



SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

Note: The following minutes are subject to correction when endorsed by the Committee at its next meeting.

Date: May 4, 2017
 Time: 1:00 PM
 Location: Finz Bar and Grill
 2001 Eagle Bay Road, Blind Bay, BC

Committee Members Present	D. Lepsoe (Chair)	Councillor, Village of Chase
	G. Bushell	The Eagle Valley Snowmobile Club
	P. Demenok	Director, Electoral Area 'C'
	R. Martin	Director, Electoral Area 'E'
	T. Rysz	Mayor, District of Sicamous
	K. Flynn	Councillor, City of Salmon Arm
	R. Talbot	Director, Electoral Area 'D'
	L. Morgan	Director, Electoral Area 'F'
	M. Lane	Dreamcycle Motorcycle Museum
	S. Hofstetter	Prestige Hotels
	P. McIntyre-Paul	Shuswap Trail Alliance
	Karen Brown	Arts Council for the South Shuswap
Committee Members Absent	K. Wells	Enderby Chamber of Commerce
	J. Ziercke	Quaaout Lodge and

Staff Present

Stephanie Goodey

R. Cyr

C. Massey

Spa/Talking Rock
Golf
SED Clerical
Assistant
Economic
Development Officer
Reach Marketing

1. Tour - South Shuswap Tourism Kiosk Unveil

Through the financial support of the CSRD, Shuswap Tourism and the Province of BC Rural Dividend Program, the South Shuswap Chamber of Commerce was able to break ground in 2017 offering a new model of visitor information services.

Six visitor information kiosks were built in 2016 and a further six will be built in 2017, all spread throughout the South Shuswap region. These kiosks serve as a pick up station for Vacation Planners, Shuswap Tourism guides for hiking, cycling, motor touring, winter activities, wine tours, golfing, First Nations cultural activities, area event calendars and much more. There is also a tearaway map and bucket list with a listing of all accommodations, eateries, activity providers and area amenities. The Shuswap Economic Tourism Advisory Committee was able to visit the Sandy Beach Waterfront location in Blind Bay at the beginning of their meeting.

Kiosks are also located at the following locations:

Sorrento Blind Bay Park
Sorrento Strip Mall Hwy 1
White Lake Community Park
Sunnybrae Community Park
Intersection Balmoral & Blind Bay Road (by mailbox cluster)

2. Call to Order

The Chair called the meeting to order at 1:10 PM.

2.1 Approval of Agenda

Moved By L. Morgan

Seconded By K. Flynn

THAT: the agenda of the May 4, 2017 Shuswap Tourism Advisory Committee Meeting be approved with the additions:

Kevin Flynn - TOSTA Discussion

CARRIED

2.2 Adoption of Minutes

Moved By P. Demenok

Seconded By L. Morgan

THAT: the minutes of the March 9, 2017 Shuswap Tourism Advisory Committee Meeting be adopted as circulated.

CARRIED

3. Discussion Items

3.1 Ambassador Program - Michelle Davies - TRU Tourism Program

Presentation

Michelle Davies is a student at Thompson Rivers University in the Tourism Program. M. Davies has been doing a research project on behalf of the South Shuswap Chamber of Commerce. The purpose of M. Davies research is to discover how the South Shuswap Chamber of Commerce can assist local tourism businesses with visitor services training for their front line workers. This program will be called the Tourism Ambassador Program.

M. Davies has been conducting business interviews in order to understand the businesses requirement for customer/visitor service training for their employees. Research is being completed on the topics that would need to be included in the course and how the course could be delivered to the employees. They are looking at both classroom and online options for these courses.

Moving forward M. Davies would like to conduct further business interviews and work on building the core content for the proposed course and a proposed implementation plan. It is anticipated that the course will be ready for use in the spring of 2018.

3.2 Destination BC Program Update

For information only

Destination BC co-operative marketing funding has been approved, in principle, in the amount of \$64,800. The funding will be put towards the implantation of seven marketing tactics. Including the following,

