

Meeting Minutes from the Workshops:

GRAND FORKS, September 7, 2022:

Attendees:

- **Mathieu D.** - Boundary Museum, Executive Director
- **Elizabeth H.** - Christina Lake Tourism, Manager
- **Cathy A.** - Phoenix Ski Hill
- **Danna O.** - Regional District Kootenay Boundary (RDKB), Director
- **Angele M.** - Riverside Court RV & Cabins (Previously Riverside Motel), Owner
- **Sam E.** - Grand Forks Inn, Owner
- **Sandy D.** - Grand Forks Inn, Front Desk Manager

Attendees Representing Boundary Country Tourism:

- **Karen C.** - Symphony Tourism Services Managing Director
- **Henry vw.** - Boundary Country Tourism Liaison
- **Charnley vw.** - Symphony Tourism Services Marketing and Research Co-ordinator
- **Amy K.** - Symphony Tourism Services Marketing Specialist

Notes:

- Angele part of the original MRDT group and on the MRDT Steering Committee
- Elizabeth is replacing Tara B. regarding the MRDT for Christina Lake
- Danna as the government representative
- Grand Forks Inn currently collects MRDT
- MRDT is government revenue
- In the slides you can see reviews of the recent MRDT activities
- Angele would really like to see how to educate the employees in all these businesses that support tourism to have a little bit of training about what is here. Angele's experience - spending the advertising budget to bring guests here and then does the spiel of what to do and what to see in the area. Then the restaurant that is recommended, the server then says I don't know why you would come here or have no idea what to recommend or what is in the area.
- Talking about doing more FAM tours - especially those that are Boundary wide
- Mathieu expressed about targeting more 55+
- QR codes, imagery, understanding the deeper story behind it, sports, professional athletes, professional hockey in 1910 etc
- Cathy said she has lived in Grand Forks for 50 years and drives through Greenwood all the time but helped with the Founders Day and was shocked to see what a great and beautiful little town
- Fall or winter activities to bring guests (suggestions requested from Angele) summer is super busy. Would like to see more year round dollars
- Cricket pitch was requested to be restored (Sam requested) saying that next year it should be ready to go. Thinking of a cricket festival or something like that

- Some of the communities in the Boundary region don't have their own CDMO/DMOs (other than Christina Lake Tourism and Discover Grand Forks). We are regional support (also known as a Digital RDMO) to help create a cohesive voice for the Boundary including those communities that don't have their own marketing efforts. This means, though we don't plan or create events we do however engage/support/market those events and the region. With focus on growth and understanding those that are visiting
- Discussed staffing shortages
- Diversity is diminishing; Matheiu commented he would like to see more focus on the large amount of cultural diversity in the region. Ex. Explained how Grand Forks doesn't have any focus on Japanese internment history within The Boundary.
 - Henry to follow up with Matheiu about more cultural information
- Digitizing trails wishlist:
 - Knowing where to park
 - Knowing where the trail heads are
 - Washrooms
 - How long is the trail
 - Is it a circle or a straight trail, or does it link up
 - Get in touch with Grand Forks BC Community Trails (hiking group) and Boundary cycling association and Trail Forks
 - Important indigenous sites (difficult to establish) on the trails
 - Speaking with indigenous ambassadors
 - Adding original names to trails
 - Indigenous physical map that has the Indigenous names
 - Accessibility - spoke about the work Sonja is doing for the trails
- Inquiry from Cathy about funding through MRDT

GREENWOOD, September 8, 2022

Attendees:

- **Desiree K.** - Jewel Creek Gallery & Antiques, representing Greenwood Board of Trade
- **Doreen M.** - Greenwood Visitor Centre & Museum Manager
- **Sarah D.** - Boundary Country Regional Chamber of Commerce, Executive Director

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Notes:

- Wants the Boundary winter (or other videos) to display at the Museum
- Phoenix driving tour

- Signs for this
 - Lonestar road sign often missing so people can turn towards the border by mistake
- Trail map
 - If there is a gate blocking the trail
 - Has happened before that the trail goes through but it is closed off
- Geocaching for the digital map
 - Have done a couple in Grand Forks - Geocaching 125th Celebration in Grand Forks went well this year
- Is the digitizing map new or adding
 - We will be adding to it from a app developed by TOTA grand initiatives and Backroads Maps
- Tourism is so important for the Greenwood community
- Fear from Barry - that they may turn into what Osoyoos has turned into. Going from a small quiet town in winter and then increase from tourism to 25,000 - 30,000
 - Talks about how osoyoos has the accommodation to host the demand and encourage the demand. While other small communities don't have that, it should be a balance
- Jewel lake is a huge pull for tourism
- Businesses closed Sunday, Monday, Tuesday even during July & August, it would be great to have enough businesses open to support and take advantage of visitors
- Make Greenwood a historic and heritage town but we need to work together and how to get locals to understand the benefit of it