**COVID-19 NB Tourism Industry Advisory Committee: Overview of Discussions - May26, 2020**

**Welcome**

Yennah Hurley welcomed all to the weekly call and noted that the Minister would not be joining as he had to be in Cabinet.  He may not be on the next few calls, due to the Cabinet schedule.

**Federal Updates**

CERB program was revised.  The minimum $20, 000 threshold was removed.  Now all businesses can apply.  Commercial Rent Subsidy was extended.

The Deputy Minister noted additional recovery programs are coming.  The department recently assembled a document to be used by the Premier, in preparation for a call he was going on with the Prime Minister and for a call on Wednesday, May 27th with the Council of Maritime Premiers, in which the four Premiers were presenting to Minister Joly and ACOA official officials, key measures needed to support the Tourism sector in relation to economic recovery.  She emphasized the ongoing input by industry at this table, was very instrumental in preparing the information.

Kim updated the Advisory committee re Destination Canada in the midst of finalizing a partnership program, focused on supporting DMO’s across the country.  Once a more fulsome document, THC to send out to the DMO’s and RTA’s for discussion.

**PROVINCIAL UPDATES**

**NBalways campaign**:  Kim Matthews noted, Phase II of the campaign was launched last week.  The marketing team are now actively working on the development of the Staycation campaign.  Soft launch is planned for the week of June 15th and the paid media part of the campaign, will follow the week after.

**Labour Force Adjustment Committee:**  Cathy Simpson of CASM has been developing a Framework for Recovery Planning.  DRAFT document was sent to the committee last Friday.  This is a key document for Industry to react to.  ACTION:  Kim mentioned for those Advisory committee members who also sit on the Labor Force Adjustment committee, to please solidly review the document in preparation for the committee meeting on Wednesday afternoon.

**Frequency of Advisory Committee meetings**:  Kim asked the Advisory Committee members if they still felt the weekly meetings were useful or it there was a desire to move them to every two weeks.  Most echoed the weekly meetings are still preferred.  They felt the consistent, ongoing communication is important.

**INDUSTRY ROUND TABLE**

**Ellen Tucker** questioned if the receptive tour operators can be linked in with the department, since they are actively developing and will be promoting packages, day trips and itineraries.  The would like to be able to synergize ie THC with their activity and they linking into our campaign activity leveraging the Staycation opportunity.  ACTION:  E. Tucker to reach out to C. Creamer Rouse.

**Bernard Leblanc**:  Airports in New Brunswick are very concerned with the continued border closures as it is inhibiting airlines wanting to fly into New Brunswick.  Airlines are continuing to limit their capacity into NB and/or pushing out when they will resume service back into the Province.  ACTION:  The DM requested Bernard provide the department information as to what is happening with other Provincial jurisdictions.

**Mike Carpenter**:  Expressed concern if the decision is made for New Brunswick to bubble with PEI, as it will impact tourism revenue generation in New Brunswick and our tourism businesses.  The DM has expressed this concern to the Premier and Cabinet.

**COMMUNITY BUSINESS DEVELOPMENT CORPORATION (CBDC):  PRESENTATION**

Yennah Hurley introduced Line Doiron, Executive Director, NB Association of CBDC’s and Laura O’Blenis, President and CEO, Stiletto, who she had requested join one of our Tourism Industry Advisory calls to present on a particular topic/associated programs, that she feels is very relevant to the Tourism industry, offered by the CBDC’s … Succession Planning.   Laura O’Blenis is a consultant who works with the CBDC’s to move along business succession planning.  This is an important issue across all business sectors.  The CBDC’s are taking the lead with ACOA and ONB to finalize a plan, provincial in scope and cohesive, that hopefully would be accepted by all regions in the Province.  They hope to have the Plan fully fleshed out within the next two weeks.

**ACTION:**  Once the Plan is finalized, Line or Laura, will provide to C. Creamer Rouse to forward to the Advisory Committee members.

**ACTION:**  Please direct any questions directly to Line Doiron at:  [line.doiron@cbdc.ca](mailto:line.doiron@cbdc.ca)

**ACTION**:  Kirk Sutherland to invite Line or Laura to present at an upcoming Campground Owners Association meeting, as this topic has been raised with his sector over the years and he would like his membership to have this presentation and dialogue.

**ACTION:**  Yennah Hurley closed off the meeting by requesting Advisory Committee members to please reach out to C. Creamer Rouse should they have a guest speaker(s), they would like the department to have present/participate during a weekly call.

**NEXT SKYPE MEETING IS TUESDAY, JUNE 2, 2020:  10:00 AM TO 11:00AM**