



## SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

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

Date: September 12, 2019  
Time: 12:30 PM  
Location: CSR D Boardroom  
555 Harbourfront Drive NE, Salmon Arm

Committee Members Present	K. Brown (Chair)	Arts Council for the South Shuswap
	D. Cannon (Vice-Chair)	Councillor, City of Salmon Arm
	P. Demenok	Director, Electoral Area C
	J. Simpson	Director, Electoral Area F
	R. Talbot	Director, Electoral Area D
	T. Rysz	Mayor, District of Sicamous
	G. Bushell	The Eagle Valley Snowmobile Club
	D. Gonella	Salmon Arm Roots & Blues
	A. Maki	Enderby & District Chamber of Commerce
	S. Witzky	Adams Lake Band
	P. Ujma	Falkland Tourism Committee
Committee Members Absent	R. Martin	Director, Electoral Area E
	R. Betts	Tree Top Flyers
	M. Lane	Dreamcycle Motorcycle Museum
	P. McIntyre-Paul	Shuswap Trail Alliance
	S. Scott	Councillor, Village of Chase
Staff Present	K. Dearing	Acting Manager, Shuswap Tourism
	S. Goodey	Tourism Clerical Assistant

### 6. Requested Items From Committee

#### 1. Call to Order

The Chair called the meeting to order at 12:35 PM.

## **2. Adoption of Agenda**

With the following additions:

Shuswap Trail Alliance Report Submitted by Phil McIntyre-Paul.

**Moved By** Director Simpson

**Seconded By** Director Demenok

THAT: the agenda of September 12, 2019 Shuswap Tourism Advisory Committee Meeting be approved.

**CARRIED**

## **3. Meeting Minutes**

### **3.1 Adoption of Minutes**

**Moved By** Director Demenok

**Seconded By** D. Cannon

THAT: the minutes of the May 9, 2019 Shuswap Tourism Advisory Committee Meeting be approved.

**CARRIED**

### **3.2 Business Arising from the Minutes**

## **4. Reports by Staff**

### **4.1 Current Marketing and Other Project Updates**

K. Dearing presented the Committee with a written report. K. Dearing highlighted some of the key points of his report, these included the following,

- Website -The new ST website is in its final editing/review phase K. Dearing showed the Committee the new website includes an updated template and design aesthetic based on Shuswap Tourism and Destination BC branding.
- Brochure Updates and Distribution - Shuswap Tourism has recently reprinted the Merry Melodies Rack Card and the Shuswap Lake

Map. In addition Shuswap Tourism has supported the Shuswap Trail Alliance in the production of their Mountain Bike Guide.

- Photography- Viktoria Haack was contracted over the summer to provide Shuswap Tourism with updated signature photos.
- Municipal & Regional District Tax Program (MRDT) - There are currently 6 marketing tactics that Shuswap Tourism has been approved for funding in 2019. A discussion was had regarding MRDT, many of the Committee Members believe that this is something that should be collected by all of the communities within the Shuswap. This topic will need to be brought forward to the next committee meeting in December for further discussion.
- Destination BC (DBC) - Shuswap Tourism is working on various projects that are being supported with DBC funding.
- Shuswap Trail Alliance - Phil McIntyre-Paul submitted a report to the Committee that highlights the Shuswap Trail Alliance's current projects. The report was circulated to the Committee.
- Community Futures Indigenous Tourism Project and Partnership with Sorrento Centre - This is phase 2 of a project that is already underway, that focuses on the development of opportunities for entrepreneurship, youth involvement and employment, events creation, the development of an artisan collective, and further partnership creation and outreach to other Secwepemc communities. Community Futures previously received Rural Dividend funding to complete phase 1 of this project.
- Communications and Disaster Recovery Report - After the unfortunate news of the Waterway Houseboats closure in early June, Shuswap Tourism engaged with DBC, Thompson Okanagan Tourism Association (TOTA), and the British Columbia Economic Development Association (BCEDA) for guidance regarding how to deal with the situation from both a communications and economic/community development support standpoint. A statement was prepared and released from Shuswap Tourism/Economic Development, in addition K. Dearing liaised with the Sicamous Chamber and District of Sicamous to ensure the recommended support connections were established.
- Social Media and Website Stats - K. Dearing gave the Committee an update on the current social media stats. Shuswap Tourism was able

to maintain comparable stats to previous years and is working on finding ways to better track social media activity.

- Thompson Okanagan Tourism Association (TOTA) Stats - This data is confidential. K. Dearing was able to share the stats verbally with the Committee.

