



Peachland Tourism Economic Development Committee
January 6th, 2021 at 7:00 pm Council Chambers – Via Zoom

Minutes

Present: Shelley Sweeney, Madeleine Nixon, Pam Cunningham, Peter Schierbeck, Rick Ingram,
Patrick Van Minsel, Lynne Herrin

Staff/Liaison: Ben Stringer

Regrets: Erin Chadwick

Resignation: Nicole Moreau

1. CALL TO ORDER 7:00 pm
2. AMENDMENTS TO AGENDA
There were no amendments to the agenda
3. APPROVAL OF AGENDA
Moved by Madeleine Nixon
THAT the agenda be approved CARRIED
4. APPROVAL OF THE December 2nd, 2020 MINUTES
Moved by Patrick Van Minsel
THAT the December 2nd, 2020 minutes be approved CARRIED
5. BUSINESS ARISING FROM THE MINUTES:
 - A) Reports from Rick/Peter/Patrick re bylaw rewrite
The draft of the Revitalization Tax Exemption Suggestions was presented to the Committee.
Discussion ensued regarding including a tax on C5 zoned developments (hotels) in the report.
Moved by Rick Ingram
THAT the amended report be submitted as information to Council CARRIED
 - B) Shelley Sweeney/Rick Ingram report on Highway signage (Peach and other signs).
No new developments on the Peach sign at this time. Staff reported that MOTI have updated their wayfinding signage from to replace wording with logos. There is no cost to update existing signs. Staff will inquire if there is a time frame for requesting the updates and if there is a maximum number of attractions permitted on signs. Discussion ensued about considering which attraction logos should recommend for the signage.
Moved by Peter Schierbeck
THAT the discussion be tabled CARRIED
 - C) Shelley Sweeney report on Mural Festival Proposal
The Committee is working on a proposal which they can give to the TEDC committee and Council. Looking at the fall to finalize.

6. NEW BUSINESS:

A) Budget discussions for 2021

Discussion ensued about requesting \$4,500 instead of \$3,000 to reflect that the TEDC previously was two committees. Peter suggested council is more receptive if we can show that more funds are needed than the basic amount.

Moved by Madeleine Nixon

THAT the TEDC requests a budget of \$4,500

CARRIED

B) Shelley Sweeney presented the TEDC Annual report for Council to the committee.

Moved by Pam Smith

THAT the report be approved as amended

CARRIED

7. REPORTS

a) Tourism Services – The new Visitor Centre Manager is starting on Jan 9th, 2021. They will submitting reports to the TEDC for future meetings.

b) Council Representative – Pam Cunningham or Patrick Van Minsel. No council report.

8. BRAINSTORMING

a) Patrick suggested looking to form a development society to work with contractors and assist in attracting developers to the community. He will investigate similar societies in other communities.

b) Pam suggested looking to organize smaller community events such as more drive-in theatre events. The committee discussed hosting more drive in movies at Turner Park as it is now District owned. Rick will contact Fresh Air Cinema to determine cost, availability, and if any community grants are expected. It was noted that any planned events should not interfere with the Boys and Girls movie night fundraiser; however, consideration could be given to incorporate their fundraising night into one of the drive in events.

c) Rick said the Trails of Okanagan Society is looking at a trail from Sicamous to the border or Columbia River. Rick will see if there is a way we can help. The Trails Society has made several presentations to both the former TPC and Council however still need to keep the movement front and centre. Peter Schierbeck said several years ago the Highway 97 Task Force was looking at something similar on the highway and maybe there is a way they could be combined. South Okanagan Tourist Alliance may also be interested in coming on board if they have not already. Shelley Sweeney to provide contact name to Rick Ingram for SOTA.

9. ADJOURNMENT

Moved by Pam Cunningham at 7:53

CARRIED

Next meeting Wednesday February 3rd, 2021 at 7 pm

CERTIFIED CORRECT:


Chairperson


Corporate Officer

Dated FEB 3, 2021 at Peachland, B.C.