

REGULAR MEETING  
Wells Gray Country Services Committee  
Wednesday, October 21<sup>st</sup>, 2009

Minutes of the Meeting of the Wells Gray Country Services Committee held at the Community Resource Centre, Clearwater, BC, on Wednesday, October 21<sup>st</sup>, 2009, commencing at 7:00 PM.

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PRESENT:

Mr. Tim Pennell, Chairperson, TNRD Director Area "A"  
Ms. Cathy Tucker, Vice-Chairperson, TNRD Alternate Director Area "A"  
Mr. Joe Short  
Mr. Murray Stockton  
Ms. Mitch Miller  
Ms. Sherri Madden – Services Coordinator  
Ms. Judy Panko – Recording Secretary

GUESTS/DELEGATIONS:

Ms. Heather Steere, Tourism Wells Gray, Tourism and Marketing Manager

ABSENT:

Mr. Bob Rexin  
Ms. Hazel Wadlegger

ORDER:

The meeting was called to order by Chairperson Pennell at 7:10 PM.

1. MINUTES - Minutes of September 16<sup>th</sup>, 2009

**Moved by C. Tucker  
Seconded by M. Miller**

**That the Minutes from September 16<sup>th</sup>, 2009, be adopted as circulated.**

**CARRIED UNANIMOUSLY**

2. ADDITIONS/CHANGES TO AGENDA

**Moved by J. Short  
Seconded by C. Tucker**

**That the Agenda for October 21<sup>st</sup>, 2009, be adopted as circulated.**

**CARRIED UNANIMOUSLY**

3. DELEGATIONS/GUESTS

Heather Steere, Tourism Wells Gray, Tourism and Marketing Manager  
(Appendix 1)

4. UNFINISHED BUSINESS

NONE

5. CORRESPONDENCE:

a) City of Richmond (via District of Clearwater CAO) Appendix 2

- Deadline for response of interest is October 30, 2009.
- \$2,500.00 cost of space (shared) for 17 days, unsure of other associated costs, District of Clearwater CAO is investigating further.

**Motion by M. Miller  
Seconded by J. Short**

**That the WGCSC does not participate in the Ozone-BC Street initiative with the District of Clearwater as there is not enough information at this time.**

**CARRIED UNANIMOUSLY**

6. REPORTS

a) Vavenby Community Water System Report

- Boil Water Advisory, Sept. 17<sup>th</sup>, 2009 (Appendix 3)
- August 2009 System Report
- July 2009 System Report
- Water Quality Advisory dated October 2, 2009 (Appendix 4)
- Chlorinator was broken but is fixed now.

b) Coordinator's Report

- The bleachers are completed at the Vavenby Ballpark.
- Rear porch at Vavenby Community Hall is 95% completed.
- Electrical work is underway. Exterior electrical mast is an issue – waiting for several quotes before fixing.
- Insulated arena shed well underway – almost completed.
- Will not blow out standpipe, felt not to be the issue – using underground heat tape and digging out pipe before closing in under shed..
- Trying to get hall at Birch Island destroyed – who is responsible for the hole left behind?
- Lumber left inside the hall not used for shed – builder of the shed would like to purchase. There are 60+ boards that are 2 x 10 x 14.

- Any monies from boards should be earmarked for the park.
- Had a meeting in Kamloops to review budgets.
- Issues with contract for the Vavenby Community Hall have been resolved.
- Had a field trip to view 3 TV sites. Upper Clearwater site totally brushed out.
- Meeting on Friday with James (TV technician) to sort out all legal requirements on our sites.
- Might dissolve TV Society if possible.
- Questionnaire on TV Rebroadcasting service is likely to take place in the new year as the costs to move to digital are cost prohibitive to small services. This is being looked after by the Deputy Clerk/Manager of Community Services of the TNRD.
- Attended "Of the Year" Banquet to deliver short speech on behalf of Director Pennell.
- Attended an Economic Development meeting hosted by Terry Lake. Many business people, politicians and government officials were in attendance. Purpose was to allow MLA Lake to get a feel for what economic drivers are in our community or are under development, and what are the successes and holdbacks.

c) Member's Reports

C. Tucker:

- Went to SD73 Board meeting in Vavenby to discuss the potential closure of their school. Also attended the meeting in Westwold.
- \$250,000.00 has been spent on Dutch Lake School since its closure.

J. Short:

- Exhaust fan in the men's washroom is not working in the Vavenby Community Hall.
- Lit the pilot lights on burners/grills and they will be left on and checked at least once per week.
- Deep fryer will be taken out.
- Can outside lights be left on all the time? Yes, until a yard light can be installed. Leave a note on the wall to leave outside light on, change to a CFL bulb.

M. Miller:

- Shed is 95% completed.
- Danger tree was removed by a certified faller and the wood is ready to burn at the Halloween celebration.

