



MINUTES

McBride Tourism Committee Meeting 3:00pm, June 5, 2023

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

	Present:	Glen Frear, Councillor Dannielle Alan Allan Frederick	Jill Philpott Eileen MacDonald
	Staff:	Sandy Salt Karen Dube	Mikala Rollinson
	Delegation:	None.	
	Public/Press:	None.	

<u>Resolution #</u>		
	1.	<u>Call to Order</u>
		The McBride Tourism Committee meeting of Monday, June 5, 2023, was called to order at 3:06 p.m.
	2.	<u>Introduction of Late Items</u>
		None.
	3.	<u>Approval of Agenda</u>
010605.23MTC		Alan/Frear <i>Resolved that the McBride Tourism Committee Meeting Agenda for Monday June 5, 2023 be approved as presented.</i> <p style="text-align: right;">CARRIED</p>
	4.	<u>Reading and Adoption of the Minutes</u>
020605.23MTC		Frear/MacDonald <i>Resolved that the minutes of the McBride Tourism Committee meeting of Monday, April 17, 2023, be approved as presented.</i> <p style="text-align: right;">CARRIED</p>
	5.	<u>Delegations</u>
		None.
	6.	<u>Unfinished Business</u>
	(1)	MRDT 1-Year Strategic Plan Update 1. Customer Service Training (\$4,000) – Karen FoodSafe1 ran May 16 and 18 with 25 registrants - \$1,975 Foundations of Service Quality ran May 23 and 25 with 2 registrants - \$118

Serving it Right ran May 30 with 7 registrants - \$245

Teacher costs – to be determined

Sub-total: - \$2,338

Considerations for the Future:

- Could look into hiring an instructor who would be able to help more with teaching and going through the courses. The teachers were there to supervise and assist with logging in, but couldn't help much when answering questions about the course itself as they were not trained/expected to do that. Could perhaps find an instructor that is more youth focused?
- Also need to plan better advertising. Have more accurate/detailed course descriptions so people know what they are signing up for (may get more interest in the Foundations of Service Quality if better described for example). Should be advertised in The Little McBride Paper as well as on social media. Will first be brought to high school students, then at a later date, the rest of the public.
- Also consider the time of year; April or May seem to be good months as people may be looking into summer jobs around that time.
- Can also look into other courses that may be available, could offer 4 or 5 courses to potentially sign up for if in the budget.

2. **Social Media Campaign (\$5,000)** –Dannielle informed the Committee that this work is being passed on to other staff as Wyatt is moving.

3. **Photography (\$5,000)** – Karen

Review <https://www.bccontenthub.com/en> for digital content.

4. **Brochures (\$6,000)** – Karen

Robson Valley Mountain Biking Association – Committee approved \$1,398 plus taxes and shipping towards 3,000 brochures/maps. Project on hold temporarily due to Teare Creek wildfire impacts on the trails.

McBride Solar System Walk – Committee approved \$1,475 plus taxes and shipping towards 3,000 brochures. Project will start after Pioneer Days.

Yellowhead Ski Club logo/sign design and development – Committee approved \$800 towards this project. Purchase Order forwarded to ski club.

Ozalenka Alpine Club – awaiting quote.

		<p>5. Tradeshows (\$2,000) – Karen</p> <p>Dave McLeod, President of the McBride Big Country Snowmobile Association, notes that the club plans to send four members to the 2023 Alberta PowerSports Show in Edmonton in October. The estimated budget for show attendance is \$3,950.</p> <ul style="list-style-type: none"> • Committee sees an overall value to being represented at tradeshows as when done properly, it can introduce new people to McBride and what our town has to offer. • In agreement that if the Committee decides to financially support people attending tradeshows, they would like some of the money being used to purchase new materials, such as brochure racks. • Would like the role of going to tradeshows to represent McBride to be done by a Tourism Coordinator in the future. <p>Next Step: Staff to invite Dave McLeod to next meeting so there can be a discussion about what the expectations are and what he would be willing to provide for tourism in McBride in return for financial support.</p> <p>6. Visitmcbride.ca revamp project (\$10,000) – Karen</p> <p>Village staff secured quotes from web design consultants in order to develop a budget for a grant application for the project. Mayor and Council supported the Tourism Committee’s recommendation to submit an application to NDIT’s Marketing Initiatives Program for upgrades to the visitmcbride.ca website with a budget of \$40,000. Village staff submitted the application on May 11, 2023 for \$20,000 towards the Optimize visitmcbride.ca Website Project.</p> <p>If the application is successful, the Committee will be asked to review the project’s scope of work and support the development of a tender/RFP package. Should the Village’s portion of the project budget exceed the already earmarked \$10,000 (from 2023 MRDT funds), the Committee will be asked to support making up the difference from 2021/22 MRDT reserve funds.</p> <p>Next Step: Staff should hear back within the next month. If approved, will send out a tender package.</p>
	(2)	<p>Committee Appointments</p> <p>McBride Chamber of Commerce representative Gina Gallacher stepped down from her position in late April sighting her busy schedule and other volunteer commitments.</p> <p>There is now a vacancy on the Committee for a representative from the Chamber of Commerce.</p>

