



MINUTES

McBride Tourism Committee Meeting

2:00 PM - Monday, August 21, 2023

Hybrid - Council Chambers & Zoom

100 Robson Centre, McBride BC

Ph: 250-569-2229 www.mcbride.ca

Present: Councillor Glen Frear, Dannielle Alan, Allan Frederick, Lori Hurry, Jill Philpott, Eileen MacDonald

Regrets:

Staff: Sandy Salt, Karen Dube, Mikala Rollinson

Public/

Press: 0 Public

0 Press

1. CALL TO ORDER

The McBride Tourism Committee meeting of August 21, 2023 was called to order at 2:00 p.m.

2. INTRODUCTION OF LATE ITEMS, IF ANY

1. Economic and Community Development Forum
2. Sustainable access to recreational trails in Robson Valley

3. APPROVAL OF AGENDA

Frear/MacDonald

010821.23MTC

Resolved that the Agenda for the McBride Tourism Committee meeting of August 21, 2023, be approved as amended.

CARRIED

4. READING AND ADOPTION OF THE MINUTES

4.a. **Frear/MacDonald**

020821.23MTC

Recommendation: THAT the Minutes from the McBride Tourism Committee Meeting of June 5, 2023, be approved as presented.

CARRIED

5. DELEGATIONS

McBride Big Country Snowmobile Association - Dave McLeod,
President

6. UNFINISHED BUSINESS

6.a. MRDT 1-Year Strategic Plan Update

1. Customer Service Training (\$4,000) - Karen

Teacher costs for delivery of the FoodSafe1 (\$250), Serving it Right (\$125), and Foundations of Service Quality (\$250) = \$625 plus both teachers registered for Serving it Right on the day of the course (\$70). **Total teacher costs - \$695**

Spent to date: \$3,033

2. Social Media Campaign (\$5,000) - Dannielle

Discussion to be saved for next meeting.

3. Photography (\$5,000) - Karen

Considerations for photography and video will be included as part of the Optimize visitmcbride.ca Website Project. Once the website consultant is secured, the Committee can discuss with them if the budget might be supplemented with the MRDT budget for photography.

4. Brochure (\$6,000) - Karen

- **Robson Valley Mountain Biking Association** - Committee approved \$1,398 plus taxes and shipping. Project on hold until September.
- **McBride Solar System Walk** - Committee approved \$1,475 plus taxes and shipping. Project underway.
- **Yellowhead Ski Club logo/sign design and development** - Committee approved \$800. Project underway.
- **Ozalenka Alpine Club** - awaiting quote.

5. Tradeshow (\$2,000) - Karen

Dave McLeod, President of the McBride Big Country Snowmobile Association, is invited to today's meeting to discuss the Association's request for financial support for travel to the 2023 Alberta PowerSports Show in Edmonton in October.

030821.23MTC

Philpott/Frear

Resolved that McBride Tourism Committee will give financial support of up to \$2,000 for travel to the 2023 Alberta PowerSports Show in Edmonton in October.

CARRIED

6. Visitmcbride.ca website revamp project (\$10,000) - Karen

The Village of McBride's application to Northern Development Initiative Trust's Marketing Initiatives Program for up to \$20,000 towards the Optimize visitmcbride.ca Website Project was approved! The Village tendered the project on July 4, 2023 with a submission deadline of Monday, July 31, 2023. Proposals that met the mandatory criteria for submission have been forwarded to Committee members and two Village staff for review and scoring.

6.b. McBride Tourism Committee Appointment (for the Committee's Information)

Council, at their June 27, 2023 Regular Meeting, appointed Lori Hurry to the Committee representing the McBride and District Chamber of Commerce. Either or both Lori or Bobby Hurry can attend Committee meetings with one vote between them.

Welcome to the Hurry's!

6.c. Accommodation Sector outside of McBride voluntarily submitting 2% (for the Committee's Information)

Have not heard back from any of the accommodation providers that were sent letters.

6.d. Grant Projects Ongoing (for the Committee's Information)

1. Canada Community Revitalization Funding (CCRF), through Pacific Economic Development Canada for the **Revitalize Bill**

Clark Memorial Park and Ball Diamond Project. Project completed.

2. Main Street Capital Program through Northern Development Initiative Trust for the **McBride Main Street Lighting Replacement Project** - substantially completed.

3. Rural Economic Diversification and Infrastructure Program - **Activate Tourism McBride! Project.** Underway - workshop today at 3pm with Rynic.

During the June 27, 2023 Regular Meeting, Council resolved the following:

13. BROUGHT OUT OF IN-CAMERA

a) **170627.23**

Frear/Caputo

Resolved: THAT Council approves to bring out of In-Camera from the June 13, 2023 In-Camera Meeting that Council Directs staff to enter into a contract with Rynic in the amount of \$92,000 (exclusive of taxes) as the successful proponent for the Activate Tourism McBride Project.

CARRIED

4. BC Hydro Community ReGreening Program - **Beautify McBride!** Tree planting completed.

5. Canada Community Building Fund (Capital Stream) - **Village of McBride Drinking Water Filtration System Project.** Ongoing

6. BC Air Access - **McBride Charlie Leak Field Runway and Airside Rehabilitation Project.** Tender posted July 5, 2023 with a closing date of July 24, 2023. Village entered into contract and work will begin on the project this month.

7. Northern Development Initiative Trust - **Optimize visitmcbride.ca Website Project.** Underway. Tender posted July 4, 2023 with a closing date of July 31, 2023. Committee and Village staff review of the submitted proposals ongoing.

6.e. **Nuisance Mosquito Control** (for the Committee's Information)

Staff presented a report to Council at their June 27, 2023 Regular Meeting regarding the Committee's request that the Village of McBride research nuisance mosquito control. Council directed staff to reach out to a reputable pest control agency to inquire about delivery of a presentation to Council on nuisance mosquito control options for municipalities in BC. This will occur at a future Council meeting.

7. CORRESPONDENCE

8. NEW BUSINESS

8.a. **Economic & Community Development Forum**

Karen informed the Committee that this forum will be happening on Thursday September 14, 2023 at Dunster Community School. Advertising has already gone out, but will continue to promote and encourage people to go.

8.b. **Sustainable access to recreational trails in Robson Valley**

To be added as a regular agenda item going forward for future discussions and updates.

9. NEXT MEETING

Next McBride Tourism Committee Meeting scheduled for Monday, September 25, 2023.

10. RECOMMENDATIONS TO COUNCIL

11. IN CAMERA

11.a. **Frear/Philpott**

040821.23MTC

Resolved that the McBride Tourism Committee proceed to an In-Camera Committee Meeting for consideration of the Community Charter related to:

90 (1):

(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.

CARRIED

11.b. **Frear/Frederick**
050821.23MTC *Resolved that the McBride Tourism Committee meeting be recessed at 2:44 p.m. to conduct the In-Camera Committee meeting.*

CARRIED

11.c. The Committee Meeting was reconvened at 2:57 p.m..

12. ADJOURNMENT

12.a. **Frear/MacDonald**
060821.23MTC *Resolved that the McBride Tourism Committee meeting for August 21, 2023, be adjourned at 2:56 p.m.*

CARRIED