**Motion by M. Miller  
Seconded by C. Tucker**

**That the WGCSC send a thank you card to Kenny Irvine for taking down the danger tree in the Birch Island Park.**

**CARRIED UNANIMOUSLY**

d) Director's Report (Appendix 5)

7. NEW BUSINESS

a) Vavenby Community Hall Capital Planning

- Tabled until next meeting.

b) Mountain Wellness Newsletter

- Eleanor Deckert is asking for money - \$20.00 per advert.
- There are 250 copies at 40 locations from Clearwater to Blue River.
- The WGCSC does not usually support private enterprise.
- The WGCSC pays 40% of Sportsplex ad thru the operational budget.
- Discussion – no need to support the Newsletter at this time.

8. QUESTION PERIOD

There was a question regarding whether or not the unused Canfor roads (e.g.: Road 2 and Road 6) could be maintained. This is tourism related – whose responsibility is this?

9. NEXT MEETING DATE

**The next regular meeting is scheduled for Tuesday, November 17<sup>th</sup>, 7:00 PM at the Resource Centre. Please note that this is one day earlier than normal.**

10. ADJOURNMENT

**Moved by C. Tucker**

**That the meeting be adjourned at 9:05 PM.**

Certified Correct:

Minutes Reviewed by:

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Services Coordinator

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## **Tourism Wells Gray Activities Update – October 2009**

### **Tourism Wells Gray Mission Statement**

*To develop a strong year round sustainable tourism industry within an internationally recognised destination, that benefits the entire community and is led by committed industry stakeholders working in effective partnership.*

#### **Brief Tourism Industry Update:**

The European market still commands the lion share of 41% of visitors to Wells Gray. BC visitors to the area increased by 6% to gain 28%. Shoulder seasons for accommodations were slower than last year, most notably in May. Canoeing, camping and economy seeking visitors were the emerging trends for 2009. Wells Gray also saw a number of new tourism initiatives, such as family whitewater rafting, canoe rentals at Murtle Lake, 2 new B&B's and one new high end guest ranch.

#### **Activity Update**

#### **Enhancing and promoting the recreational opportunities available in WGC**

##### **A. Website**

The new website is professionally designed to better represent the tourism product in Wells Gray Country (WGC) It is a continuous project in order to keep the content fresh, engaging and relevant. Website updates are as follows:

1. Coherent calls to action on each page
2. Launching a contest to drive traffic to our website through advertising opportunities
3. Seasonal updates - bringing attention to specials and packages on offer
4. Using Google Analytics to fine tune and monitor the website
5. Increasing the number of operator profiles
6. Google Ad words campaign
7. Connecting visitors to businesses
8. Use of viral marketing

##### **B. Experience Wells Gray Booklet**

With minor redesign and including the reflection of our new brand 15, 000 booklets are to be printed as soon as possible.

## **C. New Opportunities**

### **1. A Lure Piece is currently under planning**

- Highlights key features and attractions
- Drive traffic towards website with calls to action on each page
- Relatively inexpensive to print and to ship
- Bright, attractive, photograph heavy and fits in a brochure rack

### **2. Image Bank**

- A professional photographer was hired to capture images in our area, providing a new face to our marketing.

## **Creating a regional brand that can be used for both tourism and economic development**

TWG and Publicis Vancouver came together to create a new brand for TWG and the tourism industry in our area. The aim is to provide a universal, coordinated message in all marketing initiatives, and therefore enhanced substantially. Consumer testing was facilitated, whereby visitors and locals were given a sample and asked for feedback. The overall analysis was that they liked the brand logo. This coordinated brand message will enhance and strengthen individual and regional marketing endeavors, and provide a base for future brand developments. This brand is now in the final stages of completion.

### **Community Participation in Tourism initiatives**

A key role for Tourism Wells Gray (TWG) is ensuring and encouraging community input and participation in tourism development and initiatives.

#### **A. The Canoe Regatta**

- a. The Canoe Regatta was held on the 12 September 2009 and was a huge success for the following reasons:
  - Being a unique event in the province, but by enhancing awareness of our key product.
  - Providing an event the community participated, enjoyed and was excited about.
  - Successfully bringing all community groups and organisations together and fostering a good working relationship.
  - Attracting approximately 300 participants, locally and from surrounding communities.
  - This event will only grow, and enhance our community profile and therefore assist in extending our tourism shoulder season.
- b. Special thanks to Shelley Sim for coordinating this event, and to all participating organisations in assisting and ensuring the success of the Canoe Regatta.

## **Marketing and Industry Contacts**

TWG is continuously building a database of marketing contacts, including travel & trades operators, tour companies, various publication materials, and distribution

details in an effort to better understand and coordinate its marketing initiatives and thereby derive a clear marketing strategy.

