



1
**REGIONAL DISTRICT OF BULKLEY-NECHAKO
SUPPLEMENTARY AGENDA**

Thursday, January 26, 2017

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9-12	Cheryl Anderson, Manager of Administrative Services – Smithers Farmers' Institute - Request for Grant in Aid – Electoral Area "A" (Smithers Rural)	Recommendation (Page 9)
	<u>DEVELOPMENT SERVICES</u> <i>(All Directors)</i>	
13-21	Request for Letter of Support – District of Fort St. James – Electoral Area "C"	Recommendation (Page 14)
	<u>NEW BUSINESS</u>	
	<u>ADJOURNMENT</u>	



a

Regional District of Bulkley-Nechako
January 26, 2017
SUPPLEMENTARY Board of Directors Memo

To: Chair Miller and the Board of Directors
From: Corrine Swenson, Manager of Regional Economic Development
Date: January 23, 2016
Regarding: **Regional Tradeshow Partnership 2017**

The RDBN has participated in the *Travel Northern BC* partnership to share a four-booth space at the Vancouver Outdoor Adventure Show, for the last five years. For two years before that, the RDBN rented one booth individually.

Travel Northern BC is an informal group including, Tourism Smithers, Tourism Kitimat, Kermoder Tourism (Terrace), Tourism Prince George, Tourism Prince Rupert and Regional District of Kitimat–Stikine. The group promotes tourism opportunities from Prince George to Prince Rupert as a region, not as individual communities.

For more information on the tradeshow please see the attached report from the 2016 partnership. Highlights from the 2016 Outdoor Adventure Show included:

- 19,300 visitors to the show (increase of 2,500 visitors over 2015)
- The space occupied comprises four typical booth spaces and is strategically located for maximum attendance.
- Cedar walls surrounded the booth and displayed photos of outdoor activities that can be experienced in the north.
- Information requests (in order of most – least requested) included mountain biking, wildlife, salmon, fishing, camping, historic sites, and backcountry skiing.
- 350 bags of information and 100 Regional Tourism Guides were distributed.
- Collaboration between the northern partners ensured northern BC and tourism activities are marketed well, all communities are highlighted, and there is an adequate number of people staffing the booth.

Some of the benefits of participating in the *Travel Northern BC* Partnership include:

- Reduced costs as booth and supply costs are shared equally.
- Enhanced presence within the tradeshow area, four 10'x10' booths instead of one - 10'x10' booth. The larger area attracts a higher number of show attendees than the single RDBN booth. The booth display includes a log cabin with windows looking out to activity scenes with the intent of attracting people to the booth with a unique feature.
- Four booth attendants are available at all times to answer questions and promote the region.

Expense	2016 Budget	2016 Actuals	2017 Budget
Booth Rental and Supplies	1,700	1,168	1,700
Attendee to staff the booth	1,750	1,550	1,750
Total Expenses	\$ 3,450	\$ 2,718	\$ 3,450

The budget for 2017 is \$3,450. This amount is included in the 2017 Regional Economic Development Department draft budget. The costs for 2016 were less than budgeted due to grant funding from Northern BC Tourism (no longer available) and supplies that did not need to be replenished but will need to be purchased in 2017.

The last three years, the RDBN has sponsored the Burns Lake Visitor Information Center (VIC) Manager to represent the region. The opportunity is presented to all VIC's in the region each year, however only Burns Lake has responded. This year, Staff are recommending the Regional Economic Development Assistant attend on behalf of the RDBN. Travel expenses and overtime hours to send Staff are included in the \$1,750 budget, so there would not be a budget implication to sending staff. Sending RDBN Staff this year will allow for Staff's feedback and the collection of more data to help the RDBN confirm the effectiveness of the tradeshow partnership.

Does the Board of Directors wish to continue this partnership in 2017?

RECOMMENDATION:	(All/Directors/Majority)
That the RDBN Board of Directors supports the <i>Travel Northern BC</i> partnership and attends the 2017 Vancouver Outdoor Adventure Show.	

Summary of the Vancouver Outdoor Show



Prepared for the Regional District
of Bulkley Nechako

Susan Schienbein
General Manager,

Burns Lake & District Chamber
of Commerce & Visitor Centre

March 2016

The Burns Lake & District Chamber of Commerce was selected by the Regional District of Bulkley Nechako to attend the Vancouver Outdoor Show as part of a cooperative marketing initiative for the second year in a row. We were again very pleased to have the opportunity to share our knowledge of this diverse area. The initiative is a partnership between Tourism Prince George, the Regional District of Bulkley Nechako, Tourism Smithers, Tourism Terrace, Tourism Kitimat, and Tourism Prince Rupert.

The Vancouver Outdoor Show is billed as B.C.'s largest showcase of outdoor gear and adventure travel experiences with a tagline of: *See it! Do it! Live it!* There were over 250 exhibitors at the show and as was the case with Travel Northern BC, many exhibitors utilize several spaces.



The space occupied comprises 4 typical booth spaces and is strategically located close to the Whitewater Demo Pool and the Adventure Theatre. As in previous years, the group arranges for a cedar wall to be built on three sides which forms the bulk of the display. The exterior walls of the display house photos of outdoor activities in several of the communities and this year we extended the size of the Highway 16 Map by placing it on the backside of the booth. The first thing visitors noticed when they entered the hall was the

smell of our booth. We had many, many visitors to the

booth who said they were drawn directly to the booth because of the smell. This is obviously a great tactic and one observation we made this year is that more and more exhibitors are using natural products (wood) for their booths. It appears Travel Northern BC has started a trend.

