



SHUSWAP TOURISM ADVISORY COMMITTEE MEETING MINUTES

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

Date: December 13, 2018
Time: 1:00 PM
Location: CSR D Boardroom
555 Harbourfront Drive NE, Salmon Arm

Committee Members Present	P. Demenok R. Martin J. Simpson D. Cannon K. Brown M. Lane P. McIntyre-Paul J. Ziercke	Director, Electoral Area C Director, Electoral Area E Director, Electoral Area F Councillor, City of Salmon Arm Arts Council for the South Shuswap Dreamcycle Motorcycle Museum Shuswap Trail Alliance Quaaout Lodge Resort & Spa/Talking Rock Golf
Committee Members Absent	R. Talbot T. Rysz G. Bushell S. Hofstetter	Director, Electoral Area D Mayor, District of Sicamous The Eagle Valley Snowmobile Club Prestige Hotels
Staff Present	A. Maki R. Cyr E. Johnson	Chase & District Chamber of Commerce Economic Development Officer Electronic Records Management Facilitator

1. Call to Order

R. Cyr called the meeting to order at 1:10 PM and chaired the meeting.

1.2 Approval of Agenda

Moved By Director Martin

Seconded By Director Demenok

THAT: the agenda of the December 13, 2018 Shuswap Tourism Advisory Committee meeting be approved with the following addition

- Appointment to Shuswap Tourism Advisory Committee.

CARRIED

1.3 Adoption of Minutes

Moved By P. McIntyre-Paul

Seconded By J. Ziercke

THAT: the minutes of the October 3, 2018 Shuswap Tourism Advisory Committee meeting be adopted as circulated.

CARRIED

2. Discussion Items

2.1 Networking evening – November 13, 2018

Shuswap Tourism hosted a workshop/networking evening that showcased the winter marketing campaign being developed by Destination Think! The campaign will showcase winter activities and events. R. Cyr reported that there was representation from the businesses and organizations throughout the Shuswap region at the networking event. 80 people attended the event.

2.2 Winter Marketing Campaign – presentation and workshop – November 13th

William Bakker from Destination Think! gave a presentation about the vision of the Shuswap and the marketing campaign for winter. He also explained how it fits into the five year marketing strategy for Shuswap Tourism. He also explained how businesses and organizations can participate in this campaign.

R. Cyr also presented, at the networking event, the projects completed in 2018 and the projected projects for 2019. R. Cyr commented also on the success of the “Salute to the Sockeye” Festival” and the hard work of the Adams River Salmon Society that made this festival a success.

Recommendation – That the Shuswap Tourism Advisory Committee committee send a letter complimenting the Adams River Salmon Society complimenting them on the job they did on the Salute to the Sockeye.

2.3 Budget – 2019

R. Cyr discussed the 2019 Shuswap Tourism Budget that will be presented to the Board during the budget discussions. R. Cyr met with the elected officials from the Shuswap EcDev and Shuswap Tourism Advisory Committees to discuss the changes with Sicamous withdrawing from the Shuswap Economic Development Services. The subsidized amount from the Shuswap Economic Development budget will be gradually reduced and completely withdrawn by 2022 from the Shuswap Tourism budget. There will be increases to the budget in order to maintain the current Shuswap Tourism budget. A discussion was held with the committee and the recommendation was made to support the budget as presented.

Recommendation:

Moved By P. McIntyre-Paul

Seconded By Director Demenok

THAT: the Shuswap Tourism Advisory Committee recommends to the Board that they support the Shuswap Tourism 2019 budget as reviewed at the December 13, 2018 Shuswap Tourism Advisory Committee meeting.

CARRIED

2.4 Annual Stats – Website, Facebook, Instagram

R. Cyr discussed the statistics as attached to the minutes. The statistics for the website and social media are still good but still show a strong increase in the summer months. It is the plan that with the new winter marketing campaigns that the statistics will grow throughout the shoulder and winter months.

2.5 Discussion on Enderby withdrawal from Shuswap Tourism

R. Cyr advised the committee that Enderby has decided not to participate in Shuswap Tourism for the 2019 season. R. Cyr had a few discussions with them and explained the benefits of the partnership but they have still decided to withdraw.

2.6 Discussion on Armstrong participation with Shuswap Tourism

Armstrong will be a new community to participate in the Shuswap Tourism marketing activities. They will be at the same level as Chase. They will be paying the \$5,000.00 fee for service for 2019.

Discussion was held with the committee about increasing this amount for our neighboring communities. This discussion will have to be addressed before the 2020 budget process.

R. Cyr stated that it is great to have Armstrong participating with Shuswap Tourism as we move forward with the Rail Trail and they bring a number of new unique businesses to showcase.

2.7 Strategic Planning with Margaret McCormick – Dec. 31

R. Cyr has retained the services of Authentic Experience Consulting to do some strategic planning with Shuswap Tourism. It is time to look at where the organization will progress to and succession planning into the future.

