



April 2005

Tourism Workshop



On March 29th the Chamber hosted a Community Economic Development Workshop presented by Tourism British Columbia. The group was a blend of those in favour of Tourism and those who had major concerns about the effects tourists have on our parks, trails and economy. However, as several pointed out, tourists are coming to Bowen whether we wish them to or not. The task is to manage visitors efficiently.

A major discussion point was the need for trust and co-operation between all parts of the community. If we want to attract visitors, we must come up with a vision and set objectives regarding the type of visitor we wish to attract.

The major objective for those who favour tourism is to develop a positive image for the island, focusing on our many attractions. Once that has been determined, a start-up marketing plan will need to be developed.

The group was encouraged by Laura Plant of Tourism BC to visit www.tourismbc.net, & www.tourismbc.com which have much information for accommodation operators and others.

Kevan Ridgeway of Vancouver Coast and Mountains Tourism Region challenged the group to determine if Bowen Island should be part of the Vancouver area, the major source of visitors to Bowen

or part of the Sunshine Coast with its bed & breakfasts and its arts and cultural facilities. Or, perhaps Bowen Island is a "lane" on the Sea to Sky Highway? Maybe the island is primarily a day trip? Could it be a destination? Is it a hikers' and walkers' paradise or a unique shopping experience? The workshop asked participants to list the strengths and weaknesses of the island's attractions, services, hospitality, infrastructure and promotion efforts.

Within 3 weeks of the session, moderator Ad Van Hafften, formerly the Assistant Deputy Minister of Tourism for BC after Expo 86, will supply each attendee with a summary outlining all of the discussion along with some recommendations.

The group was also informed that the new funding for Tourism BC, will provide some assistance to carry out research about our visitors—a wonderful opportunity. The ball is rolling, now we want to ensure it doesn't start rolling backwards.

The Chamber thanks to all who attended. Your support and input made the session so excellent.



Chamber Chat

National Volunteer Week

April 17 ~ 23 2005 is a dedicated week set aside to honour and recognize Canadians who volunteer!.

From coast to coast, volunteers strengthen our communities. They serve on boards and committees, mentor peers, organize cultural and recreational activities, support the elderly, provide shelter, counsel youth, clean parks, coach teams, read to children, and much much more. Volunteers do the work they do because they believe in causes, equal opportunities, clean, healthy and safe community spaces, active living, and helping others. Volunteers aspire to make life better for others and we honour them for doing so.

Not only is it a great time to acknowledge the time and energy contributed by Canada's 6.5 million

volunteers, it's the perfect occasion to raise awareness of volunteerism in general and how much volunteers contribute to our community here on Bowen Island.

Each year the Bowen Island Chamber of Commerce seeks nominations from the community for that one volunteer who has significantly contributed to the island through his or her volunteer work. This person represents all volunteers and is honoured with the title **Citizen for the Year**.

The Chamber invites your nominations. For detailed information as to criteria and how to submit a nomination please consult our website <http://bowenland.org> on the community page, or drop by the office 423 Cardena Road.

Identity Theft— How can we prevent it?

More and more we hear about identity theft, which can take place when a person makes illegal use of personal information. All those who buy via credit card need to be aware that his can happen.

As Bowen businesses we need to ensure, and are required under the Privacy Act, to protect customer and employee information.

What do you do with those credit card receipts that often include the complete card number, expiry date, and signature? Prime pickings for garbage dump pickers. But, you say, my agreement says that I only have to retain receipts for 18 months (check your agreement) so I can get rid of this great pile of paper when it's 18 months old. Yes, you can, but how? Dump the pile into the garbage, which is transported to the mainland? Remember, credit card numbers & expiry dates can often be several years into the

future and still be valid. Dumping without shredding or otherwise destroying access to the card number and signature information could leave your customers exposed.

Do you protect your employees? Where do you keep payroll records? Are these records something that could be hacked off your computer that also is connected to the internet?

Do you have a privacy policy that you have posted in your place of business and on your web site? This can be comforting to customers.

Do you screen your employees for honesty? The word is that a number of identity hijackings have been 'inside jobs' with dishonest employees accessing customer information for their own ends.

BUT you say, this is Bowen. Yes, it's Bowen but

no one knows where this information may land. Dump pickers, computer hackers, even employees. As businesses we should, in fact are obliged, ensure that all the potential holes are protected.

The federal government has teamed with provincial and territorial governments to put together a special identity theft protection kit for employers, available online free of charge.

