

- Both found great value in participating in the program and recommend it highly to others.

7.2 Donna Poon – Tourism Division, Alberta Culture and Tourism

- Described a program through Alberta Culture and Tourism on creating a Visitor Friendly town.
- The framework for a “Visitor Friendly” Town includes:
 - Ambiance and visual appeal
 - Way finding and signage
 - Quality of service and professionalism
 - Public services and amenities
 - Visitor information
- Alberta Tourism facilitates projects for towns moving towards being ‘visitor friendly, this includes:
 - Self-assessment to identify strengths and weakness
 - Creation of action plan based on best practice of towns being visitor friendly
- Chamber will consider implementing the facilitated Visitor Friendly Alberta Program.

8. Next Meeting

January 21, 2015

9. Adjournment 8:33pm