		<p>Staff has not reached out to anyone yet at this time.</p> <p>Next Steps: Staff and Committee to reach out to people they believe may be interested and who could be a good fit. Dannielle to reach out to Lori Hurry from TGP as she believes she would make a good candidate.</p>
	(3)	<p>Accommodation Sector outside of McBride voluntarily submitting 2%</p> <p>Letters to accommodation providers outside the municipality but in the McBride area were mailed out the week of May 29. Should have updates for next meeting.</p>
	(4)	<p>Grants projects ongoing - Karen</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 style="margin-left: 40px;">Will be completed prior to Pioneer Days with a grand opening to be planned for July.</p> 2. Main Street Capital Program through Northern Development Initiative Trust – McBride Main Street Lighting Replacement Project <p style="margin-left: 40px;">Installation nearing completion. Three remaining poles to be installed after Pioneer Days.</p> 3. Rural Economic Diversification and Infrastructure Program – Activate Tourism McBride <p style="margin-left: 40px;">Request for Proposals closed Monday, May 29, 2023 at 4pm. Six proposals received.</p> 4. BC Hydro Community ReGreening Program – Beautify McBride! <p style="margin-left: 40px;">20 trees (10 flowering crabapple and 10 maples) planted on Village property throughout town and at Gaglardi Park.</p> 5. Canada Community Building Fund (Capital Stream) – Village of McBride Drinking Water Filtration System Project <p style="margin-left: 40px;">Successful – \$2.6 million! Project underway with further water testing to support design phase. Construction to commence in 2024.</p> 6. BC Air Access – McBride Charlie Leak Field Runway and Airside Rehabilitation Project

			<p>Successful - \$279,000 grant towards a project valued at \$310,771.</p> <p>Scope of work includes:</p> <ul style="list-style-type: none"> • Crack filling of asphalt surfaces of runway, taxiways and apron • Replace damaged taxiway culvert and asphalt repair the taxiway surface • Application of one coat of asphalt emulsion sealer to all asphalt surfaces • Re-institute pavement markings <p>7. Northern Development Initiative Trust – Optimize visitmcbride.ca Website Project</p> <p>Village staff submitted the application on May 11, 2023 for \$20,000 towards the Optimize visitmcbride.ca Website Project. Awaiting funder decision.</p>
		(5)	<p><u>Mosquito Control</u> – Karen</p> <p>Report to Council – scheduled for June 13, 2023 Regular Council Meeting.</p>
	7.		<u>Correspondence</u>
			None.
	8.		<u>New Business</u>
			It was brought up that Ozalenka Alpine Club has received an award for their volunteerism, was asked if the Committee can do something to acknowledge their win/work.
	9.		<u>Date of Next Meeting</u>
			Monday, July 10, 2023 – 3pm in Village Chambers and Zoom.
	10.		<u>Council Recommendations</u>
	11.		<u>In-Camera</u>
030605.23MTC		(a)	<p>Frear/Philpott</p> <p><i>Resolved that the McBride Tourism Committee proceed to an In-Camera Committee Meeting for consideration of matters of the Community Charter related to:</i></p> <p>90 (1):</p> <p><i>(a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality</i></p>
040605.23MTC		(b)	Frear/MacDonald

		<p><i>Resolved that the McBride Tourism Committee meeting be recessed at 3:55 pm to conduct the In-Camera Committee meeting.</i></p> <p>The Committee Meeting was reconvened at 4:27 pm.</p>
	12.	Motion to Adjourn
050605.23MTC		<p>Frear Resolved that the McBride Tourism Committee meeting of June 5, 2023, be adjourned at 4:27pm.</p>