

**Columbia Shuswap Regional District
Shuswap Tourism Advisory Committee Meeting**

Date: Thursday, March 9, 2017

Time: 1:00pm-4:00pm

**Place: Village West Urban Market Bistro
1035 Lakeshore Drive SW, Salmon Arm, BC**

Attendees:

Chair:	David Lepsoe	Councilor, Village of Chase
Vice Chair:	Gord Bushell (absent)	The Eagle Valley Snowmobile Club
Directors/Councilor's:	Paul Demenok	Director, Electoral Area 'C'
	Rhona Martin	Director, Electoral Area 'E'
	Terry Rysz (absent)	Mayor, District of Sicamous
	Kevin Flynn	Councillor, City of Salmon Arm
	Rene Talbot	Director, Electoral Area 'D'
	Larry Morgan	Director, Electoral Area 'F'
Tourism Representatives:	Kaylee Wells	Enderby Chamber of Commerce
	Mark Lane	Dreamcycle Motorcycle Museum
	Sebastian Hofstetter (absent)	Prestige Hotels
	Phil McIntyre-Paul	Shuswap Trail Alliance
	Jesse Ziercke	Quaaout Lodge and Spa/Talking Rock Golf
	Karen Brown	Arts Council for the South Shuswap
	Brenda Murray	Chase Chamber of Commerce
Staff:	Robyn Cyr	Economic Development Officer
	Stephanie Goodey	SED Clerical Assistant
	Lana Fitt (absent)	Salmon Arm Economic Development Society
Contract:	Carmen Massey	Reach Marketing

Meeting Called to Order: TIME 1:04 pm

Approval of Agenda: M/S Brown/Talbot THAT:
The agenda of the Thursday, March 9, 2017, Shuswap Tourism Advisory Committee meeting be approved with the following additions:
Reorder agenda items, move number 14 to number 1

CARRIED

Adoption of Minutes: M/S Talbot/Demenok THAT:
The minutes of the Wednesday, Thursday, December 1, 2016 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

CARRIED

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Presentation

Greg Hopf – Thompson Okanagan Tourism Association – Regional Aboriginal Tourism Specialist

Greg Hopf presented an update on the development of the Aboriginal Tourism program in the TOTA region.

Highlights of the program are:

- Development of a Aboriginal Cultural Tourism Strategy
- Building relationships with the 32 First Nations communities
- Develop economic opportunities for Aboriginal Tourism
- Maintaining respect and cultural authenticity for First Nations Tourism products.
- To analyze and address the strengths and weaknesses of Aboriginal Tourism
- To assist in planning Aboriginal Cultural Events in gateway location
- Acquire unique stories for Aboriginal Tourism marketing campaigns

Shuswap Tourism will be connecting with Greg to support Aboriginal Tourism development in the Shuswap region.

Mike Overend – Thompson Okanagan Tourism Association – Rails Trails Coordinator

Mike Overend presented on the current work that is being completed along the Kettle Valley Rail Trail. The Rails Trails Program is currently in the implementation stage. The overall goal of this program is to take the existing Rail Trail and turn it in to an international export read tourism product.

In 2016 Thompson Okanagan Tourism Association, in partnership with Destination BC, developed the Thompson Okanagan Regional Rail Trails Tourism Strategy.

This strategy was developed with a focus on the Kettle Valley and Columbia Western Rail Trail route (the Trans Canada Trail section in the TOTA region); however it has broader implications for all of the TOTA region's rail trails.

Currently the TOTA team includes two Rail Trails Coordinators and they are taking steps to implement the following in 2016/17.

- Establishment of a Rail Trail Trust Fund
- Develop an MOU with First Nations Partners
- Create partnership with Off Road Vehicle Groups
- Develop Signage Plan
- Create Market Ready Product Inventory
- Align with 150 Celebration Activities
- Develop Rail Trail Website and marketing materials

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Regional Trails Strategy Update – Phil McIntyre-Paul

Phil McIntyre-Paul gave the Committee an update on the Regional Trails Strategy. Regional partners throughout the Shuswap have been working hard to develop the first ever multi-user (motorized and non-motorized) trail strategy for the region that includes appropriate acknowledgement of Secwepemc Nation territory, accountable protocols for planning and approvals, a focus on ecology and access management priorities, and a commitment to work together. The result is a renewed commitment to work together on management priorities throughout the Shuswap and the creation of the Shuswap Trails Roundtable formally launched in December 2016. It's a milestone for the region setting a new direction for how we live, move, and relate with each other and the land.

The Shuswap Trails Roundtable meets annually in late November/early December, and a Working Group of representative leadership meets quarterly. The most recent Shuswap Trails Roundtable met November 30th, 2016, at the Splatsin Community Centre.

The last working group session was held on Jan. 31, 2017. Phil McIntyre-Paul suggested that anyone who might be interested in the reports from these meetings can visit the Shuswap Trail Alliance website at www.shuswaptrails.com.

