



***Peachland Tourism Promotion Committee***  
Thursday, May 24, 2018 at 4:00 p.m. Council Chambers

**Minutes**

**Present:** Shelley Sweeney, Archie Luccisano, Keith Thom, Eldon Kerbes

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

**Regrets:** Janet Hornseth, Madeleine Nixon and Martyne Boutot

1. **CALL TO ORDER** 4:15pm
2. **APPROVAL OF AGENDA**  
Moved by Keith Thom **CARRIED**
3. **APPROVAL OF THE Mar 22, 2018 MINUTES**  
Moved by Keith Thom **CARRIED**
4. **BUSINESS ARISING FROM THE MINUTES**
  - a. Werner Fischer and Jorge Hoerath received a Civic Award – Excellence in Community Service
  - b. Council adopted the changed to the Civic Grants Policy as recommended
5. **NEW BUSINESS**
  - a. Trails Development Committee
    - i. Martyne Boutot report forwarded. Looking at the 2019 Trail Season. Joey discussed the Trail Awareness Day and the work being done towards updating the trail system, signage and creation of a trail guide. Also investigating Explore Hiking map aps.
    - ii. First event, “Trail Awareness Day” to be held on Saturday May 26 in partnership with the Peachland Outdoors Club, three trails will be explored starting at 9am (Fur Brigade Trail, Gladstone and Trepanier Creek). As of this meeting, 55 people have registered. There will be a (by donations) BBQ afterwards.
    - iii. Joey noted no update available on trail grant.

- a. Tourism Services – Joey Byatt (Report attached).
- b. Council Representative – Keith Thom - Councillor Thom reported that the TPC report was well received by council and they were pleased to hear of the many initiatives.

**7. BRAINSTORMING**  
Nil

**8. ADJOURNMENT**                      Moved by Eldon at 5:00 pm                      **CARRIED**

Next meeting Sept 27, 2018 at 4:00 pm.

**CERTIFIED CORRECT:**

  
\_\_\_\_\_  
Chairperson

  
\_\_\_\_\_  
Corporate Officer

Dated                      at Peachland, B.C.

The staff and Volunteers at the Peachland VIC (and almost Shelly) were invited to attend a FAM tour in and for Vernon BC. The Fam in Fam Tour stands for familiarization, with the goal being to familiarize individuals with a product or service, in our case tourism products and services. I have always wanted to host a Peachland FAM tour and with the success I am seeing for Trail Guides/Trail Awareness Day initiative it might be a great partnership to work the Tourism Promotion Committee towards this goal. Our budget at the Visitor Centre is stretched to the max and so therefore I am asking to the TPC committee commit \$1000.00 towards a Peachland Fam Tour.

We will be hosting our own Fam Tour on June 4<sup>th</sup> for our visitor centre staff and volunteers. We have extended the invitation to the staff at the Connector Visitor Centre as they interact with 1000's of people during the season and they could be great ambassadors for Peachland. If the TPC Committee is interested in the tour then possibly we could have you attend as well and use some of the budget for the June 4<sup>th</sup> tour helping to pay for lunch.

I am so pleased with the way Trail Awareness Day is coming along and the work that is being done towards updating the trail system and creation of a trail guide. Good job everyone. It is such an important initiative. We are already getting requests for a hiking map or guide and I know that it will be well utilized.

TOTA - Thompson Okanagan Tourism Association is launching a new initiative called BioSphere which I am very interested in. Attached is a flat sheet which contains all the initial information on the program and what it will entail. *Biosphere is a Sustainable Tourism System certified by the Responsible Tourism Institute, an international accreditation body that maintains an MOU (memorandum of understanding) with UNESCO (The United Nations Educational, Scientific and Cultural Organisation), is affiliated to the World Tourism Organization, and is a member of the Global Sustainable Tourism Council. The system is aligned with the United Nations 17 Sustainable Development Goals and the Paris COP21 Accord to Fight Climate Change. It is also aligned with requisites and recommendations for certification of the World Charter on Sustainable Tourism + 20.*

Below are the statistics for the beginning of 2018. April was a slower month but so far May feels much busier than last year.

- Parties are the total number of groups who have come through the Visitor Centre.

Total Parties	January	February	March	Q1 Total	April	May	June	Q2 Total
<b>2018</b>	237	337	571	<b>1,145</b>	610	303	0	<b>913</b>
% change 2018 - 2017	-28.2%	-30.8%	2.3%	-16.7%	-13.2%	-60.8%	-100.0%	-56.4%
<b>2017</b>	330	487	558	<b>1,375</b>	703	773	618	<b>2,094</b>

- Visitors are the total number of individuals who come to the Visitor Centre.

Total Visitors	January	February	March	Q1 Total	April	May	June	Q2 Total
<b>2018</b>	466	630	984	<b>2,080</b>	937	501	0	<b>1,438</b>
% change 2018 - 2017	-20.5%	-26.2%	-3.6%	-15.5%	-39.4%	-66.6%	-100.0%	-66.5%
<b>2017</b>	586	854	1,021	<b>2,461</b>	1,547	1,501	1,241	<b>4,289</b>