



Peachland Tourism Promotion Committee
Wednesday, May 31st, 2017 at 7:00 p.m.
Council Chambers
Minutes

Present: Archie Luccisano, Janet Hornseth, Jennifer Clute, Virginia Schmidt, Madeline Nixon, Shelley Sweeney, Councilor Keith Thom
Staff/Liaisons: Cheryl Wiebe (District of Peachland),
Regrets: Eldon Kerbes, Joey Byatt (VIC Liason)

1. **CALL TO ORDER** 7:00pm
2. **AMENDMENTS TO AGENDA** None
3. **APPROVAL OF AGENDA**
Moved by Virginia Schmidt CARRIED
4. **PRESENTATION BY SUE VAN NOORTWYK**
Sue van Noortwyk was our guest speaker in presenting about geocaching. She outlined what the purpose of geocaching is, what the overall plan is for geocaching around Peachland, the benefits involved for the town and the associated costs. Ms. Van Noortwyk is seeking an estimated \$3,500 from the TPC. The breakdown for the allotment of funds would be \$2,500 for start-up costs and \$1,000 per year for maintenance.
There was a brief question period directed to Ms. Van Noortwyk regarding concerns about lacking a proper geocaching committee to implement the program, that geocaching is already saturated in Peachland with over 13,000+ in close proximity, if it's still a relevant form of tourism, if it's a year round activity, how the program would be launched and who would maintain the program (passports, prizes, etc.).
5. **APPROVAL OF THE MARCH 23rd, 2017 MINUTES**
Moved by Virginia Schmidt CARRIED
6. **REVIEW STRATEGIC GOALS ITEMS #2 and #3**
#2. Expand marketing and promotion of Peachland as a year-round tourist destination
 1. **Inventory of Year Round Tourist Attractions** - The Visitor Information Centre maintains a complete list of attractions in Peachland. The District and Community Centre maintains and actively updates local Peachland events. No further action required from the Committee

2. **Investigate Marketing and Promotion Activities** - Last year the TPC did research into comparing the marketing and promotional activities of similar tourist towns. Nothing much came from the research, as the TPC didn't know how to use the information or who to share it with. Janet brought up the point that Peachland's biggest problem is that it is not a four-season destination. It was mentioned that perhaps the geocaching could be marketed as a shoulder season, year round event.
3. **Collaborate with the VIC on Marketing and Promotions** - Joey Byatt, Manager of Tourism Services at the Peachland Visitor Centre attends the TPC meetings so that we have continuous collaboration.
4. **Advocate for Tourism Initiatives through Municipal Processes** - TPC members were invited to participate in the OCP review. Cheryl will also send an invitation to TPC members to participate in the Parks and Recreation Master Plan Focus Groups. This will consist of a series of group discussions about the future of Parks and Recreation in Peachland.
5. **Advertise to Local Residents about Tourism** - Meetings are advertised on the municipal website and notice boards. Archie brought up the point that the most important aspect is to "advise local residents on the importance of tourism". Discussion ensued about writing articles to The Peachland View on behalf of the TPC outlining the importance of tourism. Jennifer Clute will write quarterly articles to submit to The View on behalf of the TPC regarding the importance of tourism, what's happening in tourism, etc.
6. **Marketing Work Plan** - An annual process to determine allocation of TPC funding.
7. **Advocate for Marketing Funds** - Last year marketing funds went to the Scarecrow Festival. This year the plan is to allot funds again to the Scarecrow Festival. The committee discussed a future off season opportunity - "Winterfest"

#3. Increase the number of sustainable, shoulder season events for people of all ages

Due to time constraints, this conversation will continue at the next scheduled meeting.

7. TOURISM PROMOTION COMMITTEE POLICY/TERMS OF REFERENCE CHANGE

Terms of Reference have been changed to allow a maximum 9 committee members (previously maximum 8). The Committee will consider submitting a request for additional members at a later date

8. DISCUSS TPC DESIGNATED MEETING SCHEDULE

There was discussion to change the time of the TPC meetings to 4:00pm. There was also discussion about meeting more often. It was decided that the TPC would keep the current dates, but would meet adhoc if there were a need to.

Move by Madeline Nixon THAT the TPC meetings start times change to 4:00pm. **CARRIED**

9. **NEW BUSINESS**

a.) 2017 Funding Allocation – Scarecrow Festival

The Scarecrow Festival is requesting \$800.00 for the 2017 festival to be used for advertising and scarecrow updates.

Madeline would like to see a budget for the Scarecrow Festival and where funds would be allotted.

Moved by Janet Hornseth THAT \$800.00 is to be given to the Scarecrow Festival with the majority of funds allocated to marketing. **CARRIED**

b.) 2017 Funding Allocation – Geocaching

Concerns were raised about allotting money for geocaching without a designated committee. The TPC is not interested in taking the geocaching project on, however, if Sue van Noortwyk could establish a committee with more information about the implementation of the project, it may be a project the committee would support.

Moved by Madeline Nixon THAT the committee approve in principle a geocache project in Peachland **AND FURTHER THAT** the TPC request Sue van Noortwyk to establish a geocache committee and report back with a sustainable plan. **CARRIED**

10. **REPORTS**

a.) Tourism Services (Joey Byatt) – No report

b.) Council Representative (Keith Thom) – No report

11. **BRAINSTORMING**

None to note.

12. **ADJOURNMENT** **Moved by Madeline 8:30pm** **CARRIED**

CERTIFIED CORRECT:

Chairperson

Corporate Officer

Dated

at Peachland, B.C.