S. Witzky joined the meeting at 1:10 pm.

#### **4.2 Event Attendance**

Shuswap Tourism was on site with an information both at two local events over the summer to help promote tourism throughout the region. Events attended include:

- South Shuswap Summer Kick Off
- Salmon Arm Roots & Blues

In addition Shuswap Tourism will be onsite at the Lewiston Ultra Race that will be taking place on September 28, 2019 at Larch Hills. This is a great shoulder season event that promotes tourism in the fall months.

#### **4.3 Upcoming Funding Applications**

Shuswap Tourism will need to submit applications to both Destination BC and Salmon Arm Economic Development (MRDT Funding) in the upcoming months. K. Dearing has begun the process by taking a look at current projects and projects that have been completed this year, along with marketing tactics that are stated in the Shuswap Tourism Marketing Plan. There are still DBC projects that Shuswap Tourism has committed to that need to be completed in 2019. K. Dearing will evaluate all of this information and use this data to apply for both funding opportunities. K. Dearing feels that he has a good handle on these applications, he will be using previous applications to help assist where needed. K. Dearing is confident in completing the applications by November. While working on these applications K. Dearing will also work on creating a stronger foundation for Shuswap Tourism's marketing work. K. Dearing asked the Committee if they had any input on how to go forward with these applications.

The Committee began a discussion regarding the funding application process. The Committee expressed that they wanted to ensure that K. Dearing was able to maintain the current Shuswap Tourism Marketing plan and tactics. D. Gonella mentioned that Roots and Blues has a team

of four staff writing there one application to DBC. This promoted the Committee to discuss the potential of having a Sub-Committee that would assist K.Dearing in writing the funding applications. S. Witzky added that she would be able to help Shuswap Tourism obtain letters of support from local Chef and Council.

**Moved By** Director Demenok

**Seconded By** Director Simpson

THAT: A recommendation be made to CSRD staff that they create a Sub-Committee that will assist Shuswap Tourism with the Destination BC funding application and that staff approach Robyn Cyr, former Shuswap Tourism Manager to be a part of this Sub-Committee.

**CARRIED**

#### **4.4 Fall Projects**

Kyle Dearing presented the Committee with a verbal report highlighting Shuswap Tourisms Fall Projects, these included the following,

- Photography - Shuswap Tourism will continue to work with Viktoria Hacck in order to obtain more signature photos.
- BC Ale Trail
  - Group Tactics - This will include a Media Tour with influencers.
  - Individual Tactics- Originally this was going to be a long table dinner. However after discussions with the marketing company and other DMO's it was decided that this was not the best option. Shuswap Tourism will now re-evaluate which options would be best for our region.
- DBC Social Media pilot project - Shuswap Tourism will be participating in this pilot project. Details are confidential at this time.
- Taste Trail - There needs to be an update to the Taste Guide. It is a project that will need to be completed by the end of the year.
- 2020 Vacation Guide - Work will begin on the upcoming guide in the next few weeks.

- 2019/2020 winter marketing campaign - There is DBC funding available for a winter campaign. Over the next few weeks Shuswap Tourism will begin work on that project.

#### **4.5 Film Commission Update**

Verbal report from Kyle Dearing.

K. Dearing has submitted the official reporting for the 2018/2019 season. Also the 2019/2020 funding application has been submitted and approved.

### **5. Discussion Items**

#### **5.1 Terms of Reference/Committee Membership Review**

A brief discussion was had to clarify some details of the Terms of Reference with the Committee members.

#### **5.2 Future of Shuswap Tourism/Transition Planning**

A discussion regarding the future of Shuswap Tourism and Transition Planning was had. K. Dearing suggested that a succession and/or transition plan be established to protect organizational resources, maintain service delivery, and preserve key information and data while organizational re-structuring takes place.

**Moved By** Director Demenok

**Seconded By** Director Simpson

THAT: A recommendation be made to CSRD staff that they create a new position for a Shuswap Tourism Manager and that position be posted and filled before January 2020.

**CARRIED**

#### **5.3 Karen Brown Resignation from the Shuswap Tourism Advisory Committee**

K. Brown announced that she has resigned effective immediately from her role on the Shuswap Tourism Advisory Committee.

**6. Requested Items From Committee**

**6.1 Rogers Hometown Hockey - Debbie Cannon**

Salmon Arm has been selected to participate in the Roger's Hometown Hockey. The free festival features a full weekend of live entertainment, NHL alumni, and hockey-themed activities, culminating with a live outdoor viewing party of an NHL broadcast from the Sportsnet Mobile Studio.

**7. Next Meeting**

*December 5* at 12:30 PM, CSRD Boardroom, 555 Harbourfront Drive NE, Salmon Arm.

**8. Adjournment**

**Moved By** A. Maki

**Seconded By** G. Bushell

THAT: the Shuswap Tourism Advisory Committee Meeting be adjourned.

**CARRIED**

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Chair