



***Peachland Tourism Promotion Committee***

Thursday, September 27, 2018 at 4:00 p.m. Council Chambers

**Minutes**

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

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

**Regrets:** Keith Thom

1. **CALL TO ORDER** 4:10pm
  
2. **AMENDMENT TO THE AGENDA**
  - a) Move the Long table Event September 2019 to item A In Business Arising From The Minutes
  - b) Signs on the highway at Peach location added to new business
  
3. **APPROVAL OF AGENDA AS AMENDED**  
Moved by Eldon Kerbes **CARRIED**
  
4. **APPROVAL OF THE May 24, 2018 MINUTES**  
Moved by Eldon Kerbes **CARRIED**
  
5. **BUSINESS ARISING FROM THE MINUTES**
  - a. Long Table Event September 2019 – Debra Kelly, Chair.  
Debra explained the concept of the event and highlighted the event as a multi concept that incorporates a fundraiser, supporting the arts, and providing Peachland exposure.
    - i. This will be an elegant dinner event with around 200 people in Heritage Park with Live Music on a full moon in Aug 2019
    - ii. Fundraising element in the Arts with a live auction event
    - iii. Group needs seed money and will look for sponsorships for funds as event is 2019, request for funds will be brought forward to a meeting in 2019
    - iv. \$99 for a ticket with proceeds going to BEEPS

- v. Madeleine and Joey from the TPC committee are also on the Long Table Event Committee.
- b. Trails Development Committee – Martyne Boutot
 

Martyne passed a thorough 3 page report with a summary and analysis of the three Peachland trails, Pincushion Mountain Trail, Trepanier Creek Trail and Gladstone Trail.

  - i. Trails in good shape but lack of hikers in August due to smoky summer. Few issues exist as detailed in attached report.
  - ii. The three trails all fall in different jurisdictions – outside of the District of Peachland. The Fur Brigade Trail is under the jurisdiction of the Regional District and signage is in their work plan. Pincushion Mountain and Gladstone trail are both on Crownland. The province will provide signage once the trails are approved. Gladstone is nearing completion. Pincushion Mountain has access issues that are currently being navigated by the District of Peachland and Westbank First Nation. Chris King has worked actively with Parks and Trail BC for trails on crownland adjacent the District of Peachland.
  - iii. Energy should be focused to provide direction to where the actual trails are located. Topographical maps that Martyne displayed can be used to create pamphlets/booklet for VIC.
- c. Biosphere Meeting Update – Joey Byatt
 

Will coordinate a Sustainable Tourism Industry presentation with Mike with THOMPSON OKANAGAN TOURISM ASSOCIATION after the municipal elections and re-establishment of committees. Presentation ideally will be to the TPC, Economic Development committee and the Chamber of Commerce.

## 1. NEW BUSINESS

- a. Funding Request from Peachland Wellness Centre – Shelley Sweeney
  - i. Funding request is for the joint community Christmas Craft Fair event on Nov 24<sup>th</sup> from 9 am to 3 pm.
  - ii. The group is asking for \$1000 for joint advertising that includes all the community groups combined. The combined event will provide a cost efficient use of money for advertising while also boosting tourism.
  - iii. After studying the situation, the TPC committee decided to extend the support to a maximum of \$2000 with the understanding that the funding will be used for Marketing and Advertising.
 

Peachland’s community groups involved include: Wellness Centre, United Church, Little Schoolhouse, Visitors Centre, Art Gallery, Ambassadors & 50+ Centre.

This event will make a splash for Peachland and support tourism during the shoulder season, bringing more people into town.

**Motion:** THAT \$2000 be allocated to the Community Christmas Craft Fair event

with the requirement for detailed financial information to be reported back to the committee and that the funding be directed to Marketing.

Moved by: Madeleine Nixon **CARRIED**

b. Signs on the highway at Peach location

Shelley presented the idea of installing an electronic sign on the Peach/sign located at the Ponderosa Road and Highway 97 intersection. This sign could be similar to the one now existing at the Community Centre where local events could be promoted on a timely basis. Existing sign is privately owned and grandfathered in the existing location. Costs are estimated at \$35,000+.

Challenges include:

- An agreement for use with the developer
- Approval from the Ministry of Transport

**2. REPORTS**

a. Tourism Services – (Joey Byatt).

Great start of summer, very busy in June, average July and very low attendance in August due to the wildfires and smoke. September was a busy month.

b. Council Representative – (Keith Thom) No report

**3. BRAINSTORMING**

- Janet: Sculpture Walking – members should check catalogue and lease costs <http://www.sculpturewalkcastlegar.com/>
- Madeleine: Summerland Sip and Shop event could be started here in Peachland.

**4. ADJOURNMENT**

Moved by Eldon at 5:15 pm

**CARRIED**

Next meeting Nov 22, 2018 at 4:00 pm.

CERTIFIED CORRECT:

  
Chairperson

  
Corporate Officer

Dated

at Peachland, B.C.