



MINUTES

McBride Tourism Committee Meeting 3:00pm, April 17 2023

Council Chambers/Zoom
McBride BC
Ph: 250-569-2229
www.mcbride.ca

	Present:	Glen Frear, Councillor Wyatt Taphorn Allan Frederick Gina Gallacher	Jill Philpott Eileen MacDonald Georgina Kirby
	Regrets:	Dannielle Alan	
	Staff:	Karen Dube	Mikala Rollinson
	Delegation:	April Moi, Clint Fraser	
	Public/Press:		

<u>Resolution #</u>		
	1.	<u>Call to Order</u>
		McBride Tourism Committee meeting of Monday, April 17, 2023 was called to order at 2:58 pm.
	2.	<u>Introduction of Late Items</u>
		None.
	3.	<u>Approval of Agenda</u>
010417.23MTC		Frear/Philpott <i>RESOLVED THAT the McBride Tourism Committee Meeting Agenda for Monday April 17, 2023 be approved as presented.</i> <p style="text-align: right;">CARRIED</p>
	4.	<u>Reading and Adoption of the Minutes</u>
020417.23MTC		Frear/Philpott <i>RESOLVED THAT the minutes of the McBride Tourism Committee meeting of Monday, March 27, 2023 be approved as presented.</i> <p style="text-align: right;">CARRIED</p>
	5.	<u>Delegations</u>
		Northern BC Tourism – Clint Fraser, Chief Executive Officer and April Moi, Destination Development Specialist <ul style="list-style-type: none"> - Provided an overview of what they do and how we may be able to collaborate with them in the future. - Committee to reach out to Northern BC Tourism when there is more of a need for specific assistance. Will get in contact as help is needed.

	6.		Unfinished Business
		(1)	<p>MRDT 1-Year Strategic Plan Update</p> <p>1. Customer Service Training – Village staff met with two interested teachers on Thursday, April 13 to plan the program delivery. Committee made aware that this may be more expensive than originally budgeted (budgeted for \$4,000, could potentially cost \$9,146). Committee agreed to up to 25 people as opposed to 40, first reaching out to high school students, if not enough people sign up, then bring out to the public. Will be first come first serve as far as who is “selected” to complete the programs. Registration will be done through the Village as this is a Village run program, not the school’s responsibility. Interested students to call the Village Office to join a registration list. Will have the courses run after school in attempt to keep some costs down (avoid an \$800 weekend custodial fee). Committee agrees to 25 students per course with the option to increase if demand is high.</p> <p>Next Steps: Villages staff and teachers to book dates for the programs, advertise the program, and coordinate student registration. Karen will contact Committee if demand for courses exceed 25 students each. Once high school students have had the opportunity to register, will open up the courses to local business owners and the general public.</p> <p>2. Social Media Campaign: Wyatt Taphorn, on behalf of the McBride Visitor Centre, informed the Committee that he has been working on updating Trip Advisor’s website to fill in the gaps that he presented in the last meeting.</p> <p>Action: As we head into Spring, Taphorn will start posting more on social media to promote McBride. He will also start working on a tracker that will be presented at an upcoming Tourism meeting. Taphorn will provide a copy of the campaign tracking spreadsheet for the next Committee meeting.</p> <p>3. Photography: no update.</p> <p>Next Steps: Will need to commission more action/people/in town photos for website. Village staff will reach out to local service groups for images. Will also look into Destination BC content hub online to see what content they have that we can potentially access/use.</p> <p>4. Brochures:</p> <p>Ozalenka will provide a quote for brochures at a future meeting.</p> <p>Yellowhead Ski Club provided a quote for logo design and development of parking signage with new logo – up to \$800.</p>