Margaret McCormick used to work with DBC and is now living in the Shuswap. Her experience in the provincial Tourism world will assist us to make better connections both with DBC and TOTA into the future..

2.8 Survey on Summer 2018

R. Cyr sent out a survey at the end of August to assess how business was for the Tourism industry this summer. The survey addressed issues with the smoke, accidents on the highways, and if there were any other issues for these businesses. There was a 50% response to the survey. 60% said that the smoke affected their businesses. The accidents on the highway did not affect business in the Shuswap.

2.9 Funding Applications

- Destination BC Co-op Marketing Program Application
 - The application was required to be submitted by November 30, 2018 and is in the amount of \$62,500.00. The approval will be submitted some time in January 2019.
- Municipal and Regional District Tax Application
 - The application for MRDT was submitted in November and has been increased to \$62,500.00 from \$40,000.00 (2018) due to the increase in hotel revenues.
 - The MRDT application has been approved by the MRDT committee and the SA City Council.

2.10 Events:

- Salute to the Sockeye Festival Report
- Lewiston Ultra Marathon

Shuswap Tourism on site at Salute to Sockeye from September 28 – October 21, 2019. Great exposure for our region and good international attendance at this event.

Lewiston Ultra Marathon – another great event and good exposure for our region. ST is happy to support this event. They will be returning in 2019. P. McIntyre-Paul spoke about the Lewiston Ultra Marathon. Great event to bring visitors to the region in the shoulder season. This event was held on September 29, 2018.

2.11 Media Tours Update

DBC Fam Tours – mainly focused on the “Salute to the Sockeye” festivals. We will see the results from these tours over the next few months and R. Cyr will report these to the next committee meeting.

Field and Forests - Blog of witnessing the “Salute to the Sockeye” Festival. <https://fieldandforest.co/adventures/shuswap>

Jennifer Schell - Winemakers Magazine – story of the Shuswap wine.

Nuvo Magazine - High end magazine distributed in Vancouver – showcased “Salute to the Sockeye” festival.

DBC Tour - Salmon Run and Cycling Fun in the Shuswap - Media from China, UK, USA, Mexico, Calgary, and Vancouver.

Travelling Mom (Blog) - Houseboat Vacation – showcases family vacations on houseboats.

2.12 New Website Update

The website project for Shuswap Tourism is underway. The RFP has gone out and there are four companies that have submitted proposals to the RFP. The decision has been made to separate the Shuswap Economic Development website and the Shuswap Tourism website. The Shuswap Economic Development website will include Shuswap Economic Development, Agriculture, and the Columbia Shuswap Film Commission. The Shuswap Tourism website will just be the website for Tourism. There will be a main landing page created that will bring together all of the services that are being delivered by Shuswap Economic Development.

The plan is to have the new Shuswap Tourism website to go live by May 1, 2019 and the Shuswap Economic Development website by July 1, 2019. The creation of the landing page will be created after this and be completed by September 2019.

The business database will be incorporated to all websites.

2.13 Social Media Update

K. Dearing Consulting is working with Destination Think! on a content calendar for social media. This will include events and other things that happen seasonally in the Shuswap. It will keep our social media fresh and engaging. We will continue to work with local influencers that can provide content for our social media channels.

2.14 Crowd Riff - Update

ST is in the process of uploading photography to Crowdriff to use in marketing campaigns. ST is also in the process of using user generated content and building these assets in Crowdriff. ST will have a substantial photography database to use when this is completed for our marketing campaigns.

2.15 Shuswap Culture

Carried forward from October 3, 2018 Shuswap Tourism Advisory Committee meeting (K. Brown was absent from the meeting).

Shuswap Culture statistics - 49% are South Shuswap events, 28% are from Salmon Arm and the rest are from the other regions in the Shuswap.

2019 events submitted are currently being populated onto the site.

Shuswap Culture has hired someone to take care of digital and social media marketing. Currently it is free for NPOs to upload up to 24 events, any business but they are looking at pay structure to support the site.

Shuswap Culture has seen growth from new user groups but does not have analytics at this time to provide exact statistics on the usage of the site.

2.16 Appointment to Shuswap Tourism Advisory Committee

Shuswap Tourism has received an expression of interest from D. Gonella – Roots and Blues Festival - to sit as a committee member on the Shuswap Tourism Advisory Committee. The Committee received the expression of interest form from D. Gonella. R. Cyr notified the committee that the applicant has received endorsement from councillors of the City of Salmon Arm.

3. Community Roundtable

Phil McIntyre-Paul – D. Cannon is on planning committee for STA fundraiser dance. The STA Fundraiser dance is on Feb 1, 2019 - These tickets sell out fast so get your tickets soon.

Reminder: February 13, 2019 - Shuswap Trails Regional Roundtable – Sicamous.

The committee acknowledged the death of Rene St. Onge and that they will miss his leadership with the motorized community in the Shuswap.

5. Adjournment

Moved By Director Cannon

Seconded By Director Demenok

THAT: the December 13, 2018 Shuswap Tourism Advisory Committee meeting be adjourned.

CARRIED

Chair