



SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

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

Date: February 8, 2018

Time: 1:00 PM

Location: CSR D Boardroom
555 Harbourfront Drive NE, Salmon Arm

Committee Members Present	D. Lepsoe (Chair)	Councillor, Village of Chase
	P. Demenok	Director, Electoral Area 'C'
	R. Talbot	Director, Electoral Area 'D'
	R. Martin	Director, Electoral Area 'E'
	L. Morgan	Director, Electoral Area 'F'
	M. Makayev	Councillor, District of Sicamous (Alternate)
	K. Brown	Arts Council for the South Shuswap
	G. Bushell	The Eagle Valley Snowmobile Club
	S. Hofstetter	Prestige Hotels
	M. Lane	Dreamcycle Motorcycle Museum
	P. McIntyre-Paul	Shuswap Trail Alliance
	J. Ziercke	Quaaout Lodge Resort & Spa/Talking Rock Golf

Committee Members Absent	T. Rysz	Mayor, District of Sicamous
	K. Flynn	Councillor, City of Salmon Arm
	A. Maki	Chase & District Chamber of Commerce

Staff Present	R. Cyr	Economic Development Officer
	S. Goodey	Tourism Clerical Assistant
	E. Johnson	Electronic Records Management Facilitator

1. Call to Order

R. Cyr, Shuswap Tourism Manager, called the meeting to order at 1:06 PM.

1.2 Appointment of Chair and Vice-Chair of the Shuswap Tourism Advisory Committee

R. Cyr called three times for nominations for the position of Chair for 2018.

Director Talbot nominated D. Lepsoe for the position of Chair of the Shuswap Tourism Advisory Committee. D. Lepsoe consented to the nomination.

K. Brown nominated P. McIntyre-Paul for the position of Chair of the Shuswap Tourism Advisory Committee. P. McIntyre-Paul did not consent to the nomination.

Hearing no further nominations for the position of Chair, R. Cyr declared D. Lepsoe as the Chair of the Shuswap Tourism Advisory Committee for 2018 by acclamation.

R. Cyr called three times for nominations for the position of Vice-Chair for 2018.

Director Talbot nominated Director Demenok for the position of Vice-Chair of the Shuswap Tourism Advisory Committee. Director Demenok consented to the nomination.

Hearing no further nominations for the position of Chair, R. Cyr declared Director Demenok as the Vice-Chair of the Shuswap Tourism Advisory Committee for 2018 by acclamation.

The Chair, D. Lepsoe, thanked the committee and proceeded to act as the Chair for the remainder of the meeting.

1.1 Guest(s) in Attendance

The Chair acknowledged the guests in attendance:

- Alan Harrison, Councillor, City of Salmon Arm
- Jay Simpson, North Shuswap Chamber of Commerce

1.3 Approval of Agenda

Moved By Director Demenok

Seconded By Director Morgan

THAT: the agenda of the February 8, 2018, Shuswap Tourism Advisory Committee Meeting be approved with the addition of the following items:

- Networking
- 2018 Budget Discussion
- Trade War Between Alberta and BC

CARRIED

1.4 Adoption of Minutes / Business Arising from the Minutes

THAT: the minutes of the December 7, 2017, Shuswap Tourism Advisory Committee Meeting be adopted as circulated.

CARRIED

1.4.1 Board Follow Up on Committee Recommendation: Cycling Routes

Recommendation from the Columbia Shuswap Tourism Advisory Committee to the Columbia Shuswap Regional District (CSRD) Board from the December 7, 2017 Committee Meeting:

THAT: the Columbia Shuswap Regional District (CSRD) Board support a letter from the Chair of the CSRD Board to the Minister of Transportation and Infrastructure requesting “share the road signage” on all cycling routes.

At its January 18, 2018 regular meeting, the CSRD Board passed the following resolution in response to the Committee's recommendation:

THAT: as recommended by the Shuswap Tourism Committee, the Columbia Shuswap Regional District (CSRD) Board write a letter from the Chair of the CSRD Board to the Minister of Transportation and Infrastructure requesting “share the road signage” on all cycling routes.

