



Peachland Tourism Promotion Committee
Thursday, January 25, 2018 at 4:00 p.m. Council Chambers

Minutes

Present: Archie Luccisano, Virginia Schmidt, Shelley Sweeney, Janet Hornseth, Keith Thom, Eldon Kerbes

Staff/Liaisons: Cheryl Wiebe (District of Peachland) and Joey Byatt (VIC Liaison)

Regrets: Madeleine Nixon

1. **CALL TO ORDER** 4:00pm

2. **APPROVAL OF AGENDA**
Moved by Virginia Schmidt **CARRIED**

3. **APPROVAL OF THE SEPTEMBER 28, 2017 MINUTES**
Moved by Keith Thom **CARRIED**

4. **BUSINESS ARISING FROM THE MINUTES**
 - a. Geocaching update - A letter was sent to the Chamber asking them to consider promoting geocaching. Indications are that they will not be taking this on but a final decision to will be made when Patrick van Minsel returns from Europe in March.
 - b. Joint PEDC, Chamber and TPC Meeting- Proposed dates from PEDC are April 5th or April 19th. This will be finalized at the next TPC meeting.
 - c. 2018 Funding Allocation Scarecrow Festival - Scarecrow committee requested funding through the Civic Grant Program for 2018 (not required from TPC).
 - d. Peachland View Article - Shelley and Janet expressed concern with communication perspectives. They would like to produce an article that will encourage people to be involved with community tourism. Archie gave them a copy of an article that was published three years ago announcing new TPC members and what TPC is about. This article will serve as a good reference tool for writing their article.
 - e. Civic Grant Policy - Item 7 of the Civic Grant Policy was reviewed regarding the need for start-up funding for community events. It was agreed that a revenue generating event could receive funding for two years but a non-income generating event, such as the Scarecrow Festival, might require ongoing funding.
Action: Cheryl will draft new wording for community events and sports events that

will be considered at the next meeting and then forwarded to Council for consideration.

5. New Business

a. Elections:

Chair: Move by Janet Hornseth – nominate Shelley Sweeney **CARRIED**

Vice Chair: Moved by Shelley Sweeney – nominate Janet Hornseth **CARRIED**

Secretary: Moved by Eldon Kerbes – nominate Archie Luccisano **CARRIED**

Action: Archie proposed job sharing, particularly for the secretary. To be tabled for discussion at the March meeting.

- b. Review Year-End Report - Amendments to include: new committee positions, committee meeting dates of March 22, May 24, September 27 and November 22 for 2018, along with the budget request for 2018 of \$3000. Annual report to include budget, with the exception of Professional Development to be discussed by the committee at a later date.

Action: Archie to finalize the Year-End report, circulate to the committee and forward to Council.

6. REPORTS

- a) Tourism Services – Joey Byatt - Joey talked about a slight reduction of visitors during the months of June/July and August as a result of the 2017 flood and fires. She talked about the Destination BC Grant. She also talked the Canada 150 Grant for a display at the Visitors Centre which will be titled "Gathering Peachland's Past". It will be a timeline and history display of resources. The same graphic artist who did the Trepanier Kiosk and Historic School Kiosk is doing the art work which will allow consistency throughout the display. Completion date is 1st of March with a Grand Opening on March 17th.
- b) Council Representative – Keith Thom - Nothing to report but thanked Archie for his dedication to chairperson for the committee these past two years.

7. BRAINSTORMING

- Discussion centered on trail development and trail guides.
- Joey asked Janet to enquire if the Arts Council would be willing to help with developing curb appeal at the Visitor Center. This would also require permission from the District.

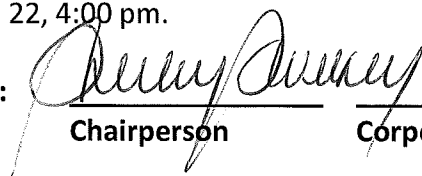
8. ADJOURNMENT

Moved by Shelley at 5:25 pm

CARRIED

Next meeting March 22, 4:00 pm.

CERTIFIED CORRECT:



Chairperson

Corporate Officer

Dated

at Peachland, B.C.