



Peachland Tourism Promotion Committee

Thursday, September 28, 2017 at 4:00 p.m. Council Chambers

Minutes

Present: Archie Luccisano, Virginia Schmidt, Shelley Sweeney, Janet Hornseth

Staff/Liaisons: Cheryl Wiebe (District of Peachland)

Regrets: Eldon Kerbes, Councilor Keith Thom, Madeleine Nixon, Joey Byatt (VIC Liaison)

1. **CALL TO ORDER** 4:00pm
2. **AMENDMENTS TO AGENDA:** No change
3. **APPROVAL OF AGENDA**
Moved by Virginia Schmidt **CARRIED**
4. **APPROVAL OF THE MAY 31, 2017 MINUTES**
Moved by Janet Hornseth **CARRIED**
5. **APPOINT NEW SECRETARY FOR TPC COMMITTEE**
Virginia Schmidt agreed to fill secretary position until the end of the year, at which time she herself will be resigning from this committee.
6. **BUSINESS ARISING FROM THE MINUTES**
 - a. **Geocaching update**
It was agreed that unless there was a group formed to support this request, this item should be on hold until the joint meeting, at which time this could be discussed with the Visitor Center/Chamber of Commerce to see if they would be willing to partner and support such a group. It is believed that this was not taken on at the Visitor Center due to a lack of resources.
Motion: THAT Archie draft a letter to the Chamber to see if they would consider Geocaching as a possible 2018 project. **AND FURTHER THAT** the Chair invite the Chamber to a joint PEDC, Chamber and TPC meeting.
Moved by Janet Hornseth **CARRIED**
 - b. **2017 Funding Allocation – Scarecrow Festival**
The Scarecrow committee had submitted a budget adjustment request for funding from \$800.

Motion: THAT the Scarecrow Festival funding be amended to accept their request for an increase to \$900.

Moved by Janet Hornseth

CARRIED

7. Review Strategic Goals Item #3

Cheryl pointed out that one of the committee goals to enhance shoulder season events. She stated that there are many shoulder season events and craft markets such as the Wellness Center, St. Margret's Church and Light-up events. Does the committee want to explore things to support event organizers to make them bigger and better? Maybe develop a plan to determine the needs for shoulder season events. There was a suggestion of approaching big corporations for sponsorship for advertising and that perhaps we should be looking beyond Peachland. Discussion was around the Council policy and the maximum of \$1000 allowed for organizations through the Civic Grant Process. The Committee would like to look at the policy and determine if there should be restrictions in the number of years an event can request funding and perhaps change the maximum to \$3,000 for a one-time grant. **Motion: THAT** TPC participate in the March 2018 Community Round Table to understand the needs of special event organizers; **AND FURTHER THAT** the TPC review the Civic Grant Policy.

Moved by Shelley Sweeney

CARRIED

8. NEW BUSINESS

- a. Schedule Joint PEDC and COC October meeting
Cheryl doodle poll to determine the best date for a joint meeting - October 23, 25, 26 and November 9.
- b. Articles for the Peachland View
Janet and Shelley to develop some themes and will draft up an article for the View.

9. REPORTS

- a) Tourism Services – No report
- b) Council Representative – No report

10. ADJOURNMENT

Moved by Shelley at 5:15 pm

CARRIED

Next meeting to be determined.

CERTIFIED CORRECT:

_____ **Chairperson**

_____ **Corporate Officer**

Dated

at Peachland, B.C.