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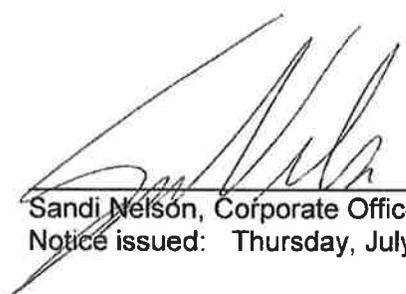
**TOWN OF SIDNEY**  
**SPECIAL COUNCIL MEETING**  
**Tuesday, July 7, 2020**  
**Council Chambers**  
**2:00 p.m.**

*All Council Meetings are being broadcast live via:*  
[http://sidney.ca.granicus.com/MediaPlayer.php?publish\\_id=1](http://sidney.ca.granicus.com/MediaPlayer.php?publish_id=1)

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**A G E N D A**

1. **CALL TO ORDER**
2. **TERRITORIAL ACKNOWLEDGEMENT**
3. **APPROVAL OF AGENDA**
4. **STAFF REPORT**
  - a. **Community Statement for Welcoming Inter-Provincial Travel**  
*Report to be distributed by Monday, July 6.*
5. **ADJOURNMENT**



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Sandi Nelson, Corporate Officer

Notice issued: Thursday, July 2, 2020 at 10:00 a.m.

4a



## TOWN OF SIDNEY

### Report to Council

**TO:** Mayor and Council  
**FROM:** Alison Verhagen, Senior Manager of Current Planning  
**DATE:** July 6, 2020 **FILE NO.:** 6900-20  
**SUBJECT:** COVID-19 Messaging to Tourists

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#### **PURPOSE:**

To propose consistent messaging for communicating Sidney's stance on travel and tourism at this time in the pandemic, as an action related to pandemic recovery.

#### **BACKGROUND:**

At the Recovery Task Force committee meeting of Tuesday June 30, the committee considered the issue of how to ensure consistent messaging is communicated out about tourism in Sidney during the pandemic. A recommendation was made that staff draft a recommendation to Council in support of consistent messaging to tourism groups.

#### **DISCUSSION:**

Now that British Columbia is in Phase 3 of the Restart plan, tourism and travel within B.C. is permitted. Potential travelers are encouraged to plan ahead to make sure the community they want to visit is welcoming visitors. Providing a consistent message on how Sidney is welcoming visitors at this time in the pandemic would be beneficial to ensure potential travelers are receiving consistent guidance for their time in Sidney. Staff have drafted the proposed messaging with the goal of supporting both community resilience and economic recovery (see Appendix A).

#### **RECOMMENDATION:**

**That staff communicate out the Town's position on welcoming visitors through tourism agencies and associations as well as the Town's website and social media channels.**

Respectfully submitted,

Alison Verhagen, MCIP RPP  
Senior Manager, Current  
Planning/  
Recovery Director

I concur,

for

Randy Humble, MCIP RPP  
Chief Administrative Officer

Appendix A: Sidney Tourism Messaging

**Tagline:**

Sidney is excited to welcome smart, safe, and respectful visits to our community.

**Webpage Messaging:**

With British Columbia now in [Phase 3 of the Restart Plan](#), Sidney is excited to welcome smart, safe, and respectful visits to our community.

If you are travelling to Sidney from within BC or from another province or territory within Canada, you are expected to follow the same travel guidelines as everyone else in BC and [travel safely and respectfully](#).

The Canadian border remains closed for recreational tourism. International visitors are asked to dream now and explore BC later when the time is right. While the border remains open for essential travel purposes, anyone who arrives from outside of Canada must quarantine for 14 days.

If you have any [symptoms](#) associated with COVID-19 or have been in contact with a known case, please postpone your visit.

We all must do our part in order to protect the progress that we've made to stop the spread of COVID-19 in British Columbia and across Canada. We ask all visitors to Sidney to be respectful of our residents, businesses, and community. Please follow posted signage around Town and keep an eye out for physical distancing guidance and safety procedures that businesses and local attractions have put in place to help keep staff and fellow patrons safe.

For local and regional tourism information, contact the [Sidney Visitor Information Centre](#) and the [Patricia Bay Information Centre](#).

**Please Follow the Province's Guidelines for B.C. Travel**

(<https://www2.gov.bc.ca/gov/content/safety/emergency-preparedness-recovery/covid-19-provincial-support/phase-3>)

When you travel this summer, you are not leaving COVID-19 behind.

- Consider the health and safety of people in your bubble, and whether you want to take any extra risks

If you decide to travel, remember to take the following health and safety precautions:

- Wash your hands often
- Avoid touching your face
- Cover your coughs and sneezes
- Disinfect frequently touched surfaces
- Practice safe distancing - 2 metres / 6 feet
- Spend time in small groups and open spaces

If you are feeling sick, stay home. **No exceptions.**

If symptoms develop while travelling, self-isolate immediately and contact 8-1-1 for guidance and testing.