1.4.2 Board Follow Up on Committee Recommendation: Active Transportation Corridors

Recommendation from the Columbia Shuswap Tourism Advisory Committee to the CSRD Board from the December 7, 2017 Committee meeting:

THAT: the Columbia Shuswap Regional District (CSRD) Board make a resolution to send to the Southern Interior Local Government Association a request that the Ministry of Transportation and Infrastructure incorporate active transportation corridors into all current and future highway projects;

AND THAT: the Chair of the CSRD Board write a letter to the Ministry of Transportation and Infrastructure to request that the said Ministry consider the incorporation of active transportation corridors into all current and future highway projects.

At its January 18, 2018 regular meeting, the CSRD Board passed the following resolution in response to the Committee's recommendation:

THAT: the Columbia Shuswap Regional District (CSRD) Board prepare a resolution to send to the Southern Interior Local Government Association with a request that the Ministry of Transportation and Infrastructure incorporate active transportation corridors into all current and future highway projects;

AND THAT: the Chair of the CSRD Board write a letter to the Ministry of Transportation and Infrastructure to request that the said Ministry consider the incorporation of active transportation corridors into all current and future highway projects.

2. Discussion Items

2.1 Update on Current Marketing Activities

R. Cyr gave a verbal update to the committee about the report from REACH Marketing which outlines the marketing activities of Shuswap Tourism between December 7, 2017 and January 31, 2018 (attached to the HTML version of these minutes).

- Revenue went up \$3,000 in 2017, more businesses purchasing ads purchased larger ads.

- The committee asked why some businesses left;
 - Some businesses went out of business or couldn't afford it. Some didn't feel it was helpful to them to purchase an ad.
- The committee discussed the deadlines, Ads are approved the first week of November and then they are send to design/print. The vacation planner is expected to be delivered by March 1st.
- There are 14 Shuswap Itineraries on the website.

2.2 Shuswap Trails Update

Verbal report from Phil McIntyre-Paul. P. McIntyre-Paul touched on the following points:

- Shuswap Trail Alliance has submitted an application for the Rural Dividend Grant. The application focused on planning and development support that would spread out over each region. Asked for \$110,000: \$100,000 for trail development, \$10,000 for Shuswap Trail Alliance and Fraser Basin Council to work together to improve recreation management.
- The roundtable reconvened in January despite lack of funding to work on a strategy to look for funding. Shuswap Trail Alliance will have a proposal coming shortly. \$14,000 annually for working groups, etc. Anticipating at the provincial recreational sites level.
- The recent annual Shuswap Trail Party and Fundraiser raised \$36,000. Thank you to everyone who supported the event.
- Shuswap Trail Alliance, with the help of volunteers, built 10 new trails in 2017 totalling over 12,000 metres.
- Trail guide development is destination development, working with Destination BC.
- Rail Trail: The news has become official since the last committee meeting, congratulations to the Columbia Shuswap Regional District and North Okanagan Regional District. There will be a rail trail workshop on February 19, 2018. Need to have community engagement.

2.3 Report from Shuswap Tourism Manager

Report from R. Cyr outlining the activities of Shuswap Tourism from December 7, 2017 through February 8, 2018 (attached to the HTML version of these minutes). R. Cyr also gave a verbal report about the projects she's been working on:

1. Trail Guide Update

- Work is underway on the revision of the Trail Guide. Slightly smaller guide with references to online mapping. The guide will also be online on various website to be available to download.
2. Meeting Attendance
- Destination BC (DBC) destination development meeting – R. Cyr didn't get to attend as she was sick. P. McIntyre-Paul attended the meeting. P. McIntyre-Paul gave a brief report: DBC recognizes tourism regions in the province; DBC is working on a destination marketing plan for the highway corridor which seems to build off of the existing tourism strategy for Shuswap/Golden. Focuses on the development of amenities infrastructure.
 - Impact Tourism and Travel Conference – R. Cyr was really impressed with the conference. Topics included sustainable tourism and the impact of climate change on tourism. R. Cyr attached her notes from the conference to the agenda (also available on the HTML version of these minutes).
 - Tourism Vernon Open House – R. Cyr attended. Interesting to see that we have a similar marketing strategy, just a smaller scale.
 - Reino Keski Awards Ceremony – R. Cyr attended the awards ceremony for the Loppet as Shuswap Tourism provides a sponsorship. It was great to see all of the families – from 2 year olds to 83 year olds – that participate in this long standing event.
3. Marketing Consulting Contract - Destination Think
- We have entered into a marketing consulting contract with Destination Think for the next six months. Weekly call to assist with various marketing projects and the implementation of the 2017 Shuswap Marketing Strategy.
4. Tourism Sector Meetings
- Golf Consortium
 - 3 consumer shows: Seattle, Calgary, Vancouver.
 - The Prestige, Best Western Sicamous, Quaoout Lodge, Shuswap Lake Estates Golf Course, Hyde Mountain Golf Course, Shuswap National Golf Course (Canoe Creek), Talking Rock Golf and Salmon Arm Golf Course put in prizes.
 - \$3,500 from Golf BC.