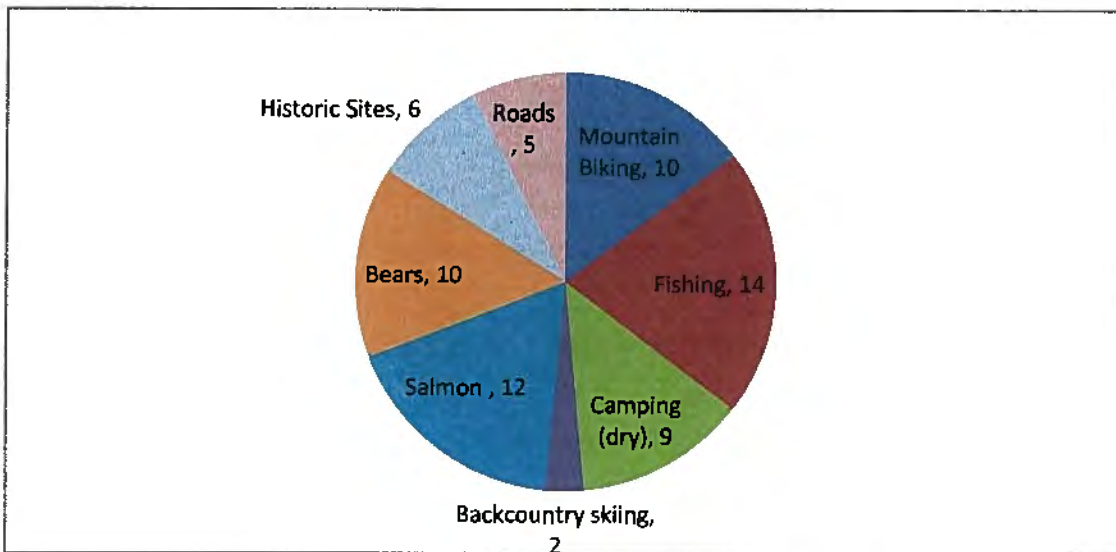
The interior of the space housed one video monitor, a coffee table, and one leather love seat and chair. The love seat and chair were very popular with our visitors who felt quite comfortable sitting, watching the video monitor and chatting with our team. Three free standing brochures held our print collateral and SWAG. As was the case this year, our bags were pre-stuffed with the 2016 Northern BC Visitor Guide and then other publications were added to the bags depending on the particular areas enquired about.





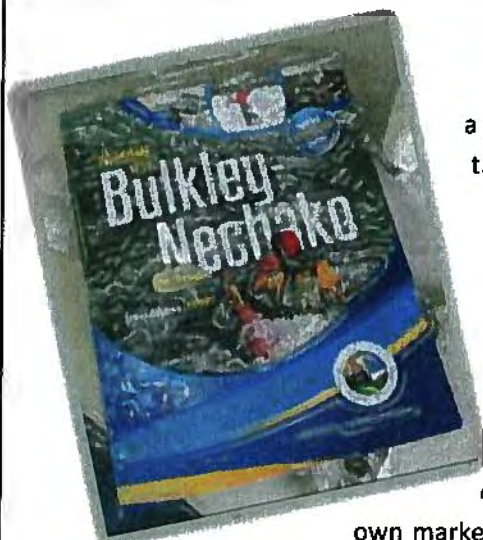
Attendance numbers were up over 2015. This was a bit surprising given that the show this year did not include the Vancouver Bike Show (held the weekend before but still lots of Biking displays and businesses). The weather was lousy during the show and that might explain the increase in attendance – 19,300, up from 16,800 the previous year. .

Scheduling was set up to ensure that only a specified number of staff or volunteers were on site at any given time (4 maximum). We did give out over 350 bags of information and specific to the Regional District, we gave out close to 100 RDBN guides. As was the case last year, I tracked on my phone the information that visitors most wanted to talk about and have provided that information here:



Highlights of the weekend were the number of visitors who were aware of the areas comprised of the Regional District of Bulkley Nechako – people had been to one of the communities, were interested in coming back, had nothing but great things to say. We also heard again, same as last year that everyone wants to head North. For some of them, they are still uncertain of the distance and how this equates to vacation time. This year we had a great map that was on one wall and we spent a lot of time explaining to folks that the drive from Vancouver to Prince George is easily done in one day and then it's time to slow down, stop and visit. As was the case last year, if we had a visitor to the booth who was enquiring about a particular area, we would hand-off to the lead for that area. (Our schedule of staff takes into account the knowledge about a particular area; for example, Gladys Atrill from Tourism Smithers, worked opposite of my shifts as she has





a good understanding of the RDBN and conversely, when she was not there I am fairly knowledgeable about the Smithers area.)

Having only one guide makes it easy to market the whole region without having any "inclination" to favour one area over another. The fold-out activity map was a very useful tool to highlight the Regional District Area with the recreation attributes easily identified. I do believe though, that any communities in the RDBN area that have the capacity should consider a full partner status and consider taking their own marketing material. The team is incredibly professional and there is no trying to convince visitors that one particular area is better than another – it's a great atmosphere with a great team.

Challenges were minimal – as many of the team members were the same from last year this made things come together and take apart very easily. Being on your feet on a concrete floor for hours is difficult but having a team so that you could take a break overcame that challenge easily. This is an obvious strength of this initiative. The most difficult part of the show is the pack down while everyone else is jockeying for parking spaces. It was a TORRENTIAL rain when we took the show down and we were able to find parking a half block away. Every one of the team was absolutely soaking wet by the time we loaded all the goods from the show. This year it was slightly more expensive to attend the event as last year booth participants were offered flights on Hawk Air for taxes only. Paying full fair made the costs considerably more. Also, our set up time was at 11 am on Friday which means an early morning flight on Friday with an overnight stay in PG on Thursday.

The benefits to attending these trade shows are familiarity. The more you get to them, the more people know who you are and what you have to offer. The other benefit by having a team approach is that your colleagues in other communities get a more detailed outlook about your area. As was the case last year, we all learn just a bit more about the entire region. We share our experiences which strengthens our relationships and our understanding of the different tourism values from this diverse area.



I would highly recommend that the RDBN consider this opportunity again. Thank you for the opportunity to market our region, it was appreciated.



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**Regional District of Bulkley-Nechako
SUPPLEMENTARY Board of Directors
January 26, 2016**

To: Chair Miller and the Board of Directors
From: Corrine Swenson, Manager of Regional Economic Development
Date: January 24, 2016
Regarding: Destination BC Value of Tourism Study

The Value of Tourism Study is being conducted by the Tourism Working Group and Expedition Management Consulting. The data has been collected from the accommodations and been submitted to Destination BC (DBC). DBC will enter the data into their Value of Tourism Model to estimate visitor volume and expenditures in the region and individual municipalities that meet the minimum requirements.

Destination BC is offering compensation of a maximum \$3,000 to the RDBN for completion of the Value of Tourism Studies. To receive the compensation the RDBN must enter into an agreement with DBC.

RECOMMENDATION:

(All/Directors/Majority)

That the RDBN Board of Directors authorizes entering into an agreement with Destination BC for compensation towards the Value of Tourism Project.



REGIONAL DISTRICT OF BULKLEY-NECHAKO

SUPPLEMENTARY MEMORANDUM

TO: Chair Miller and Board of Directors

**FROM: Cheryl Anderson
Manager of Administrative Services**

DATE: January 25, 2017

**SUBJECT: Smithers Farmers' Institute – Request for Grant in Aid –
Electoral Area "A" (Smithers Rural)**

Attached is a request for Grant in Aid monies from the Smithers Farmers' Institute.

The Institute is seeking \$4,000 grant in aid monies from Electoral Area "A" (Smithers Rural) for costs associated with the Carrots to Cattle 2017 Conference.

Director Fisher has indicated that he is supportive of this application.

RECOMMENDATION: (All/Directors/Majority)

"That the Smithers Farmers' Institute be given \$4,000 grant in aid monies from Electoral Area "A" (Smithers Rural) for costs associated with the Carrots to Cattle 2017 Conference."

Cheryl Anderson

From: Regional District of Bulkley-Nechako <inquiries@rdbn.bc.ca>
Sent: January-24-17 12:18 PM
To: Cheryl Anderson
Subject: New submission from "Grant in Aid Application!"
Attachments: 5887b68e14f53-Making Money in Agriculture BUDGET Jan 24-17.pdf



**REGIONAL DISTRICT OF BULKLEY-NECHAKO
ELECTORAL AREA GRANT IN AID APPLICATION**

APPLICATION SUBMITTED BY:

Smithers Farmers' Institute

Mailing Address:

*11658 Snake Road, Smithers, BC V0J
2N7*

Email:
Contact Person:

*mdarcy@uniserve.com
Megan D'Arcy, 250-846-9854*

APPLICATION SUMMARY

Project or purpose for which you require assistance:

Carrots to Cattle 2017 Conference

Amount Requested:

\$4,000

To the best of my knowledge, all of the information that is provided in this application is true and correct. Furthermore, I hereby certify that this application for assistance is NOT being made on behalf of an individual, industry, commercial or business undertaking.

Yes

(signature of authorized signatory) (title)

Signature of Electoral Area Director
Amount Approved: _____
Date: _____

APPLICATION PROFILE

Is your organization voluntary and non-profit?:

Yes

Please describe the services/benefits that your organization provides to the community. Are these services/benefits available to the community from another organization or agency?

The Smithers Farmers' Institute (SFI) has members from all different types of agricultural production. The SFI has hosted the BV Local Food Directory, has a machinery cooperative for it's members, and hosts workshops and other educational opportunities. To my knowledge at least some of these services are unique to our organization.

Describe the geographic area that receives services or benefits from your organization.

Primarily the Bulkley Valley, but the conference is being advertised throughout north and central BC.

Please detail any remuneration paid, or funds otherwise made available to members, officers, etc. of your organization.:

n/a at this point. We have offered \$20 per hr to the member responsible for maintaining the machinery that we own, but we haven't actually done this for several years now.

Please comment on the number of members/volunteers in your organization and how long your organization has been in operation.:

We have around 25 members, were registered in 1922, and have been around since 1909.

PROJECT PROPOSAL PROFILE

RDBN Assistance Requested:

special event

Other Assistance Requested:

n/a

Please describe the proposal for which you are requesting assistance. If you are applying for an exemption from fees and/or charges or other consideration, please provide details of your request here. Attach additional information if required:

We are hosting a conference called Carrots to Cattle 2017: Making Money in Agriculture. We have the details on our website: www.smithersfarmersinstitute.com. There will be a gala on the Friday, and the conference on the Saturday. There will be a Tradeshow both days.

Describe how this proposal will benefit the community:

It is intended to be an opportunity for producers throughout the north and central parts of the province to come together and celebrate agriculture, and take advantage of educational and networking opportunities. We are using part of the RDBN money requested to sponsor youth

(25 yrs and younger) registrations. \$650 will be set aside for this purpose; if it doesn't all get used then the SFI will earmark it for another youth initiative.

