



**THE CORPORATION OF THE VILLAGE OF ASHCROFT**

**REGULAR AGENDA**

**FOR THE MEETING OF COUNCIL TO BE HELD IN THE COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT 7:00 PM ON MONDAY MARCH 23, 2020**

In compliance with the Village of Ashcroft Audio and Video Recording of Council Meetings Policy # A-01-2019 this is to advise that permission has been granted to the HUB Online Network to record and live stream today's Council meeting. Those present in the gallery that do not wish to be recorded, you may move to another seat at this time. The Village asks that the HUB Online Network be respectful of those participants not wishing to be recorded. Hub Online Network, you may begin recording now.

1. **CALL TO ORDER**

2. **ADOPTION OF THE AGENDA**

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

**M/S**

*"THAT the agenda for the Regular Meeting of Council held on Monday March 23, 2020 be adopted as presented."*

3. **MINUTES**

3.1	Minutes of the Regular Meeting of Council held Monday March 9, 2020 <i>That the Minutes of the Regular Meeting of Council held Monday March 9, 2020 be adopted as presented.</i>	1-4
3.2	Minutes of the Special Meeting of Council held Wednesday March 18, 2020 <i>That the Minutes of the Special Meeting of Council held Wednesday March 18, 2020 be adopted as presented.</i>	5-8

4. **DELEGATIONS**

4.1	NONE	
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5. **CORRESPONDENCE**

<b>FOR ACTION</b>		
5.1	98.3 Star FM Road Trip Adventure <i>Motion required</i>	9-13
<b>FOR INFORMATION</b>		
5.2	Highland Valley Copper Management Change	14
5.3	MLA Tegart COVID-19 Message	15-16
5.4	BC Transit Mandate Letter	17
5.5	Information Correspondence Listing <i>Motion to Receive and File all Information Correspondence</i>	18

6. **UNFINISHED BUSINESS**

6.1	N/A	
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**7. NEW BUSINESS**

*Business arising from the current Council Meeting may be added to the agenda for discussion*

7.1		
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**8. BYLAWS**

8.1	Council Procedure Bylaw No. 834 – Third Reading <i>That the Village of Ashcroft Council Procedure Bylaw No. 834 be re-read for a third time this 23<sup>rd</sup> day of March 2020.</i>	19-52
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**9. STAFF REPORTS**

<b>REQUEST FOR DECISION</b>		
9.1	Economic Development and Tourism Strategy and Implementation Matrix <i>That Council approve the adoption of the Economic Development and Tourism Strategy and Implementation Matrix as presented.</i>	53-104
9.2	NDIT- Economic Development Capacity Funding <i>That Council approve an application to NDIT's Economic Development Capacity Building fund for the purpose of contracting an Economic Development and Tourism position at \$25,000 and use the remaining \$25,000 for implementation of selected priority and short-term objectives from the newly developed Economic Development and Tourism Strategy.</i>	105-109
9.3	Purchase of Carbon Offsets <i>That Council approve the purchase of offset credits as required by the Province of British Columbia and the Climate Action Revenue Incentive Program through the offset organization Offsetters</i>	110-111
9.4	Budget Request for Assessment and Legal <i>That Council approve a budget of \$26,000 in order to cover costs of negotiations with the Ashcroft Indian Band regarding water provision</i>	112
9.5	Outdoor Burning Bylaw Report <i>No Recommendation, Council decision required</i>	113-119
9.6	Spring and Fall Clean Up <i>No Recommendation, Council decision required</i>	120-121
9.7	Social Media – Pool <i>That Council approve the development of a Social Media Policy for the Ashcroft Pool</i>	122
<b>FOR INFORMATION</b>		
9.8	COVID-19 - Update	123

**10. COUNCIL REPORTS**

10.1	Mayor Roden – