

Peachland Chamber of Commerce

Board of Directors Meeting
Monday, February 27, 2017 at 5:30 pm
At the Peachland Historical Primary School

Directors Present: Dave Collins, Catherine Gnius, Wolfgang Muhs, Peter Stapleton,
Larry Guilbault, Debra Kelly.

Administration Staff: Patrick Van Minsel, Executive Director
Joey Byatt, Tourism Services Manager

Regrets: Rocky Rocksborough-Smith, Wesley Bedford, Emma Oliver.

1 - CALL TO ORDER: Meeting called to order by President Dave Collins at **5:30 pm**

- AGENDA:
- 1 - Call to Order
 - 2 - Adoption of the Agenda
 - 3 - Adoption of November 2, 2016 meeting minutes
 - 4 - Reports:
 - a) President - Dave Collins, verbal.
 - b) Tourism Services Manager - Joey Byatt, written report.
 - c) Acting Executive Director - Darlene Hartford, written report.
 - d) Treasurer - Wolfgang Muhs.
 - e) C.O.E.D.C. - Peter Stapleton
 - COEDC & Ministry of Jobs, Tourism & Skills Training,
Tuesday, March 7, 2017
 - Regional Economic Update Presentation,
Wednesday, March 8, 2017
 - f) P.E.D.C. - Patrick Van Minsel
 - g) TPC - Joey Byatt
 - 5 - Motion to Accept Reports as presented.
 - 6 - Business Arising from September 2016 Meeting:
 - a) Peachland Community Arts Council request.
 - 7 - New Business
 - a) Canada 150 Celebrating Business, Darlene Hartford
 - b) Canada 150 Historic Scavenger Hunt, Joey Byatt
 - c) Peachland Historic Primary School name change to The Peachland Historic School.
 - d) Request for 2017- 2018, Directors, continuing & new.

Next Meeting:
Adjournment:

2 - ADOPTION OF THE AGENDA:

Moved: Wolfgang Muhs
Second: Larry Guilbault
CARRIED

3 - ADOPTION OF THE NOVEMBER 2, 2016 MINUTES:

Moved: Wolfgang Muhs
Second: Peter Stapleton
CARRIED

4 - REPORTS:

a) President, Dave Collins, verbal:

- Peachland Arts Council will attend tonight's meeting. The Art's Council will present a rebuttal addressing the Chamber of Commerce's decision not to comply with the Art's Council's request to remove retail artwork from the VIC.

- A letter (attached) directed to the Chamber of Commerce and cc'd to Peachland City Council as well as Keith Funk, New Town Services, Gaetan Royer, CityState consulting Services, James Kay, Alpine Consultants Ltd., Steve Allison, TNI The Network Inc. and Elsie Lemke, Chief Administrative Officer, asked that the Chamber play an active role together with Council, to seek clarification and solutions for the development community's concerns. President Dave Collins has responded by letter to Mayor Fortin, City Council and Developers offering to convene a second Round Table discussion.

- Developer, will hold a community open house to answer questions regarding the proposed re-zoning of residential property on Beach Avenue to Comprehensive Development. The open house to take place March 9, 2017 from 4 - 8 pm at the Little Schoolhouse on 4th.

- Preparations for the April 19, 2017 the All Candidates Forum are underway.

b) Tourism Services Manager, Joey Byatt: as attached.

- Wolfgang Muhs commented on the huge effort and volunteer hours required to insure the success of the Artisan's Market held in the VIC gift shop.

c) Acting Executive Director, Darlene Hartford: as attached.

Executive Director, Patrick Van Minsel, verbal:

- Chamber membership 142 members with 80 paid 66 outstanding dues.

- Awards Night showed \$16,000.00 profit

- Business Expo 2016, showed \$4,400 net from vendors with low public attendance.
Business Expo event withdrawn from 2017 event roster.

