



# COLUMBIA SHUSWAP REGIONAL DISTRICT

## Shuswap Tourism Advisory Committee Meeting

### AGENDA

Date: Thursday, May 9, 2024  
Time: 9:30 AM  
Location: CSR D Boardroom  
555 Harbourfront Drive NE, Salmon Arm

Pages

#### 1. Land Acknowledgement

We acknowledge that we are meeting in service to the Columbia Shuswap Regional District which is on the traditional and unceded territories of the Secwepemc, Syilx Okanagan, Sinixt and Ktunaxa Nation. We are privileged and grateful to be able to live, work and play in this beautiful area.

Declaration on the Rights of Indigenous Peoples Act  
Article #1:

Indigenous peoples have the right to the full enjoyment, as a collective or as individuals, of all human rights and fundamental freedoms as recognized in the Charter of the United Nations, the Universal Declaration of Human Rights and international human rights law.

#### 2. Call to Order

#### 3. Adoption of Agenda

Motion

THAT: the Shuswap Tourism Advisory Committee meeting agenda be adopted.

#### 4. Meeting Minutes

##### 4.1 Adoption of Minutes

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Motion

THAT: the minutes attached to the Shuswap Tourism Advisory Committee meeting agenda be adopted.

##### 4.2 Business Arising from the Minutes

None

**5. Introduction of New Committee Members**

Lianne Nieuwesteeg; Nathan Adair; Michelle Comeau; and Braydon Roebuck.

**6. Staff Presentation**

**6.1 Presentation of the 2023 Annual Review**

[View report](#)

**6.2 Shuswap Tourism 2024 Workplan Update**

**7. Engagement Session**

**7.1 Roundtable Discussion**

Committee Members will be given time to discuss the following;

- Forecast the landscape of tourism in 2025
- Provide details on upcoming tourism initiatives and events in your communities

**8. New Business**

None

**9. Stakeholder Group**

None

**10. Next Meeting**

Thursday, September 26, 2024 at 9:30 AM.

CSRD Boardroom, 555 Harbourfront Drive NE, Salmon Arm.

**11. Adjournment**

**Motion**

THAT: the Shuswap Tourism Advisory Committee meeting be adjourned.



## 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, 2024  
 Time: 9:30 AM  
 Location: CSR D Boardroom  
 555 Harbourfront Drive NE, Salmon Arm

Committee Members M. McCormick  
 Present

Alternate Electoral Area C Director

D. Trumbley	Electoral Area D Director
R. Martin	Electoral Area E Director
C. Hall	Alternate Electoral Area F Director
N. Melnychuk (Chair)	Electoral Area G Director
T. Lavery^	City of Salmon Arm Director
C. Anderson	District of Sicamous Director
J. Bellhouse^ (Vice Chair)	Shuswap Trail Alliance
A. Mongerson	Salmon Arm Folk Music Society & Downtown Salmon Arm
G. Pristie	Business Consultant
C. Procyshyn	Sicamous Economic Development
C. Thompson	Salmon Arm Economic Development
S. Witzky	Adams Lake Indian Band
M. Buettner	Business Owner, Accommodations

Committee Members

Absent

E. Ferguson	Quaaout Lodge & Spa at Talking Rock
M. Seys	Shuswap Marina
K. Brown	South Shuswap Chamber of Commerce & Arts Council for the South Shuswap

Staff Present	M. Matheson	Manager, Tourism and Film
	S. Goodey	Tourism Marketing Coordinator
	D. Webber	Administrative Clerk
	J. Freund*	Legislative Clerk

\*attended a portion of meeting only    ^electronic participation

**1. Land Acknowledgement**

**2. Call to Order**

The Manager of Shuswap Tourism, called the meeting to order at 9:34AM.

Before the Inaugural Proceedings began, committee members were introduced.

**3. Inaugural Proceedings**

The Manager of Shuswap Tourism called for nominations for the position of Chair for 2024.

Director Anderson nominated Director Melynychuk. Director Melynychuk consented to the nomination.

The Manager of Shuswap Tourism called three times for nominations.

Hearing no further nominations for the position of Chair, the Economic Development Officer declared Director Melynychuk as Chair of the Shuswap Tourism Advisory Committee for 2024 by acclamation.

The Manager of Shuswap Tourism Officer called for nominations for the position of Vice-Chair for 2024

C. Thompson nominated J. Bellhouse. J. Bellhouse consented to the nomination.

The Manager of Shuswap Tourism called three times for nominations.

Hearing no further nominations for the position of Vice-Chair, the Manager of Shuswap Tourism declared J. Bellhouse as Vice-Chair of the Shuswap Tourism Advisory Committee for 2024 by acclamation.

#### 4. **Adoption of Agenda**

**Moved By** Director Martin

**Seconded By** Director Anderson

THAT: the agenda of the February 8, 2024 Shuswap Advisory Committee Meeting be approved.

#### 5. **Meeting Minutes**

##### 5.1 **Adoption of Minutes**

**Moved By** Director Anderson

**Seconded By** Director Martin

THAT: the minutes attached to the Shuswap Tourism Advisory Committee meeting agenda be adopted.

##### 5.2 **Business Arising from the Minutes**

#### 6. **Delegation & Guest Speakers**

Shuswap Tourism hired Travel Local to complete a Destination Development and Marketing Strategy. After 6 months, the process is complete and final draft ready for stakeholder review. Will Harding of Travel Local presented the plan to the Committee.

Focused on generating community wellbeing not only economic growth, the Shuswap Destination Development and Marketing Strategy 2028 will increase staff performance and employee satisfaction and deliver greater stakeholder satisfaction and stronger buy-in for the CSRD's regional tourism focus, decisions, priorities, and spending. The focus will improve the health and resilience of local businesses, the sustainability of the destination, and increase the Shuswap region's market power and visitor satisfaction. Data collection was focused on a mixed methods approach. Because of heavy research and community engagement, over +5,000 data points were collected and analyzed.

*Staff will provide the Committee Members with the complete report.*

#### 7. **Engagement Session**

Will Harding of Travel Local conducted a workshop with the Committee. The goal of the workshop was to have the Committee members weigh-in on community

strengths, assets and connectors that will be needed to move the Shuswap Tourism Destination Marketing and Development Strategy forward.

**8. New Business**

None.

**9. Next Meeting**

**10. Adjournment 12:04 PM**

**Moved By** C. Procyshyn

**Seconded By** C. Thompson

THAT: the Shuswap Tourism Advisory Committee meeting be adjourned.

**CARRIED**

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CORPORATE OFFICER

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CHAIR