

REGULAR MEETING
Wells Gray Country Services Committee
Wednesday, December 17th, 2008

Minutes of the Meeting of the Wells Gray Country Services Committee held at the Community Resource Centre, Clearwater, BC, on Wednesday, December 17th, 2008, commencing at 7:00PM.

PRESENT:

Chairperson Tim Pennell – Director Area “A”, TNRD
Ms. Cathy Tucker – Alternate Director Area “A”, TNRD
Mr. Rick Dee
Mr. Ted Richardson
Ms. Hazel Wadlegger
Ms. Cheryl Thomas
Mr. Ray Jackson
Ms. Sherri Madden – Services Coordinator
Ms. Judy Panko – Recording Secretary

ABSENT:

Mr. B. Rixin

GUESTS:

Mr. Mike McPhee – Tourism Wells Gray, Tourism and Marketing Manager

ORDER:

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

1. MINUTES

Minutes of November 19, 2008

Moved by R. Jackson
Seconded by H. Wadlegger

That the Minutes from November 19, 2008, be adopted as circulated.

CARRIED UNANIMOUSLY

2. ADDITIONS/CHANGES TO AGENDA

It was noted that the date on the Agenda should be December 17th, 2008.

Moved by C. Thomas
Seconded by H. Wadlegger

That the Agenda for November 19, 2008, be adopted as amended.

CARRIED UNANIMOUSLY

3. DELEGATIONS/GUESTS

- a) Mike McPhee, TWG Marketing and Promotions Manager
- UNESCO Application Process Update
 - TWG 2009 Budget Presentation (Appendix 1)
 - Mike announced that he would be leaving Clearwater by the end of December, and his temporary replacement (Heather Steere) will fill in until a formal competition process can be completed.
 - Mike has completed approximately 70% of the website – content management system is coming together.
 - Meeting on Monday, December 22nd, 3PM at the CRC to discuss the Canoe Regatta.

4. UNFINISHED BUSINESS

None.

5. CORRESPONDENCE:

- a) Neqweyqwelsten School
- Students from the school wrote a letter to the Committee, District of Clearwater and Tourism Wells Gray, inquiring how they can be more involved in the UNESCO application.
 - School letter to be forwarded for inclusion into the package for Parks.

Motion by C. Thomas
Seconded by T. Richardson

That S. Madden write a letter in response to Neqweyqwelsten School and then coordinate writing a letter from the WGCSC, DOC and TWG to the Chu Chua Band and Council.

CARRIED UNANIMOUSLY

- b) District of Clearwater Christmas card.

6. REPORTS

- a) Coordinator's Report (Appendix 2)
- b) Progress Update on Recommendations from the North Thompson Economic Development Strategic Plan 2005-2010 (Appendix 3)
- c) Member Reports

T. Richardson:

- Need infrastructure to secure the future in the valley. The Food Coalition, Fraser Basin Council, North Thompson Sustainable Water Shed Committee and the CRC to liaise with Community Futures and the WGCSC. \$5,000.00 from Community Futures to help with promotion of the Farmers Market. Hire an event coordinator for a few hours a week. T. Richardson and C. Thomas met with the Ministry of Agriculture and Community Futures – issue identification workshop to be held in January 2009.
- Sustainability planning workshop to take place on March 10, 2009. Working on venue with Simpcw.
- Sustainable watershed atlas – submitted letter of intent for grant of \$50,000.00 – moving to the next level.
- Fraser Basin Council – applied through Rural Partnership for workshop on February 25, 2009, at the CRC.
- Community Forests – donated \$7,100.00 to the Clearwater Ski Hill for new furnace – this was an emergency situation. Need to develop criteria for requests in the future. Completed operability planning – shared this information with Mayor Harwood. Doing Timber Supply Analysis update – to apply for a greater annual cut. Met with new District Manager.

C. Thomas:

- Arts, Health and Wellness Fair will be held on February 7, 2009, at CSS.
- TNRD Solid Waste Implementation Plan Committee representative
- Cheryl is the Area “B” Alternate Director.

H. Wadlegger:

- Health and Art show on December 19th and 20th from 10 – 4 PM Forest Wellness.

**Motion by H. Wadlegger
Seconded by T. Richardson**

That S. Madden, on behalf of the WGCSC, write a letter to Mike McPhee and wish him well in his new job and thank him for his service.

CARRIED UNANIMOUSLY

R. Jackson:

- North Thompson Communities Foundation
 - just over \$500.00 for education from the Forestry Employees Social Group.
 - \$100.00 from Helen Knight – she is selling her artwork and giving the proceeds to the Foundation.
 - Investigating the possibility of having a fundraiser in the spring in Barriere.

C. Tucker:

- The inaugural went well in Kamloops. Well attended. Moved ahead one week due to the fire at the Executive Inn. The guest speaker was excellent.

T. Pennell:

- Will be receiving the list of new applicants for the WGCSC tomorrow.
- Was the MC at the recent Ducks Unlimited banquet.
- There is a meeting in December with the RCMP regarding a discussion on Rural Crimewatch funding. Area is from Little Fort to north of Blue River.
- Attended the inaugural in Kamloops. There was a refresher training session the next day which was quite good.
- 2 articles in the newspaper – regarding snowplowing on area roads. Reviewing snow removal plan. Concern with safety on roads.
- Email from Chair Milobar – committees to sign up for.
- There will be a meeting soon for interested persons regarding recycling in Clearwater. The biggest hurdle is stability – need coordination.
- Joint committee is moving ahead – this will involve S. Madden, T. Pennell, one other WGCSC director, Mayor Harwood, L. Groulx and one other councilor.
- Attended Blackpool Fire Hall committee meeting.
- To date, have not had official meeting regarding Vavenby water system – will talk to G. Toma.

7. NEW BUSINESS

- a) Streetlights – Vavenby and Blackpool
- Need a light at Ferry Road Park – very dark. Security an issue. Add into street lighting function.
 - A Vavenby citizen was inquiring as to whether or not a streetlight could be put in between the arena and the store – very dark stretch.

**Motion by C. Tucker
Seconded by T. Richardson**

That S. Madden investigate putting in a streetlight at the Ferry Road Park in Blackpool and one in Vavenby between Hundsбет Road and the railway tracks (and adjust the budget accordingly).

CARRIED UNANIMOUSLY

8. QUESTION PERIOD

There were no more questions at this time.

9. NEXT MEETING DATE

The next regular meeting is scheduled for Wednesday, January 21, 2009, at 7:00PM and will be held at the Community Resource Centre.

10. ADJOURNMENT

Moved by R. Jackson

That the meeting be adjourned at 10:00 PM.

Certified Correct:

Minutes Reviewed by:

Chairperson

Services Coordinator

Tourism Wells Gray Budget 2009		
	Budget Amount	Expenditures
<i>Spend</i>		
Print Advertising	\$ 35,000.00	\$ -
Web & E-Marketing	\$ 20,000.00	\$ -
Consumer Shows	\$ 9,000.00	\$ -
Collateral	\$ 23,000.00	\$ -
Communications	\$ 2,000.00	\$ -
Development	\$ 4,500.00	\$ -
Travel & Expenses	\$ 2,700.00	\$ -
Office	\$ 800.00	\$ -
Wages/Benefits	\$ 48,000.00	\$ -
Total Spend	\$ 145,000.00	\$ -
<i>Revenue</i>		
TNRD	\$ 30,000.00	
EDAC	\$ 45,000.00	
Municipality	\$ 50,000.00	
Print Ad inclusion	\$ 10,000.00	
Collateral inclusion	\$ 9,000.00	
Website	\$ 1,000.00	
Total Revenue	\$ 145,000.00	

SERVICES COORDINATOR REPORT
Wednesday, November 19th, 2008

- Gift certificate for Kevin Sheffield has been purchased. Send Kevin a written note of thanks.
- First flooding of rink, the standpipe froze. Purchased plywood to build a box to put over top. Heat tape already done. Not going to blow out the system with a compressor as previously discussed.
- Porto potty still needs to be winterized.
- Vavenby Hall – building permit tomorrow. Architect no longer certified. Preliminary to be given to S. Madden. There will be a new architectural firm. Must shovel back entrance if it will be used.
- Open house last weekend at the Blackpool Hall. The Star Lake Women's Institute did the food.
- Last Saturday night Christmas party at the Fire Hall – went very well. The Fire Hall provides water for itself and the Blackpool Hall.
- Need to put up a boil water advisory and testing will be done.
- Grant-in-Aid for Blackpool Community Hall will go ahead as the counter petition did not have enough names to stop the motion from moving forward.

Progress Update on Recommendations from the North Thompson Economic Development Strategic Plan 2005 – 2010

Prepared by: Sherri Madden, Services Coordinator, Electoral Area “A” and “B” of the Thompson-Nicola Regional District from interview with Leslie Groulx, Corporate Administrator, District of Clearwater

In 2005, Community Futures Development Corporation of Thompson Country, along with many funding partners and public stakeholders, prepared the ***North Thompson Economic Development Strategic Plan 2005 – 2010***. Since that time, the Wells Gray Country Services Committee (representing Electoral Area “A” Wells Gray Country) has worked towards exploring and implementing many of the recommendations identified for their area.

Under the Wells Gray Country Vision (5.3 of the Plan), forestry is viewed as being key to the valley’s long term economic future. Tourism, an expansion of non-forestry products, services and infrastructure are considered to be other components of this vision.

Economic gaps and opportunities were identified specific to each of the areas identified, and the purpose of this document is to provide the Wells Gray Country Services Committee with an update on the progress to this point.

Stabilize Visitor Info Centre Operations

The Clearwater and District Chamber of Commerce, in conjunction with Info Wells Gray, are working towards implementing programs which will enable them to meet the objectives of securing more local support for Visitor Info Centre operations and expanding the revenue base of the Visitor Info Centre by ten percent (10%).