The *Identity Theft Kit for Business* can be found on the Newfoundland and Labrador government's website, along with the information for consumers, at www.gov.nl.ca/gs/tpl/id-theft. It is designed to inform businesses how to handle and protect customer information to ensure they are part of the solution to stop identity theft.

By protecting your customers and employees you are making a difference.

March 17 ~ Board Meeting

This was a good working meeting which started at 5:30. New members of the Board were introduced to "What the Chamber is all about" and the many initiatives we administer throughout the year. To meet your new board, please go to <http://www.bowenland.org/> and click on Chamber / Chamber Board. While you are there, look at your own listing to make sure it is correct. We set up some committees:

Bed & Breakfast – Sheila Webster : **Showcase Bowen** – Clive Scarff : **Light Up Bowen** – Angela Powell & Julia McCaig
Storefront Merchants – Alan Mills & Sara Skoce: **Membership** – All

Networking breakfasts have been held over the past couple of years. An idea was proposed to make these gatherings an informal after work event at the chamber office or under the Tent in the back yard. This "Business after Business" event would allow members to gather, socialize and discuss the challenges of doing business on Bowen and the opportunities that we have to improve our business climate.

Thursday May 26th is the next General Meeting. It will be held at the Legion in the Business after Business format. Doors open 5:30 pm Speaker 6 pm. Our Speaker is Ian Tait who will talk about taking advantage of business opportunities through 2010 and the Spirit of BC. Ian is a dynamic speaker who will entertain us as well as describe the opportunities available.

To make this evening a success we need all our members who are also members of the Legion to attend to comply with the Legion's members & guests policy.

The Last Words

Events, meetings and happenings that I attended, on your behalf, last month were:

March 4 ~ 2010 BC Chamber Committee meeting.

March 8 ~ North Vancouver Chamber Trade Show

March 12 ~ CITY TV's Breakfast Television visit to Bowen.

March 19 ~ Public Information Meeting - Surplus Lands

March 21 ~ Public Hearing - Cultural Master Plan

March 28 ~ Final Grant application to HRDC for 2 Info Centre hosts submitted

Plus several Municipal council meetings.

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**The April 30, 2005** Referendum to purchase lands surplus to Crippen Park needs, if successful, would give the Bowen Municipality ownership of a sizable amount of land which can be used for a variety of positive community purposes and in addition,

Islanders gain ownership of the heritage building containing the library plus the Boulevard Cottage just behind the library. Some of the land could be used for a future community hall while another chunk could be sold to recover the cost. This proposition is a sensible one which has been in the works for more than ten years.

The Chamber Board is enthusiastic about this referendum. Please join us in voting **YES**.



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## **Membership Benefits**

Belonging is Good Business

Why should you join the Bowen Island Chamber of Commerce?

- \* Networking opportunities
- \* Advertising & Marketing Opportunities
- \* Advocacy at all levels of government
- \* Chamber Newsletter
- \* Chamber Group Insurance Plan
- \* Chamber sponsored community events
- \* Support of local organizations
- \* Visitor Information Centre
- \* Tourist Brochure
- \* Free Racking for Corporate/Business members at the Visitor Info Centre
- \* Benefits of the BC Chamber of Commerce
- \* Free Listing on the Chamber Website

**To join the Bowen Island Chamber of Commerce call today:**

**Tel: 604-947-9024 Fax 604-947-0633  
or print the form off our website.**

### **Chamber Board of Directors 2005**

**President** –Murray Atherton

**Vice-president** - Angela Powell

**Secretary/Treasurer**—Joan Wood

**Directors**—Lois Meyers-Carter, Sara Skoce, Daniel Heald, Rachel Dubois, Alan Mills, Julia McCaig, Sheila Webster

**Past President**— Jan Chilvers.

# Welcome

A special welcome to our new members

**Cedar Cottage B & B**

**Cottage Laundry**

**Best Woodworks**

**Arts Pacific Guild**

**Bowen's Sweetest Little Cabin**

**Chris Corrigan**

**Clear Path Integrated Therapeutics**

**Nancy Cox—Macdonald Realty**

**Fern & Foxglove B & B**

**Formidable Industrial Design**

**La Coupe B & B**

**Life Wellness**

**Ocean Pacific Academy of English**

**Sea Garden B & B**

**Tuscany Restaurant**

**Union Bay Trading Co Ltd.**