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To: "Direct to Mayor and Council - DL" <CCDTMACDL@vancouver.ca>

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Subject: Agenda - Tourism Vancouver Board of Directors & City Council Liaison Meeting

Attachments: TVan BOD and COV 14 Feb 2017 AGENDA.PDF

Dear Mayor and Councillors,

Please find attached the agenda for the February 14, 2017 meeting with the Tourism Vancouver Board. Should you have any questions please do not hesitate to contact me.

Best,
Paul

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Tourism Vancouver Board of Directors & City Council Liaison Meeting

AGENDA

Tuesday, February 14, 2017

Fairmont Waterfront Hotel - Malaspina Room

12:00pm – 2:00pm

1. Meeting called to order
2. Tourism -- State of the Industry (TVan to present)
 - a. Overview of Tourism Vancouver operations
 - b. Recent results and key considerations for medium/long term continued success
3. Tourism Vancouver Business Plan Highlights for 2017 (TVan to Present)
 - a. Goals
 - b. Key markets
 - c. Significant campaigns and activities
4. Tourism Master Plan / Opportunities for collaboration, to include (for Group Discussion)
 - a. Destination Brand
 - b. NE False Creek
 - c. Granville island
 - d. City Wi-Fi
 - e. Sharing Economy
 - f. Conventions and Economic Development
 - g. Events – Sport Hosting and other key cultural/entertainment sectors
 - h. Canada's 150th
5. Other business
6. Meeting adjourned