



		<p>application was submitted to DestinationBC review on January 25, 2023 and has been approved.</p> <p><b>Customer Service Training</b> – staff has reached out to providers for availability and pricing for Foodsafe &amp; Foundations of Service Quality instruction.</p> <p><b>Action:</b> Staff will contact high school to request that the school support hosting of the programs and provide a teacher facilitator so that the courses can be conducted online. Also, will inquire as to opening up the programs to non-high school participants.</p> <p><b>Visit McBride Social Media Campaign:</b> Wyatt Taphorn, on behalf of the McBride Visitor Centre, presented project timeline, deliverables and budget. Dannielle Alan clarified some points. Use social media to promote upcoming events.</p> <p><b>Photography:</b> discussion about securing event photos from the public – soliciting photos through social media. Likely, we can utilize photos from other organization such as Back Country Horsemen of BC.</p> <p><b>Action:</b> Staff will share Village photo bank with Committee at next meeting.</p> <p><b>Action:</b> Committee thoughts for scope of work for visitmcbride.ca website upgrade.</p>
	(2)	<p><b>Committee Appointments</b></p> <p>One vacant position for the Accommodation Sector.</p> <p>Staff reached out to 5 AirBnB operators within the municipality and had no takers for the vacant position.</p> <p>Bell Mountain Motel is interested in sitting on the Committee but is unavailable until April.</p> <p><b>Action:</b> Hold vacant position for Bell Mountain Motel.</p> <p><b>Accommodation Sector outside of McBride:</b> Committee discussed how accommodation providers outside of the municipality could participate in MRDT collection and spending. Staff explained that the government will not collect MRDT from accommodation providers outside of the municipality unless it is for the entire Regional District. Staff has heard of accommodation providers outside of an MRDT envelope voluntarily collecting and remitting of 2% tax to the body overseeing the MRDT. Discussed merits of asking for voluntary participation in collecting, seeing as these outside accommodation providers will benefit from efforts of the Tourism Committee and MRTD spending.</p>

030213.23MTC			<p><b>Philpott/MacDonald</b>  <i>RESOLVED THAT Council support a Committee initiative to approach accommodation providers outside the municipality, in the McBride area, asking if they would consider voluntarily collecting and remitting 2% of short term stays to the Village of McBride for dedicated Tourism marketing and promotion programs that align with the Municipal and Regional District Tax one-year tactical plan and five-year strategic plan.</i></p> <p style="text-align: right;"><b>CARRIED</b></p>
040213.23MTC		(3)	<p><b>Election of Chair, Term Appointments and determining meeting dates/times</b></p> <p><b>1. Election of Chair</b></p> <p><b>Philpott/MacDonald</b>          RESOLVED THAT Allan Frederick be appointed Committee Chair for a period of one year.</p> <p style="text-align: right;"><b>CARRIED</b></p> <p><b>2. Term Appointments</b></p> <p><b>Frederick/Frear</b>          RESOLVED THAT Eileen MacDonald, Alan Frederick, Gina Gallacher and Vacant be appointed for a one-year term;</p> <p>AND THAT Visitor Centre (Dannielle Alan or Wyatt Taphorn), Jill or Stewart Philpott, and Councillor Frear be appointed for a two-year term</p> <p style="text-align: right;"><b>CARRIED</b></p> <p><b>3. Regular Meeting dates/times</b> – tabled.</p> <p>Next three meetings: March 20, April 17 and May 8, 2023.</p> <p><b>4. Grants Update</b></p> <p><b>1. Rural Economic Diversification and Infrastructure Program – Economic Capacity Stream</b> – Activate Tourism McBride project</p> <p>The Village has submitted an application for \$100,000 (over 2 years) to fund the Activate Tourism McBride Project. The project will see the Village engage the services of a tourism consultant to assume the tourism portfolio and support tourism sector growth in and around McBride.</p> <p>Submitted January 3, 2023. Awaiting funder decision.</p>
	7.		<b><u>Correspondence</u></b>
			None.
	8.		<b><u>New Business</u></b>