FUNDING AND FINANCIAL INFORMATION

files Submitted:

5887b68e14f53-Making Money in Agriculture BUDGET Jan 24-17.pdf

Have you applied for a grant/funding from other source(s)?:

Yes

If not, please comment.:

Name of Grant or Funding Agency1:
Amount Applied for 1:
Status of Grant Application1:

*AGRI GF2 Strategic Outreach
5000
Approved*

Name of Grant or Funding Agency2:
Amount Applied for2:
Status of Grant Application2:

*AGRI GF2 Farm Business
Speaker
5000
Approved*

Name of Grant or Funding Agency3:
Amount Applied for3:
Status of Grant Application3:

*BV Credit Union
500
Pending*

Name of Grant or Funding Agency4:
Amount Applied for4:
Status of Grant Application4:

Have you received assistance before from us.

Yes

Year, Amount and Purpose for assistance

2015, \$2,500, Carrots to Cattle Conference

Year, Amount and Purpose for assistance

Does your organization:

Offer direct financial assistance to individuals or families?: **NO**

Duplicate services that fall within the mandate of either:
a senior government or a local service agency?: **NO**

Provide an opportunity for individuals to make direct contributions?:

OR, is your organization: Part of a provincial or national fund
raising campaign?: **NO**



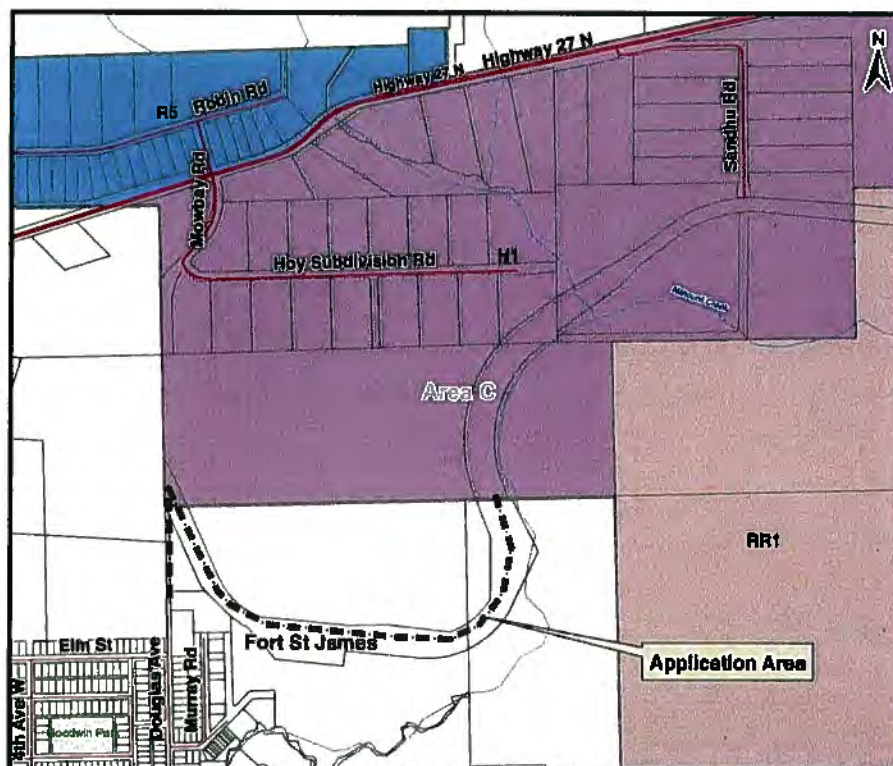
MEMORANDUM

To: Rural Directors
From: Jennifer MacIntyre, Planner I
Date: January 24, 2017
Re: Land Referral No. 7409888

The District of Fort St. James has applied to the Ministry of Forests, Lands and Natural Resource Operations (FLNRO) to development a community trail in a portion of land that was previously a railway corridor. The land is now owned by the Province. The trail corridor is located within the District of Fort St. James and shown on the map below. The application area is approximately 1.7 km long.

According to the Fort St. James Master Trails Plan a trail is planned to extend outside of the municipal boundary. However, District of Fort St. James staff have confirmed that long term plan to extend the trail into the RDBN is not certain, and is not being considered at this time. It is noted that portions of the old railway corridor in the RDBN are privately owned and may not be available for future trail development. Also, the rural residents should be consulted regarding trail development in the area. District of Fort St. James staff have made it clear that the application is regarding development of the trail in the District of Fort St. James, and is not regarding potential future trail development in the RDBN.

Location Map



The Ministry of Community, Sport and Cultural Development (CSCD) is responsible for "sponsoring" local government use of Crown Land. Apparently FLNRO cannot undertake the consultation processes associated with the Crown Grant application until the Minister of CSCD has approved "sponsorship" of the community use. CSCD staff are requiring that the RDBN confirm its support for the Crown Grant application before CSCD staff recommend approval of "sponsorship."

The Planning Department does not anticipate that the proposed trail development within the District of Fort St. James will have any negative impact on lands within the RDBN, and the Planning Department recognizes the value of developing recreational opportunities in the region. Therefore, it is recommended that the Board direct staff to provide the attached letter of support to the District of Fort St. James' regarding Crown Grant Application No. 7409888.

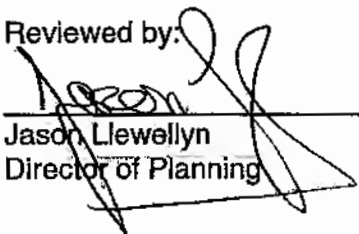
As soon as CSCD provides their approvals for the Crown Grant application FLNRO will initiate their referral process, which will include a referral to the RDBN. To avoid bringing this issue to the Board for a 2nd time, and to avoid unnecessarily delay to the process, staff recommend that the Board consider their response to the FLNRO referral at this time. The referral response proposed by staff is attached.

Recommendation

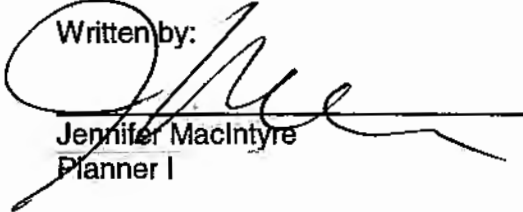
1. That the attached letter of support for Crown Grant Application No. 7409888. be sent to the District of Fort St. James
2. And, that the attached comment sheet be provided to the Province as the Regional District's comments on Crown land application No. 7409888, once the referral is received.

Rural Directors – All Directors/ Majority

Reviewed by:


Jason Llewellyn
Director of Planning

Written by:


Jennifer MacIntyre
Planner I



REGIONAL DISTRICT OF BULKLEY-NECHAKO COMMENT SHEET ON CROWN LAND REFERRAL 7409888

Electoral Area:	C
Applicant:	District of Fort St. James
Existing Land Use:	Vacant, Forested
Zoning:	Not within RDBN Boundaries
Plan Designation	Not within RDBN Boundaries
Proposed Use Comply With Zoning:	N/A
If not, why?	
Agricultural Land Reserve:	Not within the ALR
Access Highway:	Douglas Ave
Archaeological Site:	None according to provincial mapping
Building Inspection:	N/A
Fire Protection:	N/A
Other comments:	The Regional District does not anticipate that the proposed trail development within the District of Fort St. James will have any negative impact on lands within the RDBN. The Regional District recognizes the value of developing recreational opportunities in the region.

January 24, 2017

Lina Gasser
District of Fort St. James
477 Stuart Drive West
P.O. Box 640
Fort St. James, BC V0J 1P0

RE: Letter of Support for Crown Grant Application No. 7409888

The Board of the Regional District of Bulkley-Nechako has reviewed Crown Grant Application No. 7409888 for the development of community trails within the District of Fort St. James. The Regional District Board is happy to provide its support for this application.

It is acknowledged that the Fort St. James Master Trails Plan shows trails extending outside of the municipal boundary into the Regional District. The Regional District remains available for the necessary discussions should the District of Fort St. James ever wish to consider developing trails in the rural area.

Sincerely,

Bill Miller
Chair, Regional District Board



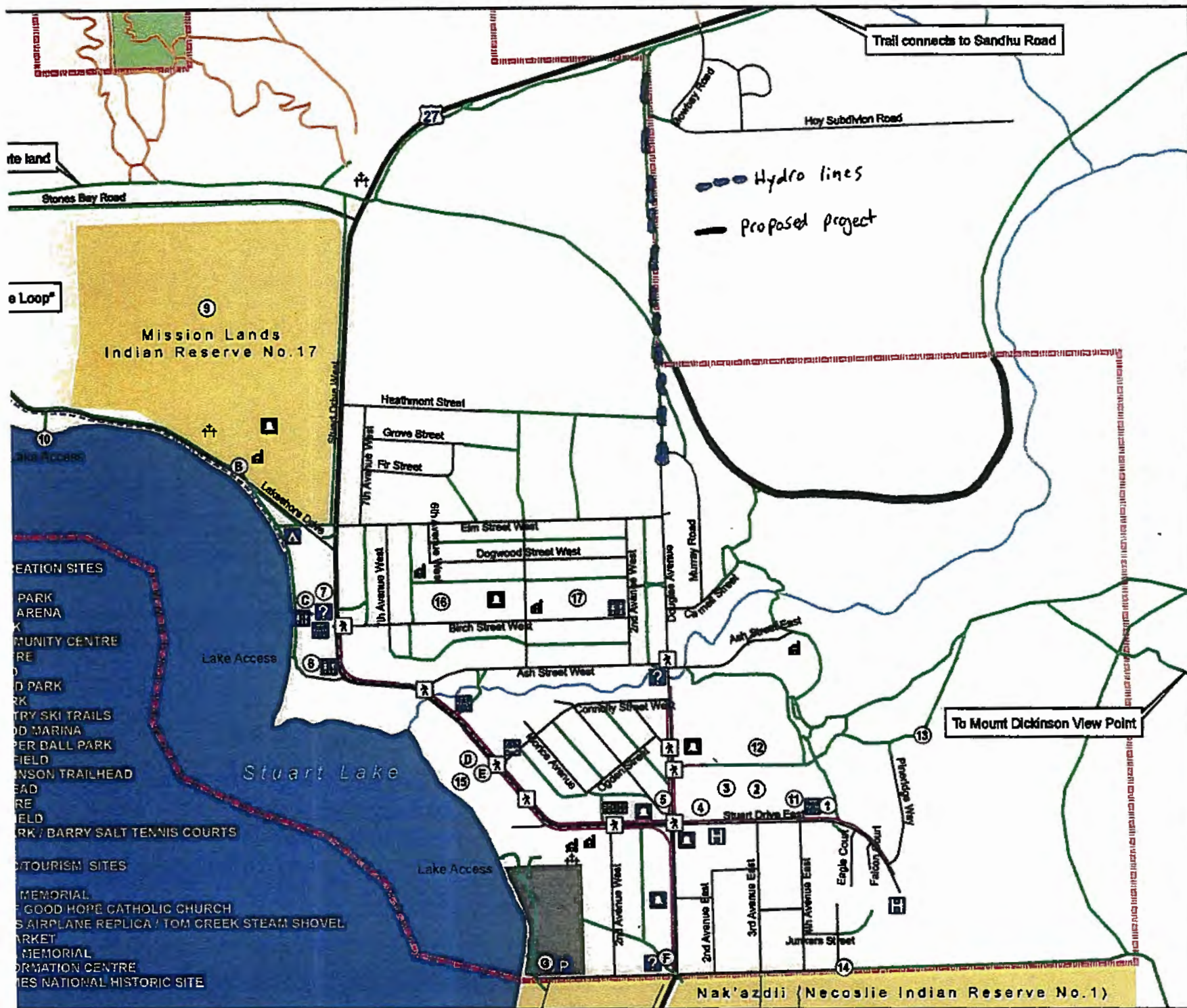
August 25th, 2016

One Page Management Plan Summary

The District of Fort St. James is proposing to expand their community trail system. The land would be used as a multi-use year round trail that would be opened to the communities of Fort St. James and Nak'azdli as well as surrounding residents. By developing this trail system the District will be able to place signage and promote the trails to visitors. During the spring, summer and fall the trail will be used by walkers, runners, mountain bikers, and horseback riders. In the winter the trail will be perfect for cross country skiers and snow-shoers.