030417.23MTC		<p>Frear/Philpott <i>RESOLVED THAT</i> the Committee support covering costs of 3,000 brochures each for the Robson Valley Mountain Biking Association and McBride Solar System Walk - for a total of \$2,873 + taxes and shipping and the Yellowhead Ski Club logo and parking sign development at a cost of \$800.</p> <p style="text-align: right;">CARRIED</p> <p>5. Tradeshow: Staff has reached out the McBride's Big Country Snowmobile Association. Waiting to hear back.</p> <p>6. Visitmcbride.ca revamp project:</p> <p>NDIT has opened another intake for the Marketing Initiatives program with a deadline of May 12, 2023. The program funds 50% of eligible project costs up to a maximum of \$20,000.</p> <p>Council has approved staff preparation of a grant application for a new visitmcbride.ca website project and staff has reached out to a number of web developers for quotes.</p> <p>The Committee has earmarked \$10,000 for visitmcbride.ca website upgrades. If quotes come in higher than \$20,000, staff will recommend to Council that the Village submit an application for 50% of the full amount of the highest quote. The Committee is in a position to cover the balance of the cost (above the \$10k already budgeted) through MRDT reserves. A 20% contingency to be added.</p> <p>Next Steps: Village staff will secure quotes and submit an application to NDIT. Should the Village be successful in its application to NDIT, next steps will involve development of a formal Request for Proposals document in collaboration with the committee. This RFP will go out to tender as per the Village of McBride's Purchasing Policy.</p>
	(2)	<p>Committee Appointments</p> <p>Council supported the Committee's recommendation to appoint Georgina Kirby to the McBride Tourism Committee representing the Accommodation Sector.</p>
	(3)	<p>Accommodation Sector outside of McBride voluntarily submitting 2%:</p> <p>Staff wrote draft letter to outside accommodators for Committee revision. Suggested for some Committee members to add their contact information (phone numbers and emails) to the letter. May hold more weight if the Committee members are more reachable rather than just telling people to call the Village Office.</p>

	(4)	<p>Grants projects ongoing:</p> <ol style="list-style-type: none"> 1. Canada Community Revitalization Funding (CCRF) program through Pacific Economic Development Canada Revitalize - Bill Clark Memorial Park and Ball Diamond Project. <p>Will be completed prior to Pioneer Days.</p> <ol style="list-style-type: none"> 2. Main Street Capital Program through Northern Development Initiative Trust - McBride Main Street Lighting Replacement Project <p>Light posts and accessories have arrived in McBride. Installation will begin as soon as possible with the goal to complete before Pioneer Days (need frost to end before they can be installed).</p>
	(5)	<p>Grants applications awaiting funder decision:</p> <ol style="list-style-type: none"> 1. Activate Tourism McBride – Rural Economic Diversification and Infrastructure Program <p>The Village has submitted an application for \$100,000 (over 2 years) to fund the Activate Tourism McBride Project. This 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>Approved! The province announced REDIP grant approvals on Tuesday, April 11.</p> <p>Next Steps: in conjunction with the Committee, Village staff will develop a Request for Proposals for tender as soon as possible.</p> <ol style="list-style-type: none"> 2. Beautify McBride! – BC Hydro Community Re-Greening Program <p>Application submitted January 24, 2023 for a project to plant trees in McBride’s municipal parks and cemetery.</p> <p>Approved for up to \$7,500 towards tree planting in McBride.</p> <p>Next Steps: Staff will bring news to the Beautification Committee, then in a future Tourism meeting have further discussion on an exact plan.</p> <ol style="list-style-type: none"> 3. Village of McBride Integrated Community Sustainability and Implementation Plans Project – Canada Community Building Fund (Capacity Stream) through the Union of BC Municipalities (100% funding). <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>The Village was <u>unsuccessful</u> with this application. Staff will look for other funding opportunities.</p> <p>4. Village of McBride Drinking Water Filtration System Project – 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. Construction to start in 2024.</p>
		(6)	<p><u>Mosquito Control</u></p> <p>Committee went over research done by staff. Most interested in larvicide. Was brought up by a few members that mosquito control could be controversial, and think there will be some citizens who are against it. Topic needs to go to Council before any further work done by Village staff. See resolution below.</p> <p>Next Steps: Bring to Council, if approved, staff to reach out to companies who may have information/do mosquito control work</p>
	7.		<u>Correspondence</u>
			None.
	8.		<u>New Business</u>
			None.
	9.		<u>Date of Next Meeting</u>
			Monday, June 5, 2023 – 3pm in Village Chamber and Zoom
	10.		<u>Council Recommendations</u>
040417.23MTC			<p>Frederick/Philpott <i>RESOVLED THAT</i> the Committee wishes to proceed with further investigation with mosquito control assessment and to have it be added to the 2023 budget.</p> <p style="text-align: right;">CARRIED</p>
	11.		<u>In-Camera</u>
			None.
	12.		<u>Motion to Adjourn</u>
050417.23MTC			<p>Frear <i>Motion to Adjourn at 4:43 pm</i></p>