- The rental of advertising space on the new Doggy Beach information billboard will provide the Chamber with an annual income. Promotion and sale of advertising space is ongoing.
- 2016 Summerland Golf Tournament showed \$3,500 profit. This event may become a semi-annual event due to poor attendance.
- Year End books for the Chamber and the VIC are being compiled at this time.
- 2017 budget will be presented at the next Chamber meeting.
- The District will provide an \$8000.00 sponsorship/grant toward the Chamber's organization of the Peachland Canada 150 Concert in the Park.

d) Treasurer, Wolfgang Muhs: Financial report will be presented next meeting.

e) C.O.E.D.C., Peter Stapleton:

- A new web-site sponsored by the COEDC will promote our area and attract the attention of new Professionals.

Upcoming meetings - COEDC & Ministry of Jobs, Tourism & Training Skills,
Tuesday, March 7, 2017

- Regional Economic Update Presentation,
Wednesday, March 8, 2017

f) P.E.D.C., Patrick Van Minsel: no report

g) TPC, Joey Byatt: no report

5 - MOTION TO ACCEPT REPORTS AS PRESENTED:

Moved: Wolfgang Muhs

Second: Peter Stapleton

CARRIED

6 - BUSINESS ARISING FROM SEPTEMBER MINUTES:

- Peachland Community Arts Council request.

Seven members of the Peachland Community Art's Council in attendance including spokesperson Debra Livingston, who presented the Art's council's view on the display and sale of artwork in the VIC.

It was pointed out that the Art's Council takes great efforts in maintaining a high standard of quality in the art work exhibited in their gallery. Each exhibition is juried to insure the art work meets their high standard and that the Art's council is reputed for this service.

The Art's Council charges a small commission on the sale of exhibited art work unlike the VIC which charges 30% commission on the sale of displayed artwork.

Examples of public opinion were quoted from social media which were interpreted by the Art's Council as showing a confusion between the separate identities of the Gallery and the VIC. Artwork used to decorate the walls of the VIC as well as the limited retail artwork offered for sale was thought to compete with the sale of artwork in the Art Gallery.

The Art's Council requests that the VIC remove the artwork from the gift shop. It was pointed out that the VIC is not experienced in the correct way to display art which has a negative impact on the Art Gallery. It was pointed out that the VIC is "stepping on the toes" (of the Art Gallery) and that "they don't like it".

Questions from the floor:

Catherine Gnius asked if the Art Gallery might be requesting a more distinct identity from the VIC and that the issue wasn't based on the few pieces of art being offered for sale in the VIC. This was not the issue as the two groups worked well together on a daily basis and that the gift shop volunteers continue to direct visitors toward the Gallery behind the VIC.

Dave Collins addressed the 72% increase in visitors attending the Historic Schoolhouse and that both the Art Gallery and VIC have benefitted from this exposure. Under no circumstance is the VIC gift shop in competition with the Art Gallery sales as we do not offer the same inventory to the public. The VIC gift shop is a successful business that creatively displays local art commercially.

Deliberation:

Councillor Mike Kent felt the real issue remains a hidden agenda. That the Art Gallery is concerned about maintaining their reputation and prestige. The Art's council failed to offer any ideas on achieving a mutually acceptable goal and that the dialogue should continue. If the two tenants are unable to settle this dispute a mediator could become involved.

It was moved that the Chamber requires an equitable proposal from the Peachland Art's Council articulating what the Chamber and VIC could provide to the Art's Council in order to improve their public visibility thus reducing the confusion between the Art Gallery and the VIC Gift Shop.

Moved: Dave Collins

Second: Larry Guilbault

CARRIED

7 - NEW BUSINESS:

- a) Canada 150 Celebrating Business, Darlene Hartford: no report.
- b) Canada 150 Historic Scavenger Hunt, Joey Byatt: no report.
- c) Peachland Historic Primary School name change to Peachland Historic School: as attached.

d) Request for 2017- 2018 Directors:

- Who will let their name stand as Director?

Dave Collins will step down as President but will mentor the new President as he or she takes over this position.

- new, campaign for interested individuals.

e) Debra Kelly suggests holding a Street Vendor's Food Fair.

NEXT MEETING: March 27, 2017.

ADJOURNMENT: Meeting adjourned at 7:21pm

Moved: Peter Stapleton
Second: Dave Collins

DATE:

Mar 27/17

SIGNATURE:

David Collins