



Peachland Tourism Economic Development Committee
February 3, 2021 at 7:00 pm Council Chambers – Via Zoom

Minutes

Present: Shelley Sweeney, Rick Ingram, Madeleine Nixon, Erin Chadwick, Patrick Van Minsel, Pam Cunningham, Lynne Herrin, Trina Shields

Regrets: Peter Schierbeck

Staff/Liaison: Ben Stringer

1. **CALL TO ORDER** 7:00pm
Shelley welcomed Trina Shields to the committee
2. **AMENDMENTS TO AGENDA:**
Add 5. d) Budget Updates, e) Mural Committee, and f) Trails of the Okanagan
Add 6. A) Vantage One new Branch Manager and b) Peachland Historic School Accessibility Plaza
3. **APPROVAL OF AGENDA**
Moved by Patrick Van Minsel
THAT the agenda be approved as amended CARRIED
4. **APPROVAL OF THE January 6, 2021 MINUTES**
Moved by Pam Cunningham
THAT the January 6th, 2021 minutes be approved CARRIED
5. **BUSINESS ARISING FROM THE MINUTES:**
 - A) Highway signage (Peach and Highway 97, both ends of town, 13th and Beach)
Welcome Signage – Rick reported that he has not had any luck in contacting Lake Country and other communities regarding their welcome signage. Shelley reported that she is in contact with Allison Markin, Executive Director of Summerland Chamber, who is very well connected within the region and will be speaking with her again for information about contacts on signage.

Ponderosa Peach Sign – Shelley reported that the owners of the Peach sign on Ponderosa have not responded to inquiries. She plans to talk to Matt Faucher to see if he has a name for someone within the development company.

Highway Wayfinding Signage (MOTI) – It was noted that the signs now use logos and we can have 5 per sign. Patrick indicated that updating wayfinding signage is not a priority for MOTI during COVID-19 and that future efforts for updates should be staff driven.
 - B) Development Group
Patrick noted the Chamber will have one student working on the project this summer. They are planning to have a report ready by the end of July.
 - C) Peachland Recovery Task Force

Rick reported that the Recovery Task Force is collaborating with the PWC to organize a Hot Chocolate event at the Community Center on February 14th from 10-2pm.

The Task Force is also working on a plan to support Peachland Restaurants.

D) TEDC Budget Update

The TEDC Annual Budget has been submitted for Council review. Shelley noted that several groups have approached the Committee for funding for new projects.

Discussion ensued about whether events would be permitted this summer.

E) Mural Festival

Shelley shared a brochure for the Rutland Mural Festival as an example of what the festival could look like in Peachland. The PCC is taking the lead on the project and plans to commission 1-3 murals this year at approximately \$10,000/Mural. They are looking at grants and a grant writer and will be doing a presentation to Council in the next couple of months. Local building owners will be approached to see if they want to participate and be involved.

F) Trails of the Okanagan

Rick reported that the Trails of the Okanagan society are growing their Board to include a representative in each town from Sicamous to the Columbia River. Shelley connected them to SOTA. They are talking UBCO to help them show the economic and intrinsic value of the trails.

6. NEW BUSINESS:

A) Erin reported the Vantage One has a new Branch Manager, Dee O'Toole as they are adding new resources to the Branch. She may be attending future meetings.

B) Peachland Historical Schoolhouse Accessibility Society

Shelley provided a brief overview of the project and noted that they applied for a Province of BC grant and they are pursuing other funding avenues. Shelley and Patrick will meet to discuss the Chamber providing assistance.

7. REPORTS

A) Tourism Services

Trina reported that the Visitor Centre has applied for 2 students for the summer. Plans are now being made to organize a historical walking tour throughout the summer. Visitor numbers are down 75% from last year but Peachland is doing better than other communities in the region. The Visitor Centre is working at increasing inventory and providing more on-line access.

B) Council Representative

Patrick reported that the Somerset Reach project modifications were approved which will be beneficial for Peachland.

He is currently attending a two-day conference of the LGLA (Local Government Leadership Academy) and will send a conference report to the Committee.

The District was awarded a \$1.6 million government grant but they are specific to projects they were applied for. It was noted that Budget talks are ongoing, and that The District has been very frugal and fortunately have not had to lay any employees off during the pandemic. Discussion ensued about Peachland's tax rates verses our neighbouring communities and it was noted that Peachland's rates are in the middle of the pack compared to surrounding towns.

Patrick requested that the Chamber be put on the agenda for the next meeting and advised that Murray Woods would be replacing Nicole Morneau as the Chamber representative.

9) BRAINSTORMING

Pam reported that the World of Wheels will not be held this year but they are looking at doing more swap meets.

10) ADJOURNMENT

Moved by Madeline Nixon at 7:45 pm

Next meeting Wednesday, March 3rd, 2021 at 7 pm

CARRIED

CERTIFIED CORRECT:


Chairperson


Corporate Officer

Dated 2021/03/03 at Peachland, B.C.