



**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, SEPTEMBER 16, 2020**

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**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  
 Marilyn Anderson, Councillor, Village of Ashcroft  
 Marshal Kraus – Business Development Officer Intern, Community Futures  
 Andrea Walker – Chair, Communities in Bloom

Public-1

**Via Zoom**

Kathy Paulos – Curator, Ashcroft Museum

**EXCUSED:**

Ogesh Chand – Owner/Operator, Grand Central Restaurant  
 Deb Arnott – General Manager, Community Futures  
 Trish Schatchel-Executive Director, South Cariboo Elizabeth Fry Society

**CALL TO ORDER**

EDT called the meeting to order at 7:04 p.m.

1. **ADOPTION OF THE AGENDA**

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

**M/S Clement/Roden**

*“THAT the agenda for the EDT Steering Committee held on Wednesday, Sept 16, 2020 be adopted as presented.”*

2. **MINUTES**

2.1	Minutes of the EDT Steering Committee meeting held Wednesday Aug 19, 2020 <b>M/S Tripp/Walker</b> <i>“That the Minutes of the EDT Steering Committee meeting held Wednesday, Aug 19, 2020 be adopted as presented.”</i>	<b>CARRIED          UNANIMOUSLY          EDTC-2020-0</b>
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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**

<b>FOR ACTION</b>		
5.1	NDIT Grant <b>M/S Tripp/Dawar</b> "That the EDTC apply for funding for the creation/printing of Visitor Guide and two promotional videos to be submitted by October 31 <sup>st</sup> deadline."	<b>CARRIED UNANIMOUSLY EDTC-2020-11</b>
5.2		
<b>FOR INFORMATION</b>		
5.3	Land Options: Committee suggested EDTC add buildings options to the report.	Receive and file
5.4	Love Ashcroft: no updates	Receive and file
5.5	Ashcroft Ranch re: sign; EDTC to contact ranch and request permission to access sign.	Receive and file
5.6	Visitor Guide: Continue to request quotes for printing and design.	Receive and file
5.7	BCEDA Workshop: Workshop has been scheduled for October 14, 2020. Details to follow once received from BCEDA.	Receive and file
5.8	Radio Ads: EDTC stated that ads are getting noticed and that a report would be sent with the final invoice from Stingray.	Receive and file
5.9	Promo Video <b>M/S Tripp/Anderson</b> "That the EDTC commission Mastermind Studios to create a fall video with a maximum budge of \$4,000."	<b>CARRIED UNANIMOUSLY EDTC-2020-12</b>
5.10	Hwy Signage: EDTC to continue to gather quotes and information regarding placing a new billboard on Crown Land between Cache Creek and Junction of Hwy #1 & 97C	Receive and file
5.11	Sign Bylaw Draft and Sign Bylaw Agreement Draft Committee member stated that "document is currently under review by council"	Receive and file

6. **NEW BUSINESS**



<b>FOR ACTION</b>		
6.1		
<b>FOR INFORMATION</b>		
6.2	Community Profile: "Committee recommended updating existing Investment Profile"	Receive and file

**7. CORRESPONDENCE**

7.1		
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**8. RECOMMENDATIONS TO COUNCIL:**

*"That Council endorse the EDT Committee request to allocate up to \$4000 for second Promo Video."*

**9. ADJOURNMENT**

**M/S Tripp/Anderson**

*"That the meeting of the EDT Committee be adjourned at 8:10 pm"*

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Margaret Moreira, EDTC

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Barbara Roden, MAYOR