(1)		<p><b><u>Relevant grant funded projects ongoing</u></b></p> <p>1. <b>Revitalize Bill Clark Memorial Park and Ball Diamond Project</b> – Canada Community Revitalization Funding (CCRF) program through Pacific Economic Development Canada</p> <p>75% funding towards the following project components:</p> <ul style="list-style-type: none"> <li>• Project management/engineering/inspection</li> <li>• Drainage improvements</li> <li>• New spectator stands</li> <li>• New dugouts</li> <li>• New perimeter fencing</li> <li>• New sidewalk along 2<sup>nd</sup> Avenue</li> <li>• Installation of accessible picnic tables as well as planters and garbage bins</li> <li>• New signage, scoreboard and scorekeeping booth</li> </ul> <p>Add on – Wood beam gate at the corner of Main Street and 2<sup>nd</sup> Avenue.</p> <p>Project is scheduled to be completed prior to Pioneer Days in early June 2023.</p> <p>2. <b>McBride Main Street Lighting Replacement Project</b> – Main Street Capital Program through Northern Development Initiative Trust</p> <p>70% funding to replace 30 streetlights along Main Street. Project extended to summer 2023.</p>
(2)		<p><b><u>Relevant grant applications awaiting funder decision</u></b></p> <p>In addition to the Activate Tourism McBride application noted in 6.4.1 above, the Village has a number of grant applications, relevant to tourism.</p> <p>1. <b>Beautify McBride!</b> – BC Hydro Community Re-Greening Program</p> <p>Application submitted January 24, 2023 for a project to plant trees in McBride’s municipal parks and cemetery.</p> <p>Awaiting funder decision.</p> <p>2. <b>Elevate McBride’s Historic Train Station Project</b> – Destination Development Fund</p> <p>Village staff submitted an expression of interest on December 7, 2022 for a project valued at \$450,000 (100% funded) for improvements at the train station both inside and out, focused on increasing accessibility.</p>

		<p><i>February 13, 2023 – Village notified that this application was unsuccessful due to oversubscription of the program.</i></p> <p><b>3. Village of McBride Integrated Community Sustainability and Implementation Plans Project</b> – Canada Community Building Fund (Capacity Stream) through the Union of BC Municipalities (100% funding)</p> <p>In June 2022, the Village submitted an application for the development of a new and modernized Official Community Plan Bylaw and Zoning Bylaw.</p> <p>Awaiting funder decision.</p> <p><b>4. Village of McBride Drinking Water Filtration System Project</b> – Canada Community Building Fund (Capital Stream) through the Union of BC Municipalities (100% funding)</p> <p>This \$2.6M project would see the installation of a water filtration system at the Village’s drinking water treatment facility with the goal to eliminate boil water notices, which greatly negatively impact local businesses.</p> <p>Awaiting Funder decision.</p> <p><b>Mosquitos</b> – Committee member brought up the damage to tourism of mosquitos in McBride and asked if there was any consideration for mosquito control. Concerns about impacts on other wildlife discussed.</p> <p><b>Action:</b> Staff will look into mosquito control options and bring this information back to the committee for discussion.</p>
	(3)	<p><b><u>BC Tourism and Hospitality Conference 2023</u></b></p> <p>The Tourism Industry Association of BC and the BC Hotel Association is hosting the third-annual BC Tourism &amp; Hospitality Conference in Prince George at the Prince George Civic Centre, March 1-3, 2023. The theme for 2023 is “All Systems Go” and speakers include representatives from DestinationBC and Canada; the Tourism Industry Associations of BC and Canada; the BC Hotel Association; Lheidli T’enneh; Prince George Mayor Simon Yu and tourism businesses such as Three Sister, Desolation Sound Holdings, Moccasin Trails, Conscious Travel, Greatness Magnified and others.</p> <p>The Village is sending Economic Development Officer, Karen Dubé.</p> <p>More information about the conference can be found at:  <a href="https://www.bctourismandhospitalityconference.com/?fbclid=IwAR3q6xQkmo5LoJMH9JdoVLogV9K6iLDHiUAdb_7Gm-juwPEgi1f3emdbbM0">https://www.bctourismandhospitalityconference.com/?fbclid=IwAR3q6xQkmo5LoJMH9JdoVLogV9K6iLDHiUAdb_7Gm-juwPEgi1f3emdbbM0</a></p>

			<b>Action:</b> Karen will bring local promotional brochures to the event. Committee members invited to suggest topics for discussion. Karen will look to making connections for future presentation to the Committee.
	9.		<b><u>Date of Next Meeting</u></b>
			Monday, March 20, 2023 – 3pm in Village Chamber and Zoom  <b>Next meeting topics</b> <ol style="list-style-type: none"> <li>1. Photography – identify gaps</li> <li>2. VisitMcBride.ca – develop scope of work for Request for Proposals. Bring suggestions of tourism websites to the next meeting.</li> <li>3. Brochures – new, reprints of existing, solar system walk?</li> </ol>
	10.		<b><u>Council Recommendations</u></b>
			<b>030213.23MTC</b> <b>Philpott/MacDonald</b> <i>RESOLVED THAT Council support a Committee initiative to approach accommodation providers outside the municipality, in the McBride area, asking if they would consider voluntarily collecting and remitting 2% of short terms stays to the Village of McBride for dedicated Tourism marketing and promotion programs that align with the Municipal and Regional District Tax one-year tactical plan and five-year strategic plan.</i> <b>CARRIED</b>
	11.		<b><u>In-Camera</u></b>
			None.
	12.		<b><u>Motion to Adjourn</u></b>
060213.23MTC			<b>Frear</b> <i>Motion to Adjourn at 4:03pm</i>