
Peachland Economic Development Committee

Minutes of Meeting held Thursday, April 9, 2015

Present: David Stuart, Virginia Schmidt, Bob Corder, Rick Tench, Steven James, Pam Cunningham, Patrick Van Minsel, Kevin Taylor

Absent: Christine Heinrick, Mike Kent

1. Call to Order

Chair David Stuart called the meeting to order at 7:00 p.m.

2. Adoption of Agenda

Addition to the agenda was adopted.

Motion: Steve moved to accept agenda with changes.

Carried

3. Adoption of March 19, 2015 Minutes

Motion: Patrick moved to adopt the March 19th minutes.

Carried

4. Council Resolution: Overnight Moorage in Peachland

The sub-committee discussed a preliminary report with the full committee. A short discussion of the pros and cons of overnight moorage took place. The committee was generally comfortable with the report. During the discussion it was noted that the Kelowna Downtown Marina, constructed and operated by Westcorp does offer short term and overnight moorage. Bob has arranged a meeting with Westcorp to answer questions and will report back or amend the PEDC report as appropriate. A near final report will be circulated to the full committee for comments at that time.

Dave will consult with Polly Palmer on what is needed to constitute full committee approval prior to the May 31 Council deadline.

Pam talked about asking Peachland to set aside an area along the lake so that boat owners with truck and trailers can apply for a 3 day overnight permit without bylaw ticketing.

5. Business Attraction Package

Steve presented the first draft of the business attraction package, describing page by page content. Discussion of the printing issues took place. Printing options were discussed and it was agreed that local printing was mandatory. Patrick suggested profile advertising would not be necessary.

Some discussion took place with respect to photo content. The committee agreed that photos should be a significant part of the package. Patrick suggested hiring a student to do photos or have a photo contest offering gift certificates as prizes. Dave will talk to Loretta Robinson from the Visitor Centre about accessing some of their database for photos.

The committee is to establish business bios, photos and focus on how the package is to be done.

Pam suggested having a 3 question survey at the World of Wheels. Those recommended questions are:

- How often do you visit Peachland in a year; if more than once a year, what brings you here other than the Car show?
- What would you like to see in Peachland that is not already here?
- What would bring you here in the winter season?

6. New Business

a) Website Update

Dave brought up the issues with the PEDC website clean-up. For now the committee needs to focus on identification of problems with the existing content and site until the new District site is created. A subcommittee was created to work on the issues: Dave, Patrick and Steve.

b) Strategic Planning

It was suggested that the subject of strategic planning be added to the agenda for the next meeting. Dave will send out the previous strategic plan prior to the next meeting.

7. Reports

a) Council

Pam said that council reviewed the budget and approved \$3,000 for the PEDC and TPC.

b) TPC

Dave will circulate the TPC minutes to help keep the PEDC up to date on Tourism initiatives. Virginia talked about the TPC plans for Oktoberfest, and Bob discussed the TPC guest speaker, Chris Kane, who attended the last meeting to talk about the Peachland trails. Pam will enquire about trail signage with regards to user conflicts.

c) Chamber of Commerce

Patrick discussed a potential new agreement for the Visitor Information Centre.

Patrick also mentioned the upcoming Business, Wine and Pet Expo on Saturday with 51 vendors, guest speakers, food vendors and a magic show. Currently, the Chamber is looking for three more directors.

8. Meeting adjourned 8:30 p.m.

Certified:

Dated: June 11, 2015

Chair

Corporate Officer