



THE CORPORATION OF THE VILLAGE OF ASHCROFT

SPECIAL COUNCIL MEETING

AGENDA

FOR THE MEETING OF COUNCIL TO BE HELD IN THE COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT 9:30 AM ON FRIDAY, DECEMBER 9, 2022

1. CALL TO ORDER

“Mayor and Council wish to acknowledge that the meeting today is held within the traditional territory of the Nlaka’pamux people.”

2. ADOPTION OF THE AGENDA

Motion to adopt the Agenda as presented or as amended

M/S

THAT, the Agenda for the Special Meeting of Council held on Friday, December 9, 2022, be adopted as presented.

3. MINUTES

All Minutes are adopted at a Regular Meeting of Council.

4. DELEGATIONS

4.1	NONE	
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5. PUBLIC COMMENTS / QUESTIONS

6. DISCUSSION ITEMS

5.1	EDT – Northern Development Initiative Trust – Marketing Grant Application M/S <i>THAT, the Village of Ashcroft supports the application to Northern Development Initiative Trust from the Northern Development Initiatives Trust Marketing Initiatives for a grant of up to \$7055.00 for the design and print of an Art & History Walking Tour Map and TV Marketing from the Community Development Funding Stream, and further that Council support the project through its duration.</i>	P. 1
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7. BYLAWS FOR DISCUSSION

6.1	NONE	
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8. STAFF REPORTS

7.1	NONE	
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9. CLOSED MEETING

Motion to move to a closed meeting to discuss an item under the Community Charter Section 90.1 (j)

9.1	Motion to adjourn to a Closed Meeting M/S <i>THAT, Council adjourn to a closed meeting under the Community Charter Section 90.1 (l) discussions with municipal officers and employees respecting municipal objectives, measures and progress reports for the purposes of preparing an annual report under section 98 [annual municipal report]</i>	
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10. TERMINATION

REPORT TO COUNCIL – OPEN MEETING

DATE: November 14, 2022
TO: Mayor and Council
FROM: Margaret Moreira, Economic Development and Tourism Coordinator
SUBJECT: Northern Development Initiatives Trust

Purpose:

Request Council approval to submit a grant application to Northern Development Initiative Trust under the Marketing funding stream for the design and print of an Art & History Walking Tour map and TV marketing.

Recommendations:

THAT, the Village of Ashcroft supports the application to Northern Development Initiative Trust from the Northern Development Initiatives Trust Marketing Initiatives for a grant of up to \$7055.00 for the design and print of an Art & History Walking Tour Map and TV Marketing from the Community Development Funding Stream, and further that Council support the project through its duration.

Alternatives:

N/A

Discussion:

The Economic Development and Tourism working groups focus has been to move forward with the creation of a new walking tour map. One of the recommendations was to combine the Mosaic Brochure with the Historic Walk Tour Map to make a more inclusive document that will highlight many of the art installations from a variety of artists.

Another initiative the working group has focused on, is promoting recently created videos through regional TV channels. Two of the videos were promoted on three channels in 2022 with great success, as such the EDTC recommends doing again in 2023

These projects meet the NDIT Marketing grant criteria for funding, the maximum grant amount is \$7100; however, the grant will only cover 50% of eligible costs. The village has a provision in the budget for tourism and marketing. EDTC will be sourcing other grant funding opportunities to leverage.

Strategic Municipal Objectives:

Economic Development and Tourism Strategy

Financial Implications:

50% of project costs

Attachment Listing:

N/A

Prepared by:



Margaret Moreira,
Economic Development and Tourism Coordinator

Approved for submission to Council:



Daniela Dyck,
Chief Administrative Office