Canoe Proposal – Quaaout Lodge and LSLIB

R. Cyr presented the proposal to the Committee, Quaaout Lodge and Little Shuswap Lake Indian Band (LSLIB) are working together on this project to build a tradition Secwepemc Canoe.

The Secwepemc people of the water have had a long standing relationship with the cotton-wood dugout canoe. The canoe is traditional to the people of the Little Shuswap traditional territory. Surrounded by Little Shuswap Lake, the residents used the canoe to travel in and out of the traditional territory for trade and livelihood; it was used it to hunt and gather; and was also a trade item itself. Losing the practice of the art meant losing the following: Secwepemc protocols; spiritual stewardship; Elder/youth mentorship; and the storytelling of Secwepemc canoe culture.

This project will lead by a core team of Secwepemc Elders: Jules Arnouse, James August, and Ralph McBride who are all experienced carvers and knowledge keepers of the art of carving a cotton-wood dug-out canoe. The Skwalax Elders group proposes to invite renowned Aboriginal Canoe Carver, Frank Marchand to provide 30 days of instruction (ten days per month for three months). When working with the surrounding First Nations youth and their parents to revitalize the cultural, spiritual and traditional practices involved in building a traditional Secwepemc cottonwood dugout canoe. To assist in addressing the cultural transmission of sacred Elder knowledge from one generation to the next, the process will be recorded for future use. Youth representative, Tanner Francois, will be in attendance to assist with recording the project, youth liaison and Elder assistant. Together the team will invite various youth from the surrounding area, communities and school district to partake in the carving process.

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Canoe Proposal – Quaaout Lodge and LSLIB Cont.

M/S - Martin/Brown THAT:

It was agreed by the committee that Shuswap Tourism provide a sponsorship of \$2000 to Quaaout Lodge and Little Shuswap Lake Indian Band Canoe Project.

Director Talbot opposed.

DBC Funding -2017/2018

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

- **Digital/Online Marketing Campaign** - This on-line marketing campaign will showcase the twelve 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 Shuswap itineraries/experiences.
- **Media Tours** - To develop six media tours to showcase the 12 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 an 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 Tourism’s 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.

Larch Hills Cabin Expansion Funding Request

The Committee has received a request for funding from the Larch Hills Nordic Club asking for funding for the expansion of Larch Hills Chalet. The project will provide residents of all ages within our region with a community assets that may be used year-round.

Shuswap Tourism would like to support the project but we are not able to provide financial support as the budget for 2017 has already been allocated for other projects. R. Cyr has suggested that the LHNS apply to Director Talbot for a grant-in-aid for this project.

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**Larch Hills Cabin
Expansion Funding
Request Cont.**

R. Cyr will send a follow up correspondence to the Larch Hills Nordic Club to follow up with this request.

**Shuswap Tourism
Marketing Strategy RFP**

The Shuswap Tourism Marketing Strategy Request for Proposal development has been awarded to Destination Think!

This project has been identified as one of the top priorities in the 2017 Marketing Plan for Shuswap Tourism. Shuswap Tourism has a well-developed brand that was created in 2011. Shuswap Tourism has been implementing marketing initiatives with the new brand and providing strategic direction to complete the goals of the Shuswap Tourism Development Plan which was created in 2010 and revised in 2015. Shuswap Tourism has been successful in building the marketing foundation for the Tourism Industry over the past six years in the Shuswap region of BC. It is now time to revise our Marketing Strategy to review current marketing initiatives, including the Shuswap Tourism website, and determine a plan for the next 3-5 years to continue to support the Tourism Industry in the Shuswap region.

Destination Think's proposal was not the lowest priced submission but the selection committee determined that they are the best candidate to develop the Shuswap Tourism Marketing Strategy.

Destination Think has worked with Destination BC and many other community destination marketing organizations including Tourism Kamloops, Tourism Sun Peaks, and Tourism Vernon.

Destination Think provided the direction for the consortium Facebook marketing campaign in 2016 which included Shuswap Tourism, Tourism Kamloops, and Tourism Sun Peaks and focused on hiking, biking, and stand up paddle boarding. They did an outstanding job which resulted in a very successful marketing campaign for Shuswap Tourism and a good return on our financial investment in this project.

M/S Flynn/Demenok THAT:

The Committee recommend to the CSR Board that Destination Think! be rewarded the contract for the 2017 Shuswap Tourism Marketing Strategy Based on staff recommendation

CARRIED

**Wooden Dragon Boat
Restoration Project –
Phase II – Letter of
Support**

The Committee has received a request for a letter of support from Aspiral Youth Partners Association. They will embark on another exciting initiative that will involve restoring six camphor wood Taiwanese dragon boats and include opportunities for 6 more participants to gain work experience and skill enhancement in wooden boat restoration, media, marketing and community engagement activities.

A letter of support has been requested from Shuswap Tourism in support of the next application for funding from the BC Ministry of Social Development and Social Innovation program.

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**Wooden Dragon Boat
Restoration Project –
Phase II – Letter of
Support Cont.**

M/S Demenok/Talbot THAT:

A letter of support be provided to Aspiral Youth Partners Association confirming “support in principle” for the application for funding to the BC Ministry of Social Development and Social Innovation Project and to acknowledge the exciting potential this project may offer for increased tourism activity in the Shuswap.

