



The Ingonish Tourism Steering Committee

2nd Annual Community Communication Day Tuesday April 15, 2008 9:00 am – 4:30 pm

- Location: Smokey Recreation Society Community Center, Ingonish Beach
- 9:00 am Opening Welcome – Dr. Laurel Reid – Tourism Synergy Ltd
Steering Committee Power Point - Chair, Donald Jardine
- 9:45 am Neil Gascoyne, Vibe Creative Group (Green Signage Plan)
Darlene MacDonald, Acting Director, Development & Planning
Tourism Division, NS Department of Tourism, Culture & Heritage
Michelle Sears, TIANS Technology Co-ordinator
- 10:45 am Break
- 11:00 am Break outs, Discussions on Signage, Technology and Brand
development and awareness
- 12:15 pm Lunch
- 12:45 pm John Bain – Rural Cape Breton District Planning Commission
Dr. Laurel Reid, Synergy
- 1:45 pm Gerard McPhee, ECBC
Heather Dixon, Parks Canada
Tom Wilson, Victoria County Tourism and Recreation Director
- 2:15 pm Break
- 2:30 pm Festivals : Dr. Kim Lemky, Cabot Trail Working Association
Eleanor Anderson – Lobsterpalooza
Joella Foulds – Celtic Colours
Tom Wilson – Hike the Highlands
- 3:45 pm Break outs
a) Planning and hosting of VIC visits in May & June
b) Next Steps
- 4:30 pm Wrap-up and Thank-you
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