

Board of Directors Meeting

Monday, May 28, 2018

Minutes

Attending: Rocky Rocksborough-Smith, Larry Guilbault, Murray Wood, Travis Oleniak, Dave Collins, Greg Sewell, Emma Oliver, Darlene Hartford

Staff: Patrick Van Minsel, Jennifer Clute, Joey Byatt

Regrets: Debra Kelly

1. Call to order

The meeting was called to order at 5:32 pm.

President Rocky Rocksborough-Smith welcomed returning Directors and new Directors, Greg Sewell and Darlene Hartford, wishing the Board a successful year.

The position of President was voted on at the AGM and the election of the remaining Executive Board was held: Vice-President, Larry Guilbault, Treasurer, Murray Wood and Secretary, Darlene Hartford were voted in by acclamation.

2. Adoption of the Agenda

To add items 7e. Visitor Centre Fee for Service and 7f. OCPC Public Forum, June 6, 2018

Motion: Emma Oliver moved to adopt the Agenda.

Second by Murray Wood.

Carried

3. Adoption of Minutes from April 16, 2018

Motion: Moved by Dave Collins to accept the minutes of April 16, 2018 Board Meeting.

Second by Larry Guilbault.

Carried

4. Reports

President's Report

Rocky Rocksborough-Smith reported the Visitor Centre Fee for Service, Annual Review Report was presented to Council on Tuesday, May 22, 2018. Rocky provided an introduction, Tourism Services Manager, Joey Byatt presented the Visitor Centre Report and C.A.O. Patrick Van Minsel presented the Chamber Report. The Annual Review was accepted by Council.

E.D. Report

Patrick Van Minsel reported working on the upcoming golf tournament and prepared the Annual Review report for Council. Patrick attended the four day BC Chambers AGM and Conference in Kamloops. Patrick recommended Peachland Chamber send one or more Directors to this

Conference next year, in addition to the E.D. Information and networking is invaluable at this event.

Tourism Manager Report – report attached

Joey Byatt reported two summer students, Anthony Boyko and Emily Sproule, have been hired. The Visitor Centre partnered with the Tourism Promotion Committee on a *Trail Awareness Day* and will work towards creating a local trail brochure.

The *Beacon Program* will continue this summer and funding of \$400.00 (\$5.00 per month, for 4 months) for twenty beacons was requested.

Peachland Visitor Centre volunteers participated in the Vernon Fam (Familiarization) Tour.

Peachland's Fam Tour will be held on June 4th for Visitor Centre volunteers and staff. Funding of \$15.00 per person for lunch (12 to 15 people) was requested.

Motion: Travis Oleniak moved \$750.00 be allocated from the marketing budget towards the Beacon Program and Fam Tour luncheon.

Second by Greg Sewell

Carried

A request for \$150.00 for Biosphere, a new initiative launched by Thompson Okanagan Tourism Association, was tabled to the next meeting. Biosphere report attached. Joey will invite a Biosphere representative to the June 18th board meeting; presentation will be 5:30 pm–6:00 pm.

Discussion and funding request for a Regional 2019 Fam Tour, hosted by Peachland, tabled. Tourism Manager requested \$1,000.00 from the Tourism Promotions Committee. Details are in the Tourism Manager's report, attached.

Treasurer Report – report attached

Patrick Van Minsel presented the financial report for Treasurer, Murray Wood.

The Chamber account and Visitor Centre account were reported separately, as per attached.

The budgeted expense for wage subsidies will increase due to the hiring of two students this year, rather than one, as per last year.

Visitor stats are lower to date, due to lower numbers attending the Artisan Markets.

5. Motion to Accept Reports

Motion: Moved by Emma Oliver to adopt the reports as presented.

Second by Murray Wood.

Carried

6. Business Arising from the Minutes

a. Golf Tournament

Jennifer Clute, reported there are only 28 golfers and 7 extras for dinner. Director support is needed in soliciting businesses for prizes and seeking more golfers. Discussion followed and it was agreed to consider changing the tournament from Sunday to a Friday event.

Jennifer also reported on the successful Business Made Social (BMS) at Ad Lib Art Gallery. The next BMS will be hosted by the Visitor Centre (VC) and BEEPS at the VC on June 28th, 5:30 pm.

b. Canada Day Concerts

Patrick Van Minsel reported the Canada Day Concerts are booked. Vantage One is the main sponsor; sponsors will be recognized on the Canada Day leaflet and in the View. The budget is approximately \$12,000.00. Assistance is required for set-up.