CARRIED

Shuswap Golf Consortium

Deferred to Carmen’s presentation

TIABC Board Update

R. Cyr gave the Committee a brief update regarding her work on the Tourism Industry Association of British Columbia Board. The number one issue at the board is the sharing economy. There are a few issues that are important to this discussion – rental accommodation for staff, and the loss of hotel rooms in larger communities. Although these issues are not prevalent in the Shuswap region, the concern for visitor safety in rental accommodations that have not been subject to building permits, is a concern. R. Cyr brought this issue to the committee for information and just to let them know the larger issues with vacation rentals across BC.

A discussion was held with the committee in regards to vacation rentals and the regulation of vacation rentals. It was determined by the committee that they did not think that Shuswap Tourism should be addressing the issue of vacation rentals. It is not their mandate. The Shuswap Tourism website has a disclaimer that clearly states that they are only recommending accommodation choices and are not responsible for individual accommodation issues. Shuswap Tourism has removed the vacation rental page from their website, at this time.

**TIABC’s Guide to the 2017
Provincial Election**

The discussion of the update on the TIABC’s Guide to the 2017 Provincial Election was taken off the agenda due to the lack of time.

**Update on the Tourism
Industry Conference**

The discussion of the update on the Tourism Industry Conference was tabled to the May 4, 2017 Shuswap Tourism Advisory Committee Meeting due to lack of time.

**Marketing Update –
Carmen Massey**

Carmen Massey of REACH Marketing presented the committee with an update of the current Shuswap Tourism Marketing initiatives. Reach Marketing is assisting Shuswap Tourism on a variety of projects including:

- Guide Updates, the 2017 Vacation Planner is now printed and available along with a new and updated version of the Taste of the Shuswap Guide.
- Consumer Show Attendance - Shuswap Tourism has attended three shows in 2017. The Vancouver Motorcycle Show, the Vancouver Outdoor Show the Calgary Outdoor Show at the end of March.
- Partnerships – Shuswap Tourism has been able to work with multiple local businesses to promote Tourism in the Shuswap. Including, Quaaout Lodge Resort, Noble Adventures, Shuswap Trail Alliance, Salmon Arm Silverbacks, Sled Sicamous, Dreamcycle Motorcycle Museum and The Roots & Blues Festival.

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**Marketing Update –
Carmen Massey Cont.**

- Shuswap Tourism is hosting a Canada 150 meeting March 22, 2017 to assist with promotion and marketing of local community events.
- Shuswap Golf Consortium - working with the Shuswap Golf Courses to promote golf in the region with online promotion and a golf rack card.
- Promotion of the Shuswap wineries through various print ads, media tours and a rack card.
- Shuswap Tourism has started the process of meeting with local marinas with the intention promoting various types of paddling and use of waterways throughout the Shuswap
- Event attendance, Shuswap Tourism plans to attend a variety of local events this years. Some events included are: The Salty Dog Street Fest, Roots & Blues Festival, Dragon Boat Festival and attendance at this year's Adams Rivers Salmon Run.
- Houseboat Experience promotion - working with the houseboat companies to put on media tours.
- Partnership with Quaaout Lodge Resort to promote Aboriginal Tourism in the Shuswap.
- Promotion of local music events by attending and sponsoring live music events throughout the Shuswap. Including the printing and distribution of the Music Melodies rack card.
- Winter Tourism promotion - Working with the local sledding organizations to promotion sledding in the Shuswap and production and printing of the Shuswap Nordic Guide.

**Shuswap Tourisms 12
Focused Itineraries**

The discussion of the Shuswap Tourisms 12 Focused Itineraries was tabled to the May 4, 2017 Shuswap Tourism Advisory Committee Meeting due to lack of time.

**Uninterrupted – Winter
2017 Update**

R. Cyr received information from Canada Wild Productions regarding the Uninterrupted project. At this time the information regarding this project has not been released publicly. R. Cyr will remain in contact with Canada Wild productions and will release information regarding this project once it becomes available.

**Community Ambassador
Program – Karen Brown**

Karen Brown gave the Committee a brief update on the Community Ambassador Program that is taking place in the South Shuswap. K. Brown has been working with a TRU student to develop a program that local businesses can use to train front line staff how to be an ambassador for the Shuswap region and provide outstanding customer service for their business.

K. Brown also presented to the Committee the new Tourism Kiosk boards that will be going up throughout the South Shuswap Region by the end of April.

**Escribe Update to
Committee**

Stephanie Goodey updated the Committee on the new meeting software that the CSRD will be using for future meetings. All future agendas and minutes will now be published on the web based program Escribe.

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**Adjournment:
Time 4:05 PM**

M/S Flynn/Demenok THAT:
The meeting be adjourned

CARRIED

Next Meeting:

Thursday, May 4, 2017
Location: TBD

Chair, Shuswap Tourism Advisory Committee