To this cause, TWG has attended the following shows and forums listed below. These shows were essential in developing marketing and industry contacts while also providing another platform to show case the tourism products within WGC. Due to the economic climate, attracting travelers within BC and Alberta has been seen as essential.

- Vancouver Outdoor Show (Feb 14 - 15<sup>th</sup>)
- Abbotsford Sportsman Show (March 7 – 8<sup>th</sup>)
- Calgary Outdoor Show (March 28<sup>th</sup> – 29<sup>th</sup>)
- Council of Tourism Association Tourism Action Plan Forum (June 23/24)
- TOTA Tourism Summit (Nov 13/14)

### **Coordinated Marketing and Tourism Associations**

TWG is continuously coordinating its marketing efforts with other tourism associations, such as Thompson Okanagan Tourism Association (TOTA) and Tourism BC, and have taken advantage of available funding. Thereby, TWG is taking solid steps in creating a sustainable tourism industry within the region. Through such collaboration the following has been achieved:

**a. TWG has secured \$11,200 in Community Tourism Opportunities Funding.**

**The funding has allowed us to fund and / or initiate the following projects:**

- The Wells Gray Experience (under progress)
- The Wells Gray Activity Lure Piece (under progress)
- Image Bank (near completion)
- Ad Word Campaign (ongoing)

**b. Utilised co-funded opportunities for the following promotional material:**

- TOTA Tour Planner
- TOTA Travel Planner
- The RV Guide
- The Mountain Parks Experience Guide
- Canoe Regatta Ad – Georgia Straight
- The Ride Guide

**c. Co-ordinating Familiarization Tours**

- TOTA Kanadaria Fam Visit
- TOTA Korean Fam Visit
- Go Media TOTA Fam visit to Wells Gray
- Hosted TravelLand RV Familiarisation Tour

**d. Tourism BC Approved Accommodation Program**

- Encouraged and facilitated enrolment information to accommodation providers

**e. Joining the British Columbia Destination Marketing Association**

- A networking association sharing information pertaining to important industry issues.

**f. Council of Tourism Association**

- Being in contact with COTA has been incredibly useful in fostering good regional relationships, and keeping abreast of current affairs that affect the tourism industry.

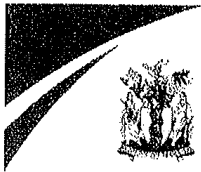
**Building Community Marketing Contacts**

Through the establishment of TWG, the community now has a point of reference; encouraging and enhancing marketing participation. Community organisations are now turning towards TWG to assist in updating their profiles, and to use our services.

- Clearwater Kayak Festival, Star Gazing Festival, First Fish Ceremony etc.
- Provided marketing information to new tourism businesses
- In addition we are also in the process of building a relationship with The North Thompson Sustainable Watershed Atlas in utilizing the new mapping system that will not only standardise the trails inventory but, will provide another tool for tourism promotions, and further enhance partnership opportunities within the community.

**Strategic Planning:**

TWG is undergoing strategic planning session to build a solid plan to coordinate our activities for 2010 and beyond. The plan will consolidate various tourism development reports, stakeholder input, and identify key priorities for 2010.



City of  
Richmond

6911 No 3 Road  
Richmond, BC V6Y 2C1  
www.richmond.ca

October 8, 2009

Chief Administrative Officers

Dear Colleagues:

**Re: Opportunities for BC Local Governments to Participate in the 2010 Olympic Games**

I am writing to bring to your attention a very special opportunity through which your community can, at an affordable cost, participate in an official live-celebration site of the 2010 Olympic and Paralympic Winter Games. The City of Richmond is an official Venue City and government partner in the 2010 Olympic and Paralympic Winter Games. The purpose of my letter is to invite you to become one of a dozen BC municipalities to showcase your communities at the Richmond O Zone.

The O Zone -- 60 acres; bigger than 66 football fields; 17 days of excitement; 15,000 Olympic visitors per day; one unparalleled opportunity to showcase your community to the world -- is the largest 2010 Games celebration site and it is conveniently located in the heart of the City Centre; just minutes from the Vancouver International Airport, the new Canada Line rapid transit system, and the Richmond Olympic Oval.

We are inviting up to 12 other BC communities to join us on BC Street in the O Zone to showcase the best of BC's communities to the world. BC Street is designed specifically to provide your local government with an opportunity to activate and promote your city or region, no matter how big or small, in an official 2010 Olympic Games celebration site. You can join us as an individual community or team up with a few neighbouring communities.

BC Street is strategically situated to ensure that each booth will be accessible to the large numbers of visitors that will tour the O Zone each day. It is intended to provide your local government with an opportunity to create a dynamic interactive display that will help introduce and promote your community to visitors from around the world. You might choose to pursue it in partnership with your tourism agency, Chamber of Commerce, local businesses, colleges etc.