- Providing banners, rack cards, posters for prize giveaways. Shuswap Tourism is paying for vendor's cost of show; they're paying for accommodations.
- Quaoout Lodge - sending golf pro, donations for guestroom nights, build marketing database.

- Marina Consortium

- Feb. 13th Meeting – CSRD will be working on a new lake map which will be distributed at marinas throughout the region. Map will focus on amenities on the lake (Shuswap and Mara) i.e. boat launches, parks with bathrooms, marinas. To be available at kiosks for boaters. Downloadable. Cost effective marketing.
- Opportunity to market re: mussel contamination.
- Shuswap Tourism just facilitated the discussion. Bring them together to talk about common issues for them. The industry is stronger together, issues for operating on the lake, challenges for them. Marinas are looking to form formal association for marina issues.

5. Destination BC (DBC) Application Update

- Shuswap Tourism received 50% of its funding request this year for marketing; this is going to create some budget challenges moving forward. R. Cyr has a conference call with DBC next week to learn more about the decision making process.
- R. Cyr did some research around the region, rural communities across the board only received 50% of their requested funding. Tourism Kamloops and Vernon received 80% of their request. This is the first time that Tourism Kamloops has applied for DBC funding.
- Seems like a policy decision if regional districts are getting 50%.
- Looking at revising the application process to Municipal and Regional District Tax (MRDT) and non-MRDT communities.
- MRDT through Salmon Arm; they don't have anywhere near the money in MRDT that other communities do.
- Shuswap Tourism relies on money from DBC to leverage more funding for marketing.
- Air BnB made a provincial announcement offering to collect MRDT. How will that work for non-MRDT communities?

- DBC just referred to municipalities when announcing the grants, not local gov't.
 - We don't know if there are any regional districts collecting MRDT.
 - Village of Chase and Sun Peaks are coming up with short term rental policies. Sicamous looking at something similar. Coming up with this in response to a housing crisis more so than looking at this a revenue generator.
 - The committee commented about the optics of Kamloops' application; Kamloops is aggressive in its marketing campaigns, it has 12 tourism staff, has the means to have a huge impact with marketing campaigns, yet it is getting more money. The committee is concerned that Kamloops will be much more aggressive in their campaigns. Not a level playing field, maybe we can get our local politicians working for us, get this to the provincial table.
 - In the past, Shuswap Tourism entered into a partnership for a Facebook campaign with Sun Peaks and Kamloops. \$10,000 investment into a \$60,000 campaign and Shuswap Tourism received a great return on the investment, had great hits on the website; Shuswap Trail Alliance benefited as well.
 - Liberal and NDP governments like to spend the money where the people are; but where do people like to recreate? Vancouver moved highest on the stats last year for travellers to our region, which should be recognized in terms of funding.
 - Working with Destination Think to develop a baseline with statistics. This will help us get trends.
6. Thompson Okanagan Tourism Association Summit - Request For Proposal
- Shuswap Tourism is in the process of working with Quaaout Lodge to submit a proposal to host the 2018 TOTA Summit.
7. Tourism Industry Association of BC Board Resignation
- R. Cyr has decided to resign from the TIABC Board. At this time, R. Cyr does not have the time to be a fully participating board member due to the changes in staffing and the relationship with a new marketing company. R. Cyr wants to focus her time on the Shuswap region. The committee supported R. Cyr in her decision to resign from the Board.

8. New Marketing Coordinator

- R. Cyr has brought on a new Marketing Coordinator to replace Carmen Massey. Terri Hadwin was the CEO of Tourism Gold Country for the past six years and recently finished her tourism marketing diploma degree at Royal Roads. She's worked with small municipalities and has a relationship with DBC and the Thompson Okanagan Tourism Association. T. Hadwin brings a fresh perspective. She'll work with us for one day a week until March 20th and then she'll be here on site three days a week for the first two to three months and then she'll mostly work from Kamloops.

