



District of Summerland
Cultural Plan Task Force (CPTF)
Meeting Minutes

Monday, July 6, 2015 at 6:30pm
Council Chambers
Municipal Hall - 13211 Henry Avenue, Summerland, BC

Present: Jean Evanishen, Janet Peake, Denese Espeut- Post, Betty-Ann Xenis, Barbara Thorburn, Dianne Hildebrand, Susan Gibbs, Doug Holmes, Ellie van Nie, Sophia Jackson, Linda Beaven

Guests: Ellen Walker Matthews, Ian McIntosh, Lynda Tynam

1. Call to Order at 6:37 pm

2. Approval of Agenda Motion to approve as amended for date of meeting.

Motion carried.

3. Adoption of Minutes Motion to approve the minutes as amended to take out

J Evanishens name from the Community Consultation Team and add J Curtins.

Motion carried.

4. Presentation:

Tourism-Thompson Okanagan Tourist Association Ellen Walker Matthews of the Thompson Okanagan Tourist Association (TOTA) stated they are working on creating a world class tourist experience. Tourists come for many aspects of a community. One challenge is that the tourist season is still focused on the summer season. TOTA wants to expand into the spring and fall season. 65% of

the tourists come from the Lower Mainland of BC. The majority of tourists don't know the wine industry here. A map of the South Okanagan is part of their initiative. Summerland can differentiate itself by focusing on its unique history. TOTA needs content on Summerlands uniqueness in order to promote the town. TOTA is only marketing to a limited extent in the USA due to government rules.

5. Team Updates

5.1. Time Management Team (Task Manager and Timeline Chart)

- Dianne Hildebrand has digitized the Task Manager. Synthesis of the tables for deadlines and accountability needs to happen next.

5.2. Cultural Assets Team (Stakeholder List)

- Team met to recategorize the Cultural Assets Table. A long discussion took place of how the information needs to be presented but the team need more information from the Communications team as to how it should be organized.

5.3 Reading Summary Team (Cultural Plan Summaries)

- L Beaven raised the importance of understanding what the four pillars are and how it relates to our cultural plan. Kingston's cultural plan focused on how culture is one of the four pillars and there are overlapping areas with the other pillars. There does not need to be further reviews of cultural plans. CPTF will invite Vicki Jones to discuss Princeton's cultural plan to our next meeting.

5.3. Comment Collating Team

- S. Jackson commented that previous Conversations Cafes have yielded much data from consultation (with 190 people) about some key cultural questions; such as what is unique in Summerland about our community and culture. L. Beaven asked the group to consider the comments from these sources and organize the data into seven

categories; history and heritage, agriculture, environment, events and festivals, visual and performing arts, public spaces and places and what is culture. The number of times a comment has been mentioned should form part of the data. The group found it interesting to see the types of comments. The next step is to go through the sorting process and organize the areas of comment. Next meeting we will focus on the comments about Summerlands cultural future.

5.4. Facebook Page Development Team

- B Xenis mentioned that comments are showing up on the Facebook page. She has added pictures of cultural assets to the page. She will open a photo page of great cultural ideas from other communities. B.Xenis wil sit on Communication Website may be established on Summerlands website. B.Thorburn and B Xenis will ask J. Denegar about this. The Communications team will regulate what information is on the website. The Facebook site will be used more for informal communication and eliciting comments.

5.5. Community Consultation Team

- B Thorburn reported that community consultation will be at the high level of impact and would involve broad public consultation. Stakeholder groups were identified. Of the stakeholders, it would be imperative to start consultation now with visitors, students home for the summer, summer residents and transient workers . This could involve kiosks at prime summer locations; beaches, markets and summer events. The group also distilled the stakeholders into four large categories: cultural, environmental, economic and social. B.Thorburn presented 3 key questions for kiosks, a cultural questionnaire and discussion format questions. D. Hildebrand stressed the need to ask in depth questions. A motion to approve setting up kiosks for consultation at markets, beaches and event (with questions to be approved by the team within 48 hours) was made. Carried, one dissent. Next meeting for team Tuesday July 14,2015 7:30 pm.

6. Action Items

- 6.1. Task Manager update for accountability and timeline.**
- 6.2. Princeton Cultural Plan guest-Vicki Jones.**
- 6.3. Other guests- Susan Kline-Library; Allison Lindsey- SADI**
- 6.4. Comment Collating team will present “future” comments .**
- 6.5. Facebook team will give update on page and Website.**
- 6.6. Communications Team to report on consultation and questionnaires.**

7. Next Meeting: Friday, July 19, 2015 9:00 am

8. Adjournment Motion to adjourn at 8:59 pm.