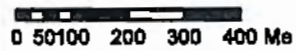
The benefits of this project are that it meets the need of the community by expanding on recreational trails which was a priority set out in the District of Fort St. James' Official Community Plan. This is also a project that can have cross community collaboration between Fort St. James and Nak'azdli. During the construction phase of this project there will be economic opportunities for local contractors. Once the trail is completed the District will be able to advertise it in our yearly tourism brochure. This project will create additional year round recreation opportunities to residents. Allowing them to get outside and enjoy the beautiful Stuart Lake area as well as increase their health and fitness. This project will have minimal impacts on the infrastructure and environment as it is building on an existing roadway and is not disturbing new soil. Once the District of Fort St. James has secured all the necessary land for this project we will be approaching community sponsors and provincial grants to complete the maintenance work.

The land proposed for this project is appropriate because it is already level as it was an old railway. It is also appropriate because the District owns adjacent pieces of property which makes the expansion of this trail easy. The District of Fort St. James has outlined trail development as one of the communities' goals in the Official Community Plan. This goal led to the District performing a Master Trails Plan in 2013 which was an inventory of current trails and the potential for expansion. It is also the objective of Council to preserve open spaces, natural beauty and environmentally sensitive areas. The expansion of the proposed trails allows for these objectives to be met.



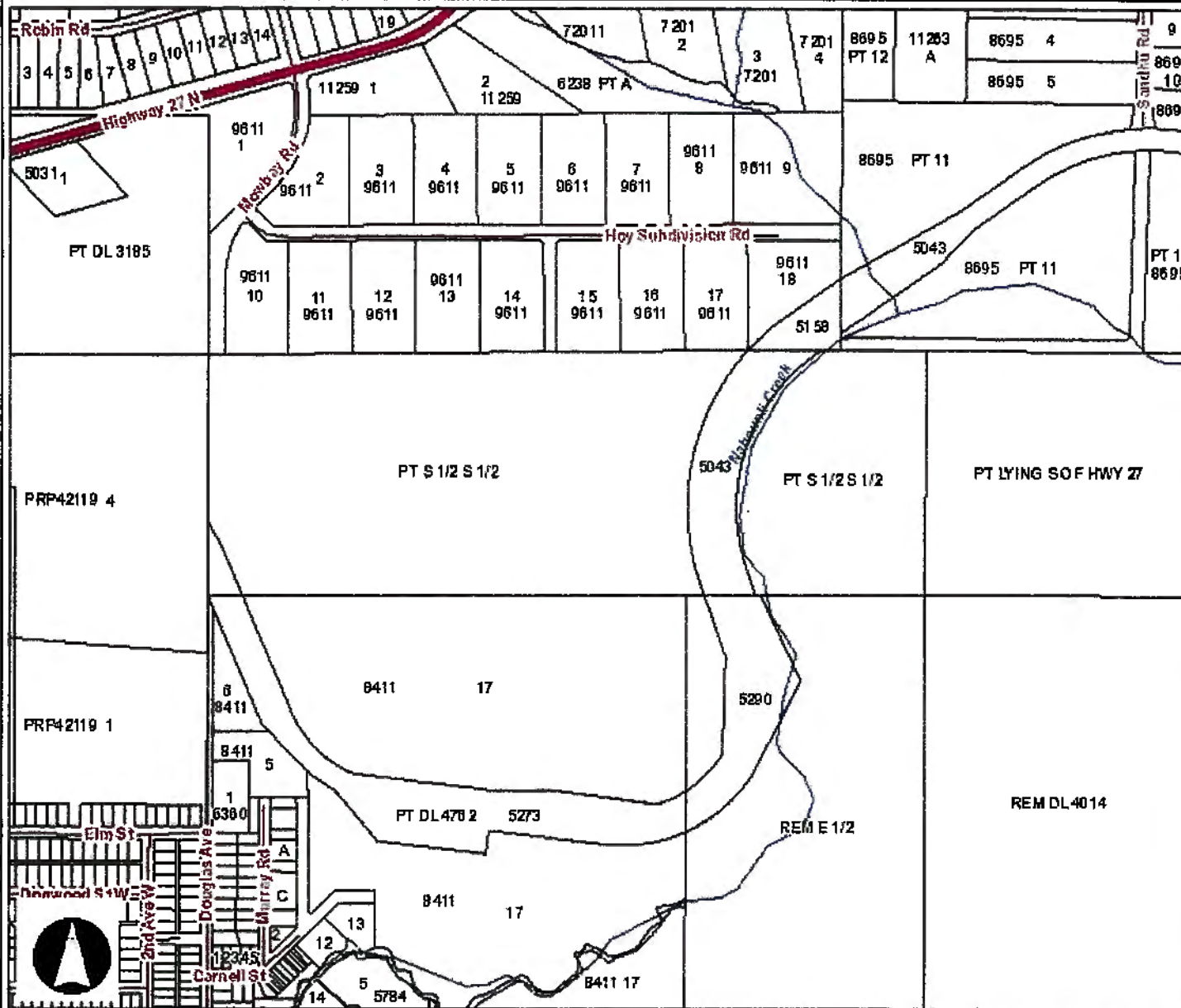
- Legend**
- Park/Recreation S
 - Local Historic/Tour
 - ⊠ Crosswalk
 - ⊕ Cemetery
 - Ⓜ Church
 - Ⓜ RCMP
 - Ⓜ Bus Station
 - Ⓜ Health Service
 - Ⓜ School/College
 - Ⓜ Picnic Area
 - Ⓜ Information
 - Ⓜ Camping
 - Ⓜ Parking
 - Ⓜ Public Washroom
 - Sidewalk
 - Trail or Alley
 - Bike Trails
 - Ripples of the Pas
 - ↗ Provincial Highway
 - ↘ Unpaved Road
 - ↘ Paved Road
 - Ⓜ Municipal Boundar
 - Ⓜ Fort St James Natl Historic Site
 - Ⓜ Provincial Park
 - Ⓜ Reserve Land

