



## 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 JULY 29, 2020

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#### **PRESENT:**

Margaret Moreira, EDTC Village of Ashcroft  
Barbara Roden, Mayor, Village of Ashcroft  
Marilyn Anderson, Councillor, Village of Ashcroft  
Barry Tripp – Manager, Legacy Park  
Jessica Clement – Representative from WRAPS and The HUB Online Network  
Harp Dawar – Manager, Chevron KFC

#### **Via Zoom**

Deb Arnott – General Manager, Community Futures  
Marshal Kraus – Business Development Officer Intern, Community Futures  
Kathy Paulos – Curator, Ashcroft Museum

#### **EXCUSED:**

Ogesh Chand – Owner/Operator, Grand Central Restaurant  
Andrea Walker – Chair, Communities in Bloom

#### **CALL TO ORDER**

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

#### **1. ADOPTION OF THE AGENDA**

*No motion made*

**M/S**

#### **2. MINUTES**

2.1	Minutes of the Regular Meeting of Committee <i>No minutes as this was first meeting of the EDT Steering Committee</i>	

#### **3. DELEGATIONS**

3.1	

#### **4. INTRODUCTIONS:**

*Round table introductions.*

#### **5. PURPOSE AND SCOPE OF COMMITTEE:**

*A brief statement made with regard to definition of a committee and what its roles and responsibilities are.*



## 6. DOCUMENTS:

FOR ACTION		
7.1	<b>Terms of Reference</b> <b>M/S EDT/Tripp</b> <i>Request by Jessica Clement to edit "The HUB" to "The HUB Online Network"</i> <i>Request by Marshal Kraus to edit "Krause" to "Kraus"</i> <i>Motion to accept amendments as above</i>	<b>CARRIED UNANIMOUSLY</b> EDTC-2020-01
7.2	<b>Confidentiality Agreement</b> <b>M/S EDT/Tripp</b> <i>"That the Confidentiality agreement be adopted as presented"</i>	<b>CARRIED UNANIMOUSLY</b> EDTC-2020-02
7.3	<b>Code of Conduct</b> <b>M/S EDT/Roden</b> <i>"That the Code of Conduct be adopted as presented."</i>	<b>CARRIED UNANIMOUSLY</b> EDTC-2020-03
7.4	<b>Radio Marketing</b> <b>M/S Tripp/Anderson</b> <i>"That the EDT research radio ads through Radio NL and Stringray to do 4-6 ads to a maximum budget of \$5,000 and that the EDT will follow up with an email to committee members with findings."</i>	<b>CARRIED UNANIMOUSLY</b> EDTC-2020-04

## 7. DISCUSSION ITEMS:

8.1	<b>Motel/Hotel Study-Marketing and Promotion</b> <ul style="list-style-type: none"> <li>Accommodations are a priority</li> <li>Research the community of Salmon Arm and their success with building a motel and to contact a realtor for land options</li> <li>Motel to have a community gathering place.i.e: pub/lounge</li> <li>location of motel should have a good view and easy access from hwy.</li> <li>Create a promo video of Ashcroft to send to potential investors</li> <li>note of interest; capital is extremely tight, investors would need cash to proceed.</li> </ul>	
8.2	<b>Love Ashcroft-Business Update</b> <ul style="list-style-type: none"> <li>EDT reported all businesses registered with Love Northern BC for Ashcroft have been contacted to update their listing.</li> <li>Suggestions for new businesses are:           <ul style="list-style-type: none"> <li>○ Slim Jim's</li> <li>○ Sam's Diner</li> <li>○ Art Club</li> <li>○ Wendy Wiebe</li> </ul> </li> </ul>	
8.3	<b>Signage</b> <ul style="list-style-type: none"> <li>Wayfinding signage to guide visitors to Ashcroft from Hwy #1</li> <li>Contact Ashcroft Manor Ranch to gauge their interest of village putting signage on their property.</li> </ul>	



	<ul style="list-style-type: none"><li>• Three smaller signs indicating “Restaurants”, “Attractions”, “Accommodations” spaced approx. 1km apart.</li><li>• Signage indicating “Alternate Route”</li><li>• Signage indicating “Circle Tour/Route”</li><li>• Research details of ownership/installation of “old” Ashcroft sign at intersection of Hwy #1 and Cornwall Road.</li><li>• Move signage located on Hwy #97C to Hwy #1 as we are only permitted to have one “free” for the community.</li><li>• To add “Wellness Awaits You” to bottom of sign located at the end of the bridge.</li><li>• To re-assess the community branding as we have three identities...History, Old Fire Hall, Wellness Awaits You.</li></ul>	
8.5	<b>Marketing</b> <ul style="list-style-type: none"><li>• Promote community to Kamloops through radio ads</li><li>• Stingray currently has/had funds available through grants</li><li>• Funds available to do an 8-page Visitor Guide that encompasses all the community has to offer. Can be distributed throughout the region to facilitate travel planning for visitors.</li><li>• Visitor Guide can be digitized and posted to website</li><li>• Recommendation to create guide and get it ready for printing in the spring.</li><li>• Research NDIT website for marketing grants</li></ul>	
8.6		

## **8. NEW BUSINESS**

9.1	N/A	
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## **9. RECOMMENDATIONS TO COUNCIL:**

*“That Council approve the EDT Committee Terms of Reference, Code of Conduct and Confidentiality Agreement as presented.”*

*“That Council endorse the EDT Committee request to allocate up to \$5000 for Radio Ads.”*

## **10. ADJOURNMENT**

**M/S Tripp/Anderson**

*“That the next EDT Steering committee meeting, as defined in the **Terms of Reference**, be set for the 3<sup>rd</sup> Wednesday of every month at 7 p.m. in Council Chambers; and further that the meeting of the EDT Committee be adjourned at 8:05 pm.”*

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Margaret Moreira, EDTC

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Barbara Roden, MAYOR



## Economic Development and Tourism Steering Committee Code of Conduct

Strive to attend all meetings, sending apologies to the chair for necessary absences.

Prepare for the meeting by reading the agenda, papers and any emails before the meeting.

Talk to the chair before the meeting if you need to clarify anything.

Arrive on time. Stay to the end.

Participate fully in the meeting;

- a) Listen to what others have to say and keep an open mind.
- b) Contribute positively to the discussions.
- c) Try to be concise and avoid soliloquies.

Help others concentrate on the meeting. Discourage side conversations.

Have the best interests of the organisation/beneficiaries in mind at all times

Draw attention to any potential conflicts of interest that may arise in the meeting.

Fulfil any responsibilities assigned to you at the meeting and be prepared to report back on your progress at the next meeting.

Respect the confidentiality of committee meetings (as per signed confidentiality agreement)



## Economic Development and Tourism Steering Committee Confidentiality Agreement

The committee will, at times, be discussing business or information that requires strict confidentiality. We require the committee members to demonstrate professionalism, good judgment, and care at all times in handling any information related to Economic Development & Tourism Strategy to avoid unauthorized or improper disclosures of confidential information.

As a volunteer of the EDT Steering committee you are required to agree to the following:

1. That any written or oral information disclosed to you as "confidential" during your term will remain in the strictest confidence.
2. That all "confidential" material given to you as a result of their volunteering on the committee, will be maintained, and when necessary, disposed of in a secure and confidential manner.
3. Not to publicize any of the confidential aspects of encountered volunteering, orally or by written word or any other medium of communication.
4. To exercise due care to ensure that any information you may give to others in the course of your term will be given only to persons you believe are entitled to received such information.

### Certification

I have read the Economic Development & Tourism Steering Committee Confidentiality Agreement and agree to abide by the requirements; and further agree to inform the Committee Chair immediately if I believe any violation (unintentional or otherwise) of this agreement has occurred.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Received:

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Margaret Moreira, EDTC



## ECONOMIC DEVELOPMENT AND TOURISM STEERING COMMITTEE TERMS OF REFERENCE

### Purpose

The purpose of the EDT Steering Committee is to provide guidance on the implementation of the Economic Development and Tourism Strategy as set out by the Village of Ashcroft. This committee was established in June of 2020 and will be ongoing until terminated by Council.

### Membership

Membership open to all business within the Ashcroft boundaries and as set out by the Council with restrictions on numbers as follows:

"That Council establish a Select Committee of Council to support Economic Development and COVID-19 Recovery and further that the Committee be comprised of two (2) members of Council, up to four (4) members from the business community, the Village of Ashcroft Economic Development contracted agent, one (1) representative from CFSUN, and no more than four (4) community not for profit members;"

Current members are as follows:

Margaret Moreira, Economic Development and Tourism Coordinator, Village of Ashcroft  
Barbara Roden, Mayor, Village of Ashcroft  
Marilyn Anderson, Councillor, Village of Ashcroft  
Ogesh Chand, Owner/Operator, Grand Central Café  
Barry Tripp, Legacy Park Campground Manager  
Andrea Walker, Chair, Ashcroft Communities in Bloom  
Jessica Clement, WRAP's and The HUB Online Network  
Kathy Paulos, Curator, Ashcroft Museum  
Harpeet Dawar, Manager, Chevron KFC  
Marshal Kraus, Intern, Community Futures  
Deb Arnott, Manager, Community Futures

### Roles and Responsibilities

The EDT Steering Committee is accountable for:

- Fostering collaboration;
- Maintaining at all times the focus of the EDT Steering Committee on the agreed scope, outcomes and benefits;

The membership of the steering committee will commit to:

- attending all scheduled EDT Steering Committee meetings either in person or via ZOOM, if a member is unable to attend, regrets are to be forwarded to the EDTC at least 24 hours prior to the meeting;
- wholeheartedly championing the EDT Strategy and provide direction to the Coordinator;
- sharing all communications and information across all EDT committee members;
- making timely decisions and taking action so as to not hold up projects;
- notifying members of the EDT Steering Committee, as soon as practical, if any matter arises which may be deemed to affect the direction of the EDT Strategy;

Members of the advisory group will expect:

- that each member will be provided with complete, accurate and meaningful information in a timely manner;
- to be given reasonable time to make key decisions.

## **Meetings**

- All meetings will be chaired by Economic Development and Tourism Coordinator
- A meeting quorum will be seven (7) members of the EDT Steering Committee
- Decisions made by consensus, if not possible, EDT Steering Committee chair makes final decision
- Meeting agendas minutes will be provided by the EDTC this includes:
  - Preparing agendas and supporting papers
  - Preparing meeting notes and information.
- Meetings will be held monthly the third Wednesday each month at 7:00 pm in Council Chambers with the exception of July, August and December.
- Meetings should not exceed one (1) hour

## **Amendment, Modification or Variation**

This Terms of Reference may be amended, varied or modified after consultation and agreement by the EDT Steering Committee. All proposed amendments must be approved by Council.