We will also be creating private hosting opportunities within the O Zone for you to receive and entertain people from your communities and other special guests in a comfortable setting. Depending on your preferences, the package may also include tickets to 2010 competition venues and assistance with reserving accommodations.

We are not seeking a commitment at this stage, however, we kindly ask that you review the attached material on the O Zone and BC Street and let us know if you have any interest in learning more about the potential for this opportunity to be of value to your organization and community.

Please note that Mayor Malcolm Brodie may also send a similar invitation to your Mayor in the near future. Our contact information is included with the attachment.

Best Regards,

*George Duncan*  
Chief Administrative Officer

*I would recommend that the  
Doc participate in this  
opportunity in partnership  
with Tired Ana A & B + Twig  
+ Simpson + Anna O - Barriere Dist.*

*Lestie Groulx  
I concur.  
Isabell Hadford.*





## BOIL WATER NOTICE

September 17, 2009

Dear Water User:

### BOIL WATER NOTICE - VAVENBY COMMUNITY WATER SYSTEM

Please be advised that the Water Quality Advisory reminder, issued on July 22, 2009 has been upgraded by the Thompson-Nicola Regional District (TNRD) to a *Boil Water Notice* for the Vavenby Community Water System effective immediately.

The water system is currently experiencing high turbidity. Please be aware that the *Boil Water Notice* has been issued as a precautionary measure to protect public health and is in accordance with Interior Health's Turbidity Notification and Education Campaign. The Vavenby Community Water System is currently "poor" on the turbidity index.



All water users **must** adhere to the following acceptable boiling method:

- 1) Boil water at a rapid boil for at least one (1) minute

The notice will continue to be in effect until you receive written notification from the TNRD. Should someone other than the property owner occupy the residence (such as a tenant) then please provide this notice to them directly.

If you have any questions or require further information in this regard, please contact either of the following:

- Interior Health Authority (250) 851-7340
- The undersigned toll free at 1-877-377-8673.

Utility Services Department  
Thompson-Nicola Regional District  
#300-465 Victoria Street  
Kamloops, B.C. V2C 2A9



## WATER QUALITY ADVISORY

October 2, 2009

Dear Water User:

### WATER QUALITY ADVISORY - VAVENBY COMMUNITY WATER SYSTEM

Please be advised that due to lower turbidity readings, the "Boil Water Notice" issued on September 17, 2009 by the Thompson-Nicola Regional District (TNRD) will be changing to a "Water Quality Advisory" effective immediately.

Even though the risk is considered low, persons with compromised immune systems should use boiled water (boil for 1 minute) or an approved alternative water source for drinking, food preparation and dental hygiene as a precautionary measure. Young children, pregnant women, elderly and people suffering from a serious illness are considered immune compromised.

Please be aware that the *Water Quality Advisory* has been issued as a precautionary measure to protect public health and is in accordance with Interior Health's Turbidity Notification and Education Campaign. The Vavenby Community Water System is currently "fair" on the turbidity index.



Those water users adhering to the *Water Quality Advisory*, the following is the acceptable boiling method:

- 1) Boil water at a rapid boil for at least one (1) minute

The notice will continue to be in effect until you receive written notification from the TNRD. Should someone other than the property owner occupy the residence (such as a tenant) then please provide this notice to them directly.

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# WGCSC Member Report

## Wells Gray Country-Electoral Area 'A'

### TNRD



Date: October 21, 2009

Meetings since the last WGCSC meeting include but are not limited to:

- Sep 17 TNRD Board
- Sep 21 Joint Services Advisory Committee
- Sep 21 Vavenby Firehall Committee
- Sep 24 Blackpool Firehall Committee
- Sep 25 Argo Winter Awareness Planning Meeting
- Sep 28-Oct 2 UBCM in Vancouver
- Oct 5 Vavenby Firehall Committee
- Oct 8 Regional Solid Waste Management Committee
- Oct 8 TNRD Board
- Oct 9 TNRD Board Workshop

Upcoming Meetings and Events:

- Oct 22 Emergency Management & Protective Services Committee
- Oct 22 TNRD Board
- Oct 22 Blackpool Firehall Committee
- Oct 26 Joint Services Advisory Committee
- Oct 28 Interior Science & Innovation Council
- Nov 2 Vavenby Firehall Committee
- Nov 5 Thompson Regional Hospital District
- Nov 5 TNRD Board
- Nov 7 Fuel Management Grant Announcement with MP McLeod
- Nov 9 Economic Development meeting with Williams Lake Investor
- Nov 9 Blackpool Community Hall
- Nov 14 Blackpool Community Hall Volunteer Appreciation Dinner
- Nov 16 Joint Services Advisory Committee meeting with TWG

TNRD Director Area 'A'  
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Website [www.wellsgraycountry.ca](http://www.wellsgraycountry.ca)