**FIGURE 13:
EXISTING FORT ST
TRAIL NETWORK**





Bulkley-Nechako Map



Legend

- Community Locations
- Roads
 - - Forest Service Road
 - Ferry
 - Highway
 - Major Secondary Road
 - Minor Secondary Road
 - City Street
 - - - Trail, Minor
- Cadastre
- Watercourses
- Waterbodies
 - Lakes
 - Rivers
 - Wetlands

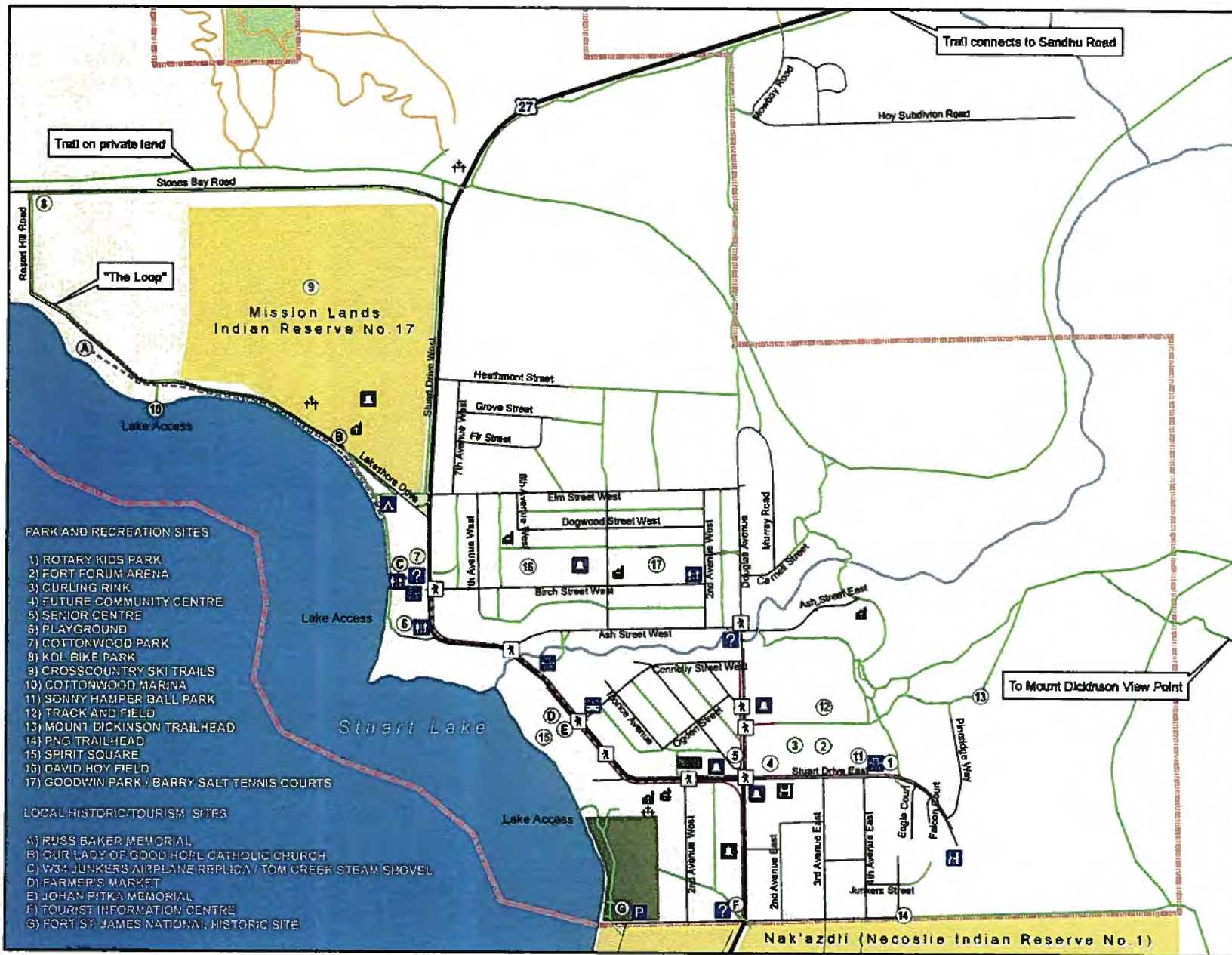
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917.2 0 458.62 917.2 Meters

Warning: This map is a composite of data from many sources. While all reasonable efforts have been made to ensure the accuracy and currency of this map, the Regional District of Bulkley-Nechako makes no warranties regarding its suitability for a particular purpose nor for the validity of the base data from which it is compiled. Reference on this information without verification from original records is done at the user's own risk.