Tourism Development Strategy

Jennifer Houiellebecq was hired to produce a report on developing a tourism strategy for Wells Gray Country, *Clearwater & Wells Gray Country Tourism Plan*. Secondary to Jennifer’s report, students from the Thompson Rivers University Tourism program produced two reports to complement her work, *Resident’s Views on Tourism* and a *Tourism Gap Analysis*. The creation of Tourism Wells Gray, and the hiring of a Tourism and Marketing Manager by Tourism Wells Gray, are both direct results of this work.

Branding Strategy

The Wells Gray Country Services Committee established a brand for the area which is in the process of being updated by Tourism Wells Gray through a branding exercise that will be facilitated by the Tourism and Marketing Manager. The funding for the 2009 branding exercise has been provided thru the UBCM Community Tourism Phase 2 program. Inspirational quotes were placed on the www.wellsgraycountry.com website and inspiration plaques were provided to many businesses throughout the community, also providing exposure for the Wells Gray Country brand. There was thought that businesses would be given an opportunity to sponsor an inspirational bench somewhere in the community as a continuation to this theme. As a final portion of this inspirational theme, a local group of singers wrote and produced a song about Wells

Gray Country which was sent out as a viral email and provided as music on the www.wellsgraycountry.com website.

New Sub-Regional Marketing Program

There was an increase in the regional tourism marketing with the production of the *North Thompson Valley Guide* by Lorne Robertson. There may be an increase in the possibilities under this category with the Tourism Wells Gray Tourism and Marketing Manager providing the expertise and leadership. The District of Clearwater has also become newly incorporated so there may be development of a regional program with the District leading the way as the local government body.

Expand Development of Canoeing Opportunities in Wells Gray Park

Canoeing is a unique and underutilized opportunity that we have available in Wells Gray Park. Tourism Wells Gray has received funding thru the UBCM Community Tourism Phase 2 program to be applied to the development of a canoeing regatta for the shoulder of the 2009 tourism season. This event will be family oriented, provide river and lake opportunities and is looked upon as a unique feature that will draw more people into the community to offer the local businesses more revenue at a time that has traditionally been slow.

Arts & Crafts Market Development and School

The local Farmer's Market at the Interior Whitewater building has expanded to become a popular shopping spot for locals and tourists alike, allowing local artists and crafters to showcase their wares, June thru October. The Community Resource Centre has expanded opportunities for individual artists to pass on their knowledge thru courses directed to all ages (photography, water colour painting, rustic sign painting, sewing, artistic bookmaking, ink & oil rouging, paper tole, wood carving, ceramics, card making , cooking and ball room dancing).

New Festival Development

There has been an increase in the number of festivals put on by both local service groups, private groups and the Wells Gray Country Services Committee. A few of the festivals that have been produced lately are: Star Gazing Festival, Becoming Shiloh (gospel music), Kayak Festival, Fish Derby & Moonlight Ski, Canada Day Celebrations and in 2009, the Canoe Regatta.

Municipal Incorporation

Done, December 2007.

Community Forest Licence

A Community Forest Licence has been obtained and is managed thru the Wells Gray Community Forest Corporation. Revenue generated thru this licence is distributed to worthy causes by the North Thompson Community Foundation.

Canfor and other Sawmill Waste for Pellet Production

This was pursued by MJ Cousins. A pellet production facility is not a viable option at this time as the current demand for Canfor pulp is taken up by the Kamloops facility. Talks as recently as this spring have confirmed that there is not enough pulp available to provide for the demands of a production facility that would be economically viable.

Community Development Corporation

The objectives and strategies within the report point to this as being best served under the umbrella of the incorporated body. This allows that body to be the legal entity that signs the legal documents and implements the activities. Salmon Arm has a good example of a flourishing Community Development Corporation (CDC), as pointed out to Leslie Groulx (Corporate Administrator of the District of Clearwater) by Victor Cuming. The move to a CDC would involve the absorption of many local organizations and activities that have currently been managed by groups or societies in the absence of a local incorporated body. The move to a CDC would be lead by the District of Clearwater, with input from local stakeholders, including the Thompson Nicola Regional District.

Clearwater Community Centre Plan & Focused Zoning

The Official Community Plan is being updated in the near future. With the incorporation, this has become the responsibility of the District of Clearwater, with the involvement of the TNRD Planning Services and local stakeholder.

Copies of the original North Thompson Economic Development Strategic Plan are available from the Services Coordinator if you would like more detailed information. This document is due to expire in 2010, so planning for the update as already begun. The Wells Gray Country Services Coordinator and the District of Clearwater Corporate Administrator will arrange a meeting in early 2009 with Community Futures to discuss the process and inquire as to whether Community Futures wants to be the lead on the update. Funding for the 2005 – 2010 Plan was provided thru multiple funding partners and funding for the update must be secured.