



***Peachland Tourism Promotion Committee***  
Thursday, March 22, 2018 at 4:00 p.m. Council Chambers

**Minutes**

**Present:** Shelley Sweeney, Janet Hornseth, Archie Luccisano, Keith Thom, Eldon Kerbes, Madeleine Nixon and Martyne Boutot

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

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

**2. APPROVAL OF AGENDA**  
Moved by Keith Thom **CARRIED**

**3. APPROVAL OF THE January 25, 2018 MINUTES**  
Moved by Eldon Kerbes **CARRIED**

**4. BUSINESS ARISING FROM THE MINUTES**

a. Review draft Civic Grant policy:

Draft language for community events and sports events was reviewed for the Civic Grants Policy. The new language to be recommended to Council is:

*The District will refer start-up/new community events to the Tourism Promotions Committee. The committee will assess the merits of the event and may provide funding for up to two years (subject to financial approval by the District). After two years, applicants will need to apply through the Civic Grants process. Revenue generating events are encouraged to become self-sustaining and where possible, pay the District back for the start-up fees.*

**Motion:** THAT the committee recommend Council amend the Civic Grant Policy as presented at the March 22, 2018 TPC meeting

Moved by: Keith Thom **CARRIED**

b. Discussed Job Sharing/Alternates:

Archie proposed job sharing his position as secretary. Martyne accepted to share in

the duties while Archie is away.

- c. **Motion:** THAT Martyne Boutot be the TPC co-secretary.  
Moved by: Keith Thom **CARRIED**

- d. Trail development / trail guides  
Discussions revolved around the online trail brochure being outdated and we should review the West Kelowna Tourism Guide and also look at including the connection to the Summerland Brigade Trail. Some concerns on the Fur Brigade trail mentioned included lack of markers, and possible logging that may begin in the area.

It would be nice to have a trail brochure to hand out to visitors or possibly have a tear out trail map in the visitors guide.

Martyne to coordinate a sub-committee with Shelley and Joey to investigate the creation of a new trails map. Key community contacts: Chris King (Peachland Outdoors Club) and Joey to introduce Larry for additional good information.

- e. Joint meeting with PEDC  
Scheduled for April 19th in the Council Chambers at 7PM  
Discussion to revolve around Strategic Goals. Everyone at this meeting confirmed being available. Email the Chair or bring to the meeting any suggestions for topics.

5. **New Business** **Nil**

6. **REPORTS**

- a. Tourism Services – Joey Byatt - Joey distributed and talked about the New Tourism Guides and Gathering Peachland's Past brochure and interpretive centre. Also discussed final stats for 2017 that showed a 1.6% increase despite the floods and fires. The Visitors Centre is anticipating a healthy 2018. (report attached).
- b. Council Representative – Keith Thom - Attended and congratulated the great work for the Gathering Peachland's Past event.

7. **BRAINSTORMING**

- a. Werner Fischer - co-founder of the Gasthaus On The Lake recently passed away. The restaurant served as a tourism promotion vehicle for Peachland and discussion centered on what this committee could produce in his remembrance.  
**Motion:** THAT the Chair write a letter for late submission for consideration by the Civic Awards committee for Werner Fischer to receive a Lifetime Service Award.  
Moved by: Eldon Kerbes **CARRIED**

- b. **Advertising** – Janet, Shelley and Madeline will work on an advertising sub-committee.
- c. **Geocaching** – As the Chamber declined the initiative, it is not something that is being undertaken at this time.
- d. **OCP Committee Consultation** – The committee members are invited to a meeting on Thursday, April 12 7:00pm in Council Chambers

**8. ADJOURNMENT**

Moved by Janet at 4:50 pm

**CARRIED**

Next meeting May 24, 2018 at 4:00 pm.

**CERTIFIED CORRECT:**

  
Chairperson

  
Corporate Officer

**Dated**

**at Peachland, B.C.**