Regional District of Bulkley-Nechako
37 3rd Ave, PO Bo 820
Burns Lake BC, V0J 1E0
TF: 1-800-320-3339
www.rdbn.bc.ca

Scale 1: 18,056
Map Generated: 1/17/2014 11:53 AM
Projection: WGS_1984_Web_Mercator_Auxiliary_Sphere



- Legend**
- Park/Recreation Site
 - Local Historic/Tourism Site
 - ⊠ Crosswalk
 - ⊕ Cemetery
 - ⊠ Church
 - RCMP
 - Bus Station
 - Health Service
 - School/College
 - Picnic Area
 - Information
 - Camping
 - Parking
 - Public Washroom
 - Sidewalk
 - Trail or Alley
 - Bike Trails
 - - - Ripples of the Past Tour
 - ↗ Provincial Highway
 - ↘ Unpaved Road
 - ↘ Paved Road
 - Municipal Boundary
 - Fort St James National Historic Site
 - Provincial Park
 - Reserve Land

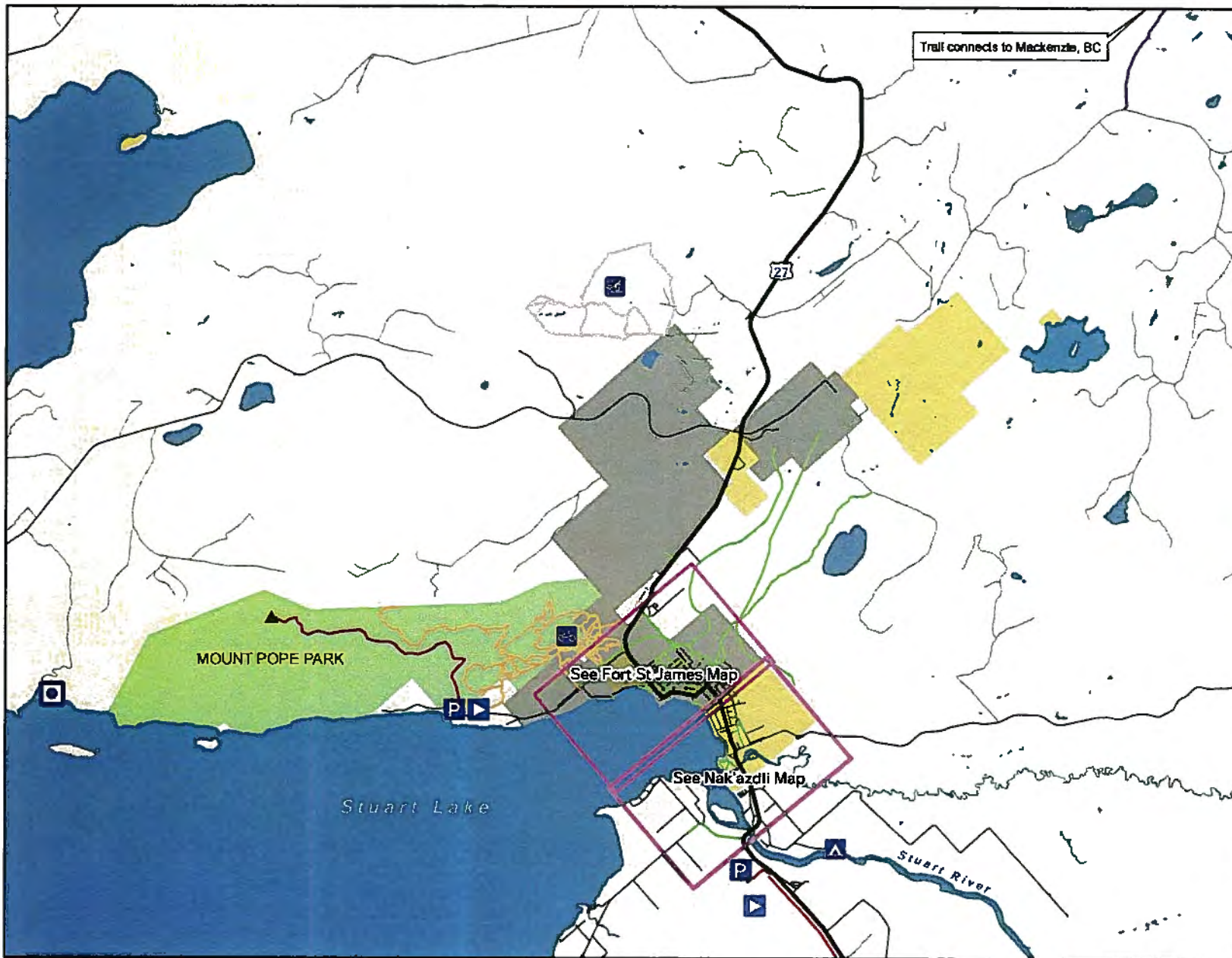


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**FIGURE 13:
EXISTING FORT ST JAMES
TRAIL NETWORK**

0 50 100 200 300 400 Metres





Legend

- Trailhead
- Provincial Park
- Camping
- Parking
- Mountain Bike Trails
- Cross Country Trails
- Historic Site
- Trail or Alley
- Mount Pope Hiking Trail
- Duzcho Grease Trail
- Murray Ridge Nordic Trails
- Bike Trails
- Motor Sport Trails
- Unpaved Road
- Paved Road
- Provincial Highway
- Provincial Park
- Reserve Land
- Municipal Boundary



**FIGURE 17:
EXISTING REGIONAL
TRAILS - NORTH**

