



## **Let's Talk Tourism Minutes for 02 May 2024 held at Beyond Black Mountain NPC Office at 10:00am.**

### **WELCOME TO MEETING**

**Attendees: Sonja Maree (Beyond Black Mountain NPC), Charl Folscher (Beyond Black Mountain NPC & The Robin Cottage), Busisiwe Fandana (Theewaterskloof Municipality), hosted by Lizël Kimber (Beyond Black Mountain NPC)**

**Apologies: Marlon Sauls (Caledon Museum)**

### **RELOCATION OF THE LONG-DISTANCE BUS STOP**

- Busses have been relocated to Fresh Stop and is busy the move is busy being implemented.

### **ISSUES RAISED BY STAKEHOLDERS AND PRODUCT OWNERS**

- Tourism related street and road signs need to be upgraded. Can we also apply to SANREL to correct the signage regarding the Caledon Wildflower Garden and Nature Reserve?
- Welcome to Caledon boards have come up in discussion in Ward committee. BBM have offered to do the design and provide the photography for free. Mr. Edwin Marthinus said it should go out on tender. Have not seen tender yet. On feedback from Busisiwe (TWKMun) the MM indicated that it would form part of the Stormwater program. She will follow up and report back.
- Issue of non-registered accommodation was addressed. Busisiwe (TWKMun) to brought feedback stating that it is an issue for Town planning and that Kurt (TWKMun) has indicated that there is no SOP in place regarding. BBM will follow up with Town planning regarding.
- Concern was raised on the dragging hold ups and red tape at TWKMun regarding development and investment in Caledon. It is being addressed from BBM's and the Caledon Ratepayers Association's side.

### **FEEDBACK FROM BUSISIWE FROM WORLD TRAVEL MARKET (WTM)**

- Busisiwe reported that sharing a stand with Cape Agulhas was successful and it would be worth having a TWK stand next year. Maybe we could also consider a stand at the Africa Indaba in Durban?
- Tour guides have asked for fam packages to be put together.

- A restaurant approached her to assist in setting up meetings with our local wine farms to get more of our region's wines on their wine list.
- An aviation company bringing tours to Hermanus asked for local tour packages for their guests.
- Busisiwe will be meeting with Boland College and MSC to negotiate for students to do their practical on board their passenger liners.

#### **FEEDBACK FROM BUSISIWE GENERAL**

- TWKMun, Local Tourism Offices (LTO's) and Urban-Econ have started sessions to write a Tourism strategy for TWKMun. BBM did sit in the introductory session. Next meeting is online on the 17<sup>th</sup> of May. Please indicate if you would like to take part in the discussion.
- There is more interest in filming in TWK. Charl (Beyond Black Mountain NPC) will advise Busisiwe on the writing of an SOP for the film industry. Currently the process is too long and drawn out. It was commented that maybe we should add filming approval to the events committee's portfolio to shorten the approval time. If you would like to sign up as a potential filming venue let us know.

#### **FEEDBACK FROM BEYOND BLACK MOUNTAIN NPC**

- Beyond Black Mountain NPC Office will be open from Wednesday – Friday 9am till weather permitting. We are still looking for a sponsor for an air conditioner, so that we can be open for longer. Our office becomes extremely hot.
- Charl (BBM) gave a run-through of the new website. The new website can be previewed at <https://charlfolscher.wixstudio.io/beyondblackmountain/blank-4>
- We have built in an accommodation enquiry system for our accommodation page. Pre-launch price for guesthouses, BNB's is R130 per month, after it will be R150 per month. Please fill in the following form to see the layout on the website, as provide us with the information needed: <https://charlfolscher.wixstudio.io/beyondblackmountain/yourguesthouse>

Password: caledonner

The income of the website will pay for our office's rent, and we thank you for your continues support and allowing us to work for you. We will be collaborating with TWKMun and add their Events Calendar to our Website as well.

- Mr Manqoba 'Boy' Ngubo has joined BBM as new director. His role is business advisor and fundraising.
- 2024/2025 TWKMun budget has again disappointed. BBM has sent its comments regarding the lack of budget for conservation and tourism. Receipt was acknowledged but sadly was not added to the Municipal budget workshop discussion.
- BBM will be partnering with Baz-Art to have an International Public Arts Festival (IPAF) in Caledon. We already have 14 walls sponsored, still need 6 to fill our 20 walls. 20 Artists (10 South African and 10 international) Street Art Artists will be painting Street Art. We are in the process of finding funding for the festival. An exhibition for the weekend will also take place in

The Caledon Wildflower Garden and Nature Reserve. This is baby step towards our larger goal of creating an Overberg Silo Art Route. If you have a wall, please let us know.

- Zipline opening is held up by the lines still needing to be hung. Unfortunately, it is held up by the weather. They have started with training for guides and operators. All from Caledon.
- Lizél (BBM) have met with Mayor Mary Liebenberg re the MOA for the Caledon Wildflower Garden and Nature Reserve and Tourism. They will meet again for further discussion.
- Tsogo Sun Caledon in partnership with Caledon Ratepayers Association is working on a Ratepayers rewards system, where if you are member of the Association, you will be able to apply for access to the Hot water springs at a discounted price. It will be open to all ratepayers within TWK and will be administrated by Caledon Ratepayers Association. Will share more information as soon as it is all worked out.
- Lynton January of Tsogo Sun Caledon will share with us on their plans for upgrading and the way forward at the next meeting.

#### **NEXT MEETING**

- Next meeting will be on the 6<sup>th</sup> of June 2024 at 10am. Venue Tsogo Sun Caledon (Caledon Casino Hotel and Spa)

Meeting adjourned 11:15am