tourism Victoria uses “destination” marketing to attract tourist to Victoria and surrounding municipalities.
- Tourism Victoria is funded by a public private funding mix.
- Addressing seasonality is one of the key areas of focus for marketing.
- In US the LGBTQ travel market is estimated to be 6-7.5 billion/year.
- Canada enjoyed a short term competitive advantage by being fourth to legalize gay marriage.
- Tourism Victoria has been involved with marketing LGBTQ travel to the region with articles and advertisements focussed at the LGBTQ community.

Committee discussion occurred and the following was noted:

- The promotional material seems to be primarily focussed on the L and the G.
- A suggestion was made on creating marketing material to highlight BTQ members to more fully capture the LGBTQ market.
- Marketing materials illustrating diversity within the LGBTQ community: more mature faces, families, and ethnic persons.
- A. Devor shared that attendees at a Trans conference held in Victoria felt very welcome from the moment they entered Canada.

- Creating a trans washroom guide similar to the trans washroom guide created in Vancouver would be a good tourism promotional item.
- The Chief Marketing Officer invited Committee members to blog to the Tourism Victoria site.

The speaker thanked the Committee for their feedback and suggestions on more fully capturing the LGBTQ travel market. The Committee thanked the speakers for the presentation and look forward to updated LGBTQ marketing from Tourism Victoria

UPDATES FROM THE CHAIR

The Chair updated the committee and the following was noted:

- Saanich should have a presence at the Pride Parade on July 10, 2016.
- When LGBTQ items are before Council, an email will be circulated to LGBTQ Committee members to encourage attendance at the Council meeting.
- The seven motions from LGBTQ that went before Council have been referred back to staff for clarification of long-term intent.

MOTION: Moved by M. Heinz and seconded by L. Cooper: “That the Lesbian, Gay, Bisexual, Transgender and Queer Sub-Committee requests that Saanich participate in the Victoria Pride activities on July 10, 2016.”

CARRIED

MOTION: Moved by M. Heinz and seconded by L. Cooper: “That the Lesbian, Gay, Bisexual, Transgender and Queer Sub-Committee requests that a letter be forwarded to the Saanich Police board supporting universal washrooms in public areas at the Saanich Police Station.”

CARRIED

MOTION: Moved by A. Devor and seconded by M. Heinz: “That the Lesbian, Gay, Bisexual, Transgender and Queer Sub-Committee appoints Ryan Clayton as Acting Chair for the remainder of the May 5, 2016 meeting.”

CARRIED

**** The Chair left the meeting at 7:40 pm.****

BUSINESS ARISING

The Committee discussed the All-Body swim. The Senior Manager, Recreation stated that Saanich has committed to hosting an All-Body Swim at the Gordon Head Recreation Centre (GHRC).

An invitation was extended for volunteers from the LGBTQ Committee to meet with staff at the GHRC to discuss ideas to make the event a success.

SAANICH SIGNAGE

Item tabled.

DISCUSSION OF GENDER IDENTIFICATION ON SAANICH SURVEY TOOLS

Item tabled.

UPDATED FROM NEEDS ASSESSEMENT WORKING GROUP

M. Heinz updated the Committee with the work on the Needs Assessment and the following was noted:

- A draft plan has been completed.
- The next step is to pilot test the survey.
- An online survey will come from Saanich website.
- Dropboxes at buildings in Saanich will be made available to receive completed surveys.

ADJOURNMENT

The meeting adjourned at 7:55 pm.

NEXT MEETING

The next meeting is scheduled for June 2, 2016.

Chair

I hereby certify these minutes are accurate.

Committee Secretary