



**THE CORPORATION OF THE VILLAGE OF ASHCROFT**

**REGULAR AGENDA**

**FOR THE EDT STEERING COMMITTEE TO BE HELD IN THE COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT 7:00 PM ON WEDNESDAY, AUG 19, 2020**

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**CALL TO ORDER**

**1. ADOPTION OF THE AGENDA**

*Motion to add or delete Agenda items*

*Motion to adopt the Agenda as presented or as amended*

**M/S**

*“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 <i>“That the Minutes of the EDT Steering Committee meeting held Wednesday, July 29, 2020 be adopted as presented.”</i>	

**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**

<b>FOR ACTION</b>		
5.1	Radio Ads-option A or B -Script	
5.2	Promotional Video of Ashcroft: (See attached report)	
5.3	Hwy signage. (powerpoint)	
<b>FOR INFORMATION</b>		
5.5	Land options for Motel build-waiting for reply from realtor	
5.6	Love Ashcroft-Business Update: No new business sign-ups to date. I will continue to promote and will update as new businesses are added.	



5.7	Ashcroft Ranch re-sign; in progress	
5.9	<b>Radio Marketing</b> Information regarding ads sent to committee (see attached quote and script)	
6.0	Visitor Guide (see attached report)	

6. **NEW BUSINESS**

<b>FOR ACTION</b>		
6.1	BCEDA Ed for Local Leaders-Post-COVID19 Version Workshop (see attached report)	

7. **ADJOURNMENT**



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

**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		
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4. **INTRODUCTIONS:**

*Round table introductions.*

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

*A brief statement made with regard to definition of a committee and what it's 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. ie: 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	<p><b>Marketing</b></p> <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 NDI 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



# Radio Schedule

## CAMPAIGN TO RUN

4 Consistent weeks on-air, dates TBD

### Weekly Rotation – **OPTION A (Weekly Investment: \$165 per week)**

- Total 22 x 15 second commercials / week (11 x 15's paid & 11 x 15's matching grant)
  - Running during Standard Rotation (6a-12a), equal dayparts
  - Monday – Sunday
  - Matching Grant 11 x 15 -sec weekly, running 6a-12a, pre-emptible

### Weekly Rotation – **OPTION B (Weekly Investment: \$225 per week)**

- 30 x 15 second commercials / week (15 x 15's paid & 15 x 15's matching grant)
  - Running during Standard Rotation (6a-12a), equal dayparts
  - Monday – Sunday
  - Matching Grant 15 x 15 -sec weekly, running 6a-12a, pre-emptible



Option A Investment: \$660 + tax per Station  
Option B Investment: \$900 + tax per station



# Commercial Script

**Client:** Village of Ashcroft  
**Title:** Tourism  
**Length:** 15  
**On Air:** Aug 17<sup>th</sup> – Sept 12<sup>th</sup>  
**House #:**  
**Acct Rep:** Brett  
**Stations:** NL-RV-KC  
**REC/LIVE:**  
**Writer:** AJ – 2 scripts here

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Quaint rural charm, steeped in history. Come experience the Village of Ashcroft.

Take a historic walking tour, visit the heritage park and museum, or book a horseback ride. Enjoy a day trip or overnight stay today! Just an hour away from Kamloops.

Learn more at [Ashcroft bc dot ca](http://Ashcroft.bc.ca).

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Take the scenic circle tour road trip and experience the rural hospitality of the Village of Ashcroft!

Check out the mosaic artwork, find a unique gift, grab a delicious bite, or enjoy a little historic culture. Just an hour away from Kamloops.

Learn more at [Ashcroft bc dot ca](http://Ashcroft.bc.ca).

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## EDT REPORT TO COMMITTEE

**DATE:** August 19, 2020  
**FROM:** Margaret Moreira  
**SUBJECT:** Marketing Video

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### Purpose

To provide committee with a list quotes that have been submitted to date.

### Recommendation

*"that postpone until next year if video cannot be done by September of this year"*

### Discussion

To determine whether or not to do video this year or prepare to do video next year. Best time seems to be September or June when things are green.

### Attachment Listing

Quote from Mastermind Studios  
Quote from Joy Factory

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**Prepared by:**



Margaret Moreira  
Economic Development & Tourism Coordinator



## QUOTE FOR PRODUCTION OF MARKETING VIDEO

### Mastermind Studios

As I mentioned during our telephone call, I think you're going to want to film this video in September if at all possible. For aerial drone footage of Ashcroft, the fall colours are spectacular and would be a beautiful looking backdrop for the marketing that you want to do. After September you run the risk of trees looking like sticks once the leaves fall from the branches. Even in spring the new leaves are just buds and the trees still look bare. It doesn't make an attractive background for filming purposes.

I also mentioned that we have the most experience capturing aerial drone footage. We are Transport Canada licensed and carry a minimum of \$5,000,000 in liability coverage on our insurance. However, the most important factor here is the quality of our equipment and the expertise of our pilots/cinematographers. Anyone can fly a drone but can they capture stunning imagery that makes people say "WOW"? I am confident that I can as I've been doing this work for the film industry for a long time and have the most advanced equipment in the region.

It's probably also important to note that we have our own extensive footage library of Filmworks that I've done throughout the Gold Country region including Hat Creek Ranch, Sundance Guest Ranch, Kumsheen Raft Resort and hundreds of locations and wilderness areas surrounding Ashcroft.

