

TRAVEL™ Penticton

FLOOD, FIRES & SMOKE FORUM MINUTES

DATE:	MONDAY, APRIL 23, 2018
TIME:	5:00 P.M.
LOCATION:	PENTICTON TRADE AND CONVENTION CENTRE

IN ATTENDANCE:	Philip Cooper, Peter Weeber, Kim Kirkham, Nancy Callaghan, Mike Overend, Kelsey Archibald, Jordan Fraser, Hugh McClelland, Shaylyn Robertson, Lianne Ballantyne, Steve Arstad, David Jevons, Rylan Hernberg, Barb Haynes, Lyndie Hill, Kim Lawton, Darren Sweet, Kelly Hopkins, Joey Bayatt, Chelsea (Castanet), Jim (Global Okanagan), Steve (Western News), Lesley Gabriel, Andrew Jakubeit, Den Walton (Peachland View).
REGRETS:	Andre Martin, Carly Lewis, Kelly Glazer, Shelby Thom, Dan Ashton
STAFF:	Thom Tischik, Jo Charnock, Austin Weaver

CALL TO ORDER	05:02PM
INTRODUCTIONS	Review of Agenda – introductions of everyone in room.
PURPOSE OF FORUM	Thom Tischik Presented: Purpose is to be more proactive than reactive. Consistent messaging from various agencies in the city and neighbouring DMOs Image Management from an external marketing perspective – things beyond our control can impact the perspective of outsiders.
CITY PRESENTATION	Peter Weeber Presented: We are in a state of emergency in some areas around our community. Focus needs to be on where we need to fix issues, but also let people know everything else that we have to offer. Need to have some links to cameras so people can physically see the situation in some spots. Council members working at local emergency centre.
TRAVEL PENTICTON	We are not here to muzzle media – it is their job to inform. We need to manage the expectations of visitors.

TOURISM KELOWNA PRESENTATION	Were not able to attend – but provided a copy of their communication plan.
DESTINATION OSOYOOS PRESENTATION	<p>Kelsey Archibald Presented:</p> <p>Had a call today from Vancouver asking if they are still open for business. Social media – live videos – people really responded too.</p> <p>They have connected to a couple of resorts that have cams.</p> <p>Encouraging people to use the right tools – in real time – drive BC, Cameras.</p> <p>Visitor Centres offers additional reassurances – visitors often want to speak directly to someone for affirmation.</p> <p>Best practices regarding hotels/cancellation policy – discounts or rooms for people that have been displaced. Kept in daily contact – communication was key.</p>
THOMPSON OKANAGAN & TOURISM BC PRESENTATION	<p>Mike Overend Presented:</p> <p>See Regional Emergency Planning Presentation</p> <p>Need to have short sound bites that can get out there quickly before miscommunication takes hold.</p> <p>Share information on social media.</p> <p>Education with locals on the impact that their reactions can have – more emotion than logical thinking.</p> <p>We need to talk to the media – they are going to put out what they are given.</p> <p>The local paper is not the local paper – Western has 10 sectors in the valley.</p> <p>Pictures that are easily accessible – that can be shared – we need more collateral.</p> <p>Social listening – and having positive responses. – it can be set up according to key words (not necessarily hashtags)</p> <p>TOTA is still working on their communication strategy.</p> <p>Where does the BCWI fit on the communication plan for TOTA – they have been a recipient of funds from DBC to promote wine tourism in the region – they need to get pulled into the loop.</p>
INDUSTRY STAKEHOLDER IMPACT	<p>Thom had a conversation with Kim from the chamber – businesses were affected because they thought the whole of Penticton was flooded or on fire – some people didn't make the call to check the situation.</p> <p>Normal business traffic patterns were thrown into chaos – some wineries had a very good year, some got hit very hard. NBWA on average was</p>

	<p>down – because of the water/smoke</p> <p>Interest in BC from outside Canada is great – interest domestically (within Canada) is not as great as last year.</p> <p>Tracking activities and events on a weekly basis – beneficial to have actual data to refer to instead of the opinion of one person/business.</p>
STATE OF EMERGENCY	<p>What does it mean to the traveler coming in from overseas?</p> <p>We need to be cognisant of the implications.</p>
NEXT STEPS	<p>Internal communications, external communications, regional communications, local image maintenance, regional image maintenance.</p>
ATTENDEE COMMENTS & SUGGESTIONS	<p>Health warnings – need to be accurate.</p> <p>Would be great to get weekly updates on what happens.</p> <p>PIB would like to get a contact list.</p> <p>Is there a central site that can link to web cams and all factual evidence on air quality environment.</p> <p>Webcams are out there on Castanet and at the Lakeside – we can use them.</p>