M. Makayev left the meeting.

9. Consumer Show Attendance

- R. Cyr evaluated the effectiveness of attendance at consumer shows and noted that some consumer shows (like the Vancouver show) are invaluable if a plan is in place for the attendance. It is also cost effective to support attendance at consumer shows for things like Golf. i.e. Shuswap Tourism pays the cost of admission, the golf courses pay for their accommodations.

10. Crowdriff

- Crowdriff is an online platform that can provide storage for photos and will give Shuswap Tourism the ability to use photos from Instagram and Facebook for our marketing.

2.4 Municipal and Regional District Tax (MRDT) Update

Verbal report from Sebastian Hofstetter – Chair of the MRDT Committee.

- Salmon Arm Economic Development Society (SAEDS) is moving ahead with several projects as planned.
- SAEDS has established an Event Funding Grant that is funded by the MRDT. This event funding support is available to community groups hosting events in the “shoulder” or “off-season” to help boost out of town visitors and increase accommodation occupancy rates. Salty Dog Street Festival was a recent recipient of this funding.
- Working to get an inventory set up so that there is a list of who does catering, societies in town, events, etc.. Have an Event Relations Specialist, not to be the lead for events but to help

support them so they can get off the ground, help make them annual events and grow them going forward.

- SAEDS is using MRDT to sponsor events. i.e. The Lewiston Ultra, Larch Hills Traverse, etc.
- With the Province's discussion of taxing vacation rentals, Air BnB has offered to collect MRDT. MRDT will come to the city and come to the MRDT Committee through SAEDS. The problem is that there is no municipal coffer in which that sits. Concerned with Air BnB collecting it, want to make sure that SAEDS gets all of the MRDT if it is collected by Air BnB.
- MRDT can only be used for marketing at this time.

2.5 Columbia Shuswap Film Commission Update

R. Cyr offered a verbal update (David Barritt was unavailable due to a family emergency). Two scripts available for communications break down. There hasn't been a decision on one yet and the other will be shot in Revelstoke, the company previously filmed there; D. Barritt is working with the company. Sounds like it will be shot in late 2018.

2.6 Networking

Shuswap Tourism does two networking events annually. One will be on April 4th from 5:00 PM – 9:00 PM at The Prestige. Amy Thacker from the Cariboo Coast Chilcotin Tourism Association will be giving a presentation about business emergency response. She'll go over how businesses dealt with the wildfires last year, what worked / what didn't. R. Cyr gave some examples of what happened last year. Shuswap Tourism is hoping to get someone from Emergency Management BC. The evening hosts a dinner and then a little discussion, in this case: how to prepare business for emergencies.

The next networking event will probably be in November but hasn't been booked yet.

2.7 2018 Budget Discussion

- \$30,000 has been pulled out for reprint of experience guides.
- Increase in tourism initiatives.
- Not all of the money was spent in 2017 for the website refresh, the remainder will be use this year and be reflected in the next budget.
- Transfer from Economic Development to support Shuswap Tourism. The two budgets were separated two years ago, couldn't afford to take Economic Development out of tourism right away.

Concern about the subsidy of Shuswap Tourism from Economic Development because of the areas paying into Economic Development not being part of the Shuswap Tourism service area. R. Cyr noted that the amount transferred from EDC to Shuswap Tourism is planned to decrease over time. Tourism also has a lot of business development. In five to eight years, Tourism will be a stand-alone budget.

- How to move forward with Tourism and keep it sustainable? Look for opportunities to capture different revenue sources; cost sharing; vacation planners. Focus on marketing aspects: Roots and blues, consortium, what's generating ROI?

2.8 Trade War Between Alberta and BC

Alberta recently banned BC wine in response to BC's role in the Kinder-Morgan pipeline. The committee is concerned that this trade war could grow into an issue with a more substantial impact on the local economy.

It's a delicate balance to attract tourists and to weigh concerns of locals about the tourists respecting our environment. Shuswap Tourism's marketing strategy aims to attract families and keep the community culture. Hopefully this will help to reduce the issues.

4. Adjournment

Moved By Director Morgan

Seconded By Director Demenok

THAT: the February 8, 2018 Shuswap Tourism Advisory Committee meeting be adjourned.

CARRIED

Chair