



THE CORPORATION OF THE VILLAGE OF ASHCROFT

MINUTES OF THE ECONOMIC DEVELOPMENT & TOURISM STEERING COMMITTEE

MEETING HELD IN COUNCIL CHAMBERS

AT 7:00 PM ON WEDNESDAY, AUGUST 19, 2020

PRESENT:

- Margaret Moreira, EDTC Village of Ashcroft
- Barbara Roden, Mayor, Village of Ashcroft
- Barry Tripp – Manager, Legacy Park
- Jessica Clement – Representative from WRAPS and The HUB Online Network
- Harp Dawar – Manager, Chevron KFC
- Trish Schatchel-Executive Director, South Cariboo Elizabeth Fry Society

Public-1

Via Zoom

Marshal Kraus – Business Development Officer Intern, Community Futures

EXCUSED:

- Ogesh Chand – Owner/Operator, Grand Central Restaurant
- Andrea Walker – Chair, Communities in Bloom
- Kathy Paulos – Curator, Ashcroft Museum
- Deb Arnott – General Manager, Community Futures
- Marilyn Anderson, Councillor, Village of Ashcroft

CALL TO ORDER

EDT called the meeting to order at 7:05 p.m. and welcomed everyone to the second meeting of the committee.

1. **ADOPTION OF THE AGENDA**

*Motion to add or delete Agenda items
Motion to adopt the Agenda as presented or as amended*

M/S Roden/Tripp

“THAT the agenda for the EDT Steering Committee held on Wednesday, Aug 19, 2020 be adopted as presented.”

2. **MINUTES**

2.1	Minutes of the EDT Steering Committee meeting held Wednesday July 29, 2020 M/S Clement/Tripp <i>“That the Minutes of the EDT Steering Committee meeting held Wednesday, July 29, 2020 be adopted as presented.”</i>	CARRIED UNANIMOUSLY EDTC-2020-05
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3. **DELEGATIONS**

3.1	N/A	
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4. **PUBLIC INPUT**

All questions and comments will be addressed through the Chair and answered likewise. Please state your name and address prior to asking a question or commenting, no more than 2 minutes per question.

5. **DISCUSSION ITEMS**

FOR ACTION		
5.1	Radio Ads-option A or B -Script M/S Clement/Roden "That EDTC move forward with Option B for one month on three stations, (New Country 103.1, K97.5, Radio NL 610 AM); and That EDTC do a third script that focuses on Recreation"	CARRIED UNANIMOUSLY EDTC-2020-06
5.2	Promotional Video of Ashcroft: M/S Roden/Tripp "That EDTC contract Mastermind Studios to do a 2-3 minute promotional video in mid-September of Ashcroft"	CARRIED UNANIMOUSLY EDTC-2020-07
5.3	Hwy signage. M/S Clement/Tripp "That the EDTC <ul style="list-style-type: none"> • Research cost of refurbishing billboard located on Ashcroft Ranch Property on Hwy#1 just South of Ashcroft Manor • Contact ranch owner to enquire to the cost of placing a billboard on their property approximately 1KM further south along Hwy#1 • Cost of a new billboard approximately the same size as one that is currently on ranch property. 	CARRIED UNANIMOUSLY EDTC-2020-08
FOR INFORMATION		
5.5	Land options for Motel build <ul style="list-style-type: none"> • EDTC reported waiting for reply from realtor regarding availability of land options 	Receive and File
5.6	Love Ashcroft-Business Update: <ul style="list-style-type: none"> • Three new businesses requested information to apply 	Receive and File
5.7	Visitor Guide "That website be updated for tourism and that a guide be developed for printing in the spring; and for EDTC to request a quote for a smaller 4x5 guide."	CARRIED UNANIMOUSLY EDTC-2020-09



6. **NEW BUSINESS**

FOR ACTION		
6.1	BCEDA Ed for Local Leaders-Post-COVID19 Version Workshop "That a doodle pole be sent out to committee, council and staff to establish a date for workshop"	CARRIED UNANIMOUSLY EDTC-2020-10

7. **ADJOURNMENT**

M/S Tripp/Roden

"That the meeting of the EDT Committee be adjourned at 8:05 pm"