- Digital/Online Marketing Campaign, this on-line marketing campaign will showcase the twelve identified Shuswap itineraries/experiences. Online marketing campaigns will align with target markets in the Pacific NW US, BC, and Alberta.
- Video and imagery - Shuswap region, the development of a video and new imagery for promotional use of the Shuswap region. This video and imagery will showcase the 12 identified Shuswap itineraries/experiences.
- Media Tours, to develop six media tours to showcase the 12 identified itineraries/experiences and the 2018 “Salute to the Sockeye” Festival at Roderick Haig Brown Provincial Park.
- Updating Experience Guides, update and reprint experience guides to showcase the 12 identified itineraries/experiences. These guides will include the Cycle Touring Guide, Motor Touring Guide, Nordic and Snowshoe Guide, and the Sledding Guide. This will be printed and online.
- Trail Guide Update and Reprint, This guide will now be updated to showcase new trail itineraries/experiences and new online mapping is being developed so that all trail routes in the guide can be downloaded to various mobile formats.
- Consumer Shows, Shuswap Tourism and Tourism businesses on site at consumer shows in Seattle, Calgary, Edmonton, and Vancouver.
- Promotion of local music events, the Shuswap region has as emerging community music scene. Between June-August visitors to the Shuswap can experience live outdoor music events seven nights a week. Community organizations host these events and fund the artists and the venue. Shuswap Tourisms role is to create the marketing collateral and assist in the marketing of these events. Target markets for these events would be our close in markets of Kamloops, Kelowna, and Vernon.

3.3 Shuswap Tourism Marketing Strategy Update

For information only

Work on the new Shuswap Tourism Marketing Strategy has begun. Currently there has been one conference call with Destination Think. The purpose of the call was to go over an outline of the work that will be done

over the course of the strategy development.

Destination Think will be in the Shuswap in a few weeks to conduct business meetings that will assist in the development of the new Shuswap Tourism Marketing Strategy. Destination Think will also be presenting at the Shuswap Tourism Spring Networking event taking place on May 24th, 2017 at Quaaout Lodge Resort.

3.4 Annual Report

For information only

Shuswap Tourism has just completed work on the Annual Report. The report gives an overview of the works that Shuswap Tourism has completed in 2016. The report also includes an overview of the future work that Shuswap Tourism will be completing in the next year. R. Cyr will be presenting the final report to each the Shuswap Tourism communities over the next few months.

3.5 Shuswap Tourism Marketing Update

For information only -Carmen Massey, Reach Marketing

R. Cyr has asked Carmen Massey to provide a report covering all of Shuswap Tourism's marketing projects two weeks before the Shuswap Tourism Advisory Committee Meetings. This will allow R. Cyr to distribute the report to the Committee prior to the meetings. It is anticipated that this process will shorten the amount of time spent on these discussion items during the meetings.

The committee appreciated the new format and felt it was a great way to receive the marketing information.

3.6 Itineraries – 14 Itineraries

For information only

Fourteen experiences/itineraries have been developed that will showcase authentic experiences in the Shuswap region. These experiences will resonate with our EQ visitors – Authentic, Cultural, and Free Spirits. These experiences provide an overview of Shuswap experiences. They are designed to make a Shuswap experience more accessible and approachable. They can be used for:

- Visitor Center handouts

- Stakeholder and Partner distribution
- Website display
- E-Newsletters
- Social Media links

3.7 Rail Trail Announcement

For information only - Conditional agreement reached for the purchase of the CP rail corridor between Armstrong and Sicamous

Director Martin spoke to the Committee regarding the media released by the Regional District of the North Okanagan.

The Board of Directors of the Regional District of North Okanagan (RDNO) has authorized the execution of a Conditional Purchase and Sale Contract for the CP Rail corridor that runs from Sicamous and Armstrong, excluding a number of sections owned by the Splatins, in partnership with the Columbia Shuswap Regional District (CSRD).

Director Martin emphasized that this is a great accomplishment and will have substantial impact on tourism throughout the entire Shuswap Region.

Mayor Rysz acknowledged that there was a lot of work done by the CSRD staff to ensure that this project went forward in addition to a generous monetary contribution from the province.

3.8 Shuswap Trail Update

For information only - Rail-Trail acquisition including inter-regional meeting with TOTA, Shuswap Trail Strategy updates from the Working Group including Alpine trail management priorities in East Shuswap, Shuswap Trail 2017 Planning and Building updates, and trail-based tourism marketing project updates (Trail Guide, mapping, signage)

P. McIntyre-Paul provided a update of projects that they are currently work on:

- Rail Trail acquisition including inter-regional meeting with TOTA,
- Shuswap Trail Strategy updates from the Working Group including Alpine trail management priorities in East Shuswap
- Shuswap Trail 2017 Planning and Building updates, and trail-based tourism marketing project updates (Trail Guide, mapping, signage)

P. McIntyre-Paul gave the Committee a brief update on the work that the

Shuswap Trail Alliance has been working on over the past few months. P. McIntyre-Paul reiterated what Director Martin discussed regarding the new Rail Trail announcement and added that it is important to realize that the Rail Trail is one large project that consists of a group of smaller projects.

The Shuswap Trail Alliance is also continuing to complete and maintain work on trails thought out the Shuswap. There is currently work being done in the Little Shuswap, the South Shuswap, the North Shuswap and the Salmon Arm Area.

The Shuswap Trail Alliance is also continuing to raise funds for the Shuswap Trails Legacy Fund. The Legacy Fund will enable them to continue to build and maintain the Shuswap Trail system into the future. The goal is to invest \$150,000 in the fund for Canada's 150th anniversary.

3.9 Digital Marketing Statistics 2016/17

For information only

R. Cyr gave a brief over view of the digital marketing campaign that Shuswap Tourism did last year. The digital marketing initiative was a significant part of Shuswap Tourism's 2016 marketing budget. Shuswap Tourism cannot compete with the value that comes from online marketing with print ads.

There is a clear correspondence between digital marketing campaigns and the activity that is seen on the ground levels.

Overall there was a great reception to digital marketing campaigns and Shuswap Tourism will continue to use this form of marketing to promote tourism in the Shuswap.

3.10 Destination BC 2016/2017 Final Report

For information only

R. Cyr gave a brief overview of the post project report to the Committee. Shuswap Tourism received \$46,500 from Destination BC to use towards marketing tourism in the Shuswap. This funding was used in a variety of projects including the following:

- Online Marketing Campaigns
- Experience & Itinerary Development
- Image Acquisition
- Regional Awareness/Interpretation Development:
- Regional Brand Promotion

3.11 Sicamous Stomp Proposal

The Stomp committee has requested \$3,500.00 sponsorship from Shuswap Tourism for this event. Shuswap Tourism has not supported any Stomp events in the past, due to the nature of events that happen on site.

R.Cyr has received a letter from the Stomp committee has requested \$3,500.00 sponsorship from Shuswap Tourism for this event. Shuswap Tourism has not supported any Stomp events in the past, due to the nature of events that happen on site.

There was a discussion regarding whether or not Shuswap Tourism should provide the Summer Stomp with funding. It was decided that Shuswap Tourism does not support the activities that happen on site during the evening events at the “Summer Stomp” and therefore cannot provide support to the Sicamous Stomp Committee.

Shuswap Tourism can provide support to non-profit organizations that are organizing the family friendly events during the day in downtown Sicamous. The committee has asked that those organizations put in a separate request for funding to Shuswap Tourism.

Moved By R. Martin

Seconded By L. Morgan

THAT: The Shuswap Tourism Advisory Committee does not support the request from the Sicamous Stomp Committee for funding

CARRIED

Moved By R. Martin

Seconded By T. Rysz

THAT: The Shuswap Tourism Advisory Committee has provided a recommendation to Shuswap Tourism to contact the organizers of the Downtown Sicamous Event and The Chainsaw Exhibition Event to request more information regarding financial support for these events.

CARRIED

3.12 Community Roundtable

Joy de Vos - The local 4-H program is hosting an Amazing Race in Downtown Salmon Arm during the Salty Dog Festival, May 13, 2017. The race will introduce youth in the community to the 4-H program and is part of the Canada 150 initiative.

3.13 TOSTA

Kevin Flynn brought the discussion about updating the current regional tourism association name from TOTA (Thompson Okanagan Tourism Association) to TOSTA (Thompson Okanagan Shuswap Tourism Association)

K. Flynn feels that TOTA should become TOSTA to better represent the Shuswap and thinks that it is time for TOTA recognize the Shuswap as an important region with in the Thompson Okanagan.

It was suggested that Shuswap Tourism develop a strategy to put this motion forward.

R. Cyr responded to the committee by stating that this type if initiative is best to be moved by elected officials.

Following this there was a discussion amongst the committee regarding how this change could affect the area and if a change to the tourism association name is something that would be of true benefit to Shuswap Tourism.

Moved By K. Flynn

Seconded By P. Demenok

THAT: Four or Five members of the committee get together to talk about how the Shuswap can become a bigger part of TOTA (Thompson Okanagan Tourism Association)

CARRIED

4. Next Meeting

September 7, 2017 at 1:00 PM, Location to be determined

5. Adjournment

Moved By P. Demenok
Seconded By K. Brown

THAT: the May 4, 2017 Shuswap Tourism Advisory Committee Meeting be
adjourned at 3:42pm

CARRIED