Discussion followed regarding a Chamber float in the parade. The BEEPS board will be approached regarding a partnership on one float.

c. Visitor Centre Fee for Service – Request for Early Renewal

Patrick Van Minsel invited Director Darlene Hartford to attend the preliminary meeting with Elsie Lemke, Cheryl Wiebe and Joe Mitchel. The contract was reviewed and stipulates the Fee for Service contract will go to tender at the time of renewal. This will be the process with either, early renewal, or renewal when the contract expires in 2020.

The contract reads “groups”, therefore, is restricted to “organizations”; the tender will be open to clubs and organizations only, and will no be inclusive of “individuals”.

The Expression of Interest is a three-week process from start (responding) to close.

Discussion ensued.

Motion: Moved by Murray Wood to continue the process of early renewal for the Visitor Centre Fee for Service contract.

Second by Emma Oliver.

Carried Unanimously

Patrick will draft a letter to be sent to the District of Peachland (confirming early renewal), for circulation and approval by the Board. A committee will be formed for the proposal.

7. New Business

a. Correspondence

None

b. Election of Executive Directors

Completed under Call to Order

c. BC Chamber of Commerce AGM and Conference

Patrick Van Minsel presented an overview of the BC AGM and Conference. There were 340 delegates representing 80 Chambers. The 2019 Conference will be in Burnaby, BC.

Some outcomes of the Policy Making Sessions included:

- All Chambers opposed the Speculation Tax
- Supported keeping Family Day on the second Monday in February in support of tourism
- Opposed the 2% payroll tax; 135 jobs have been lost
- Opposed Tourism dollars and School Taxes being allocated to housing
- International trade barrier on beer and wine between provinces to be lifted

The BCCE and AGM will be held September 9 – 11, 2018 in Langley, BC. Patrick has applied for a bursary for a delegate from Peachland Chamber to attend. For information go to www.BCCE.bc.ca

The Gerry Frederick Memorial Executive of the Year, nomination form is available. All nominations are to be received no later than July 30, 2018.

d. Strategic Planning

Patrick attended the All Chambers Meeting on Policy. Peachland Chamber requires policy updating and continuous representation at this meeting. Discussion ensued.

e. Visitor Centre Fee for Service Renewal

Discussed under Business Arising from the Minutes

f. OCPC Public Hearing, June 6, 2018

Meeting reminder

8. Brainstorming

1. Recommendations by Patrick Van Minsel:

- a. To increase and encourage policy and advocacy within Peachland Chamber; Peachland representation is required at regional meetings
- b. To provide value to Peachland membership and increase membership recruitment
- c. To increase communication with, and between, members
- d. To provide Director representation on event committees with full support of the Board

Directors will be asked to be representatives on the Economic Development Committee (EDC) and the Regional District of the Central Okanagan (RDCO) in addition to Membership Recruitment & Communication and Event Committees.

2. Larry Guilbault reported the Movie Night in the Park will be held in August in partnership with the Boys & Girls Club. Sponsorships are available; please contact Larry.
3. Gregg Sewell brought forward concerns regarding the delay in installing the traffic signal at Highway 97 and Trepanier Road. Discussion ensued. Peachland Chamber will address a letter to the Ministry of Highways.
4. Rocky Rocksborough-Smith brought forward the chamber membership model used by Summerland, whereby, chamber membership is included with the purchase of a business licence; fee to encompass both. The District of Peachland was not receptive to this method in previous years.

9. Adjournment

Motion:

Motion to adjourn moved by Murray Wood.

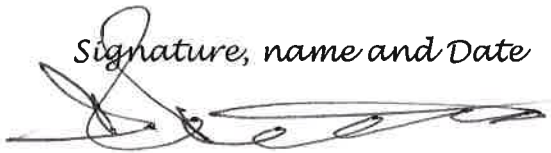
Carried

The meeting was adjourned at 7:10 pm. The next board meeting will be Monday, June 18, 2018 at 5:30 pm.


Respectfully submitted,

Darlene Hartford

Signature, name and Date


Roxbury Senior Center
18 JUNE 2018

Signature, name and Date


Travis Oleniak
18 June 2018

