



SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

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

Date: April 12, 2022
Time: 10:00 AM
Location: Virtual

Committee Members Present	R. Talbot	Electoral Area D Director
	R. Martin	Electoral Area E Director
	J. Simpson	Electoral Area F Director
	K. Flynn	City of Salmon Arm Director
	T. Lavery	City of Salmon Arm Director 2
	T. Rysz	District of Sicamous Director
Committee Members Absent	P. Demenok	Electoral Area C Director
Staff Present	S. Goodey	Tourism Marketing Coordinator
	M. Matheson	Team Leader, Shuswap Tourism and Film

1. Call to Order

The Chair called the meeting to order at 10:07 AM.

2. Adoption of Agenda

Moved By Director Talbot

Seconded By Director Simpson

THAT: the agenda for the April 12, 2022 Shuswap Tourism Stakeholders' meeting be adopted

CARRIED

3. Meeting Minutes

3.1 Adoption of Minutes

Moved By Director Lavery

Seconded By Director Rysz

THAT: the minutes of the February 4, 2022 Shuswap Tourism Stakeholders' Meeting be received for information.

CARRIED

3.2 Business Arising from the Minutes

None.

4. For Discussion

4.1 Shuswap Tourism Advisory Committee Terms of Reference

M. Matheson gave a brief overview of the staffs version of the Terms of Reference (TOR) for the new Shuswap Tourism Advisory Committee.

The discussion was then opened up to the Directors.

Director Lavery asked for clarification regarding the voting process. J. Pierce was able to speak to his concerns, in order to properly follow the CSRD process all committees are only able to make recommendations to the CSRD Board. The CSRD Board is the group that makes the final decision. Some of the Directors were concerned about having the entire board make budgetary decisions for Shuswap Tourism because they do not provide service to the entire CSRD regions. J. Pierce said that currently that is how voting is set up, however if they would like to look into making changes to the legislation it could be done at the CSRD Board level. J. Pierce also explained that the CAO is the one person that is accountable to board. If different committees are approving different work plans and budgets in isolation, it hinders the authority delegated to the CAO. That is why theses are recommendations they come back to the board for final approval.

Director Simpson asked for the reasoning behind keeping the committee as one group versus splitting the into two groups. J. Pierce was able to speak to it, staff prospective is that there is value for the stakeholders to be involved with the industry and Indigenous members that are part of the tourism advisory committee. When they make financial decisions, they can better understand what went into creating that financial piece. Then they are able to better understand the limitations and decisions that the stakeholders make. If it is two separate committees there would not be that cross participation that is beneficial to both sides.

Director Martin stated that staff is brining forward a suggestion for what they can mange while proving a good service. Her recommendation would listen to what staff is bringing forward.

There was a discussion amongst the group to help clarify some of the items in the TOR.

Director Rysz stated that he was in favour of the proposed document as is.

The group came to a consensus that the staff proposed TOR was close to being ready for approval with a few minor edits.

M. Matheson asked that the Directors provide any feedback in the coming weeks so that staff can go back and make the edits and provide an updated version of the TOR for next month.

5. Shuswap Tourism Update from Staff

Skipped due to lack of time.

6. Next Meeting

7. Adjournment

Moved By Director Simpson

Seconded By Director Talbot

THAT: the April 12, 2022 Shuswap Tourism Stakeholders' Meeting be adjourned.

CARRIED

Chair