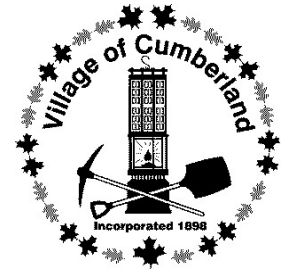


**The Corporation of the Village of Cumberland
Village Roundtable
Topic: Tourism**

**March 14, 2024 at 6:30 p.m.
Council Chamber, 2675 Dunsmuir Avenue**



We are honoured to gather on the unceded traditional territory of the K'ómoks First Nation.

1. Welcome and Introduction to the Roundtable

Opening remarks from the Mayor.

Overview of the purpose and objectives of the roundtable discussion.

Assigning of note taker.

2. Terms of Reference

Distribute Strategic Priorities and Roundtable Terms of Reference

3. Discussion: Perspectives from Community Members

Facilitated discussion among participants to identify the current state of tourism, get feedback on people's visions, and identify key priorities and solutions for promoting sustainable tourism.

Prompting questions:

- What do we want from tourism?
- What kind of tourism do we want?
- How does tourism currently affect/benefit you?
- How does tourism currently affect/benefit the Village?
- What are the implications of tourism for the Village? Residents? Jobs? Environment?
- Who are our current tourists?
- Who is missing (consider whether there are types of tourists who are not currently visiting but who would bring benefits)?
- What does sustainable tourism look like in the Village?
- How are we branding the Village as a tourist destination?
- The Tourism Minister recommended that the Village be charging an event fee. How could that fee be used to help support infrastructure and maintenance for tourism?
- What effect does climate turbulence have on tourism?
- What does Indigenous stewardship and advancing Indigenous leadership in natural and cultural heritage conservation look like in the Village?

- Is our tourism currently accessible and inclusive or are there ways to improve accessibility?
- How do we represent the needs of the Village with 4VI on the Comox Valley Tourism Strategy Plan and its implementation?

4. Closing Remarks

Summary of key insights from the roundtable discussion.

5. Adjournment