With all this said, I think I have left the most important bit to last... which is RESULTS! Any videographer can create a video for you and our region has many great videographers. But, do they have the worldly experience to understand the audience you're trying to reach and the skills to tell a story that motivates that audience to make a positive decision and take action? This is what I do very well. I come from an investment background. I have been a multi-million-dollar property owner myself. I have worked in economic development and I am heavily invested in attracting the film industry to our region. I have a 20,000sq. ft film studio and film equipment rental facility in Kamloops that services film productions throughout the whole TNRD region. Your success in attracting investors to build a motel means more future success for me because productions need accommodations for crew. I understand what you need - probably better than any other individual you could hire and I'm already financially "all-in" and committed to helping make it happen.

I have also already suggested that the best approach would be interviews with Victoria Weller (our TNRD film commissioner), as well as someone from the Inland Port, someone from the municipality and someone from IG. Combined, these four individuals could tell a compelling story that would help to mitigate investors risks and make the pursuit a solid and practical one with a clear path to the return-on-investment.

Here are some examples of my work and an approximation of what to expect from a budgetary perspective.

**Budget \$2,500 - \$3,000**

Single camera with 1 - 2 interviews and filming some illustrative footage with the video being 2-3 minutes in length and filmed over a half day.

- Gary Gottfriedson(TRU) - <https://youtu.be/UWT4QilkQ0M>
- Forward Law - <https://youtu.be/c5i13YMNG70>

**Budget \$5,000 - \$6,000**

Multiple cameras with up to 4 interviews and filming illustrative footage along with aerial drone footage over the village. The video would be approximately 3-5 minutes in length and would be filmed over two half days or one full day.

- Kamloops Hospice - <https://youtu.be/gipy2kEva2Y>
- Lillie & Coho - <https://youtu.be/8bmtYR6z1yY>

**Budget \$9,000 - \$10,000**

Multiple cameras with up to 6 interviews and filming illustrative footage along with aerial drone footage over the village. The video would be approximately 5-8 minutes in length and would be filmed over 2-3 days and evenings. This is of course what I would suggest for Ashcroft because it would carry the highest production value and be the most compelling from an investor's perspective.

- Knouff Lake Resort - <https://youtu.be/DauIKOaAktw>
- Rocky Mountaineer - <https://youtu.be/0eGc3-PWq94>
- Akashic Ranch - <https://youtu.be/324I2r913q8>

## QUOTE FOR PRODUCTION OF MARKETING VIDEO

### Joy Factory

“As mentioned, here's a video we did for [Clearwater](#) that would probably be about the length I'd recommend. This cost between \$8000-\$10000 because we had to make about 8 trips and hire a few actors for it.

If we did this over the course of 2-3 days instead of 8, that would probably put it in the \$5000-\$7500 range.

We could also do something shorter slightly similar to this [City of Kamloops](#) we did (more on their plan than growth, but showcasing the City) which could be shot in a day or two, and be around \$3500-\$5000.”

## EDT REPORT TO COMMITTEE

**DATE:** August 19, 2020  
**FROM:** Margaret Moreira  
**SUBJECT:** Visitor Guide

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### **Purpose**

To provide committee with a quote for printing a visitor guide.

### **Recommendation**

*"that the guide be created, posted on line but not printed until spring of 2021"*

### **Discussion**

To determine if it would be beneficial to apply for a marketing grant through NDIT. NDIT will cover 50% up to \$20,000. Submission deadline is October 30, 2020.

### **Attachment Listing**

Quote from Westkey Graphics

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**Prepared by:**



Margaret Moreira  
Economic Development & Tourism Coordinator

## QUOTE FROM WESTKEY GRAPHICS

Tourism Booklet

Page count: 8 pages including cover (8ppSC)

Page size: 8.5 x 11

Ink: printed 2 sides full process color (no upcharge for Bleed)

Stock: 50lb Husky Offset

Saddle stitched (stapled) on the 11" edge

Quantity:

1000 booklets @ \$960

3000 booklets @ \$1349

5000 booklets @ \$1744

## EDT REPORT TO COMMITTEE

**DATE:** August 19, 2020  
**FROM:** Margaret Moreira  
**SUBJECT:** BCEDA

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### Purpose

To provide the committee with information regarding BCEDA Ed for Local Leaders-Post-COVID19 Version Workshop, As stated in section #4 of Focus Area 1, EDT was to contact BCEDA for a quote. The following was received:

“Typically, the workshop is \$3500 (plus expenses for two trainers) but we are doing it right now for \$2750 (plus expenses for two trainers) as we recognize that some communities have challenges with finances because of COVID.

With summer it is probably best to do this in September (after the 15<sup>th</sup>). Maybe suggest some dates that work for you and we will do our best to accommodate. “

Approximate travel expenses \$500-\$600

### Recommendation

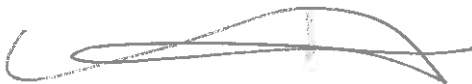
“That the workshop be booked sometime in the first or third week in October. Attendees will be limited to committee members, council and staff.

### Attachment Listing

N/A

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**Prepared by:**



Margaret Moreira  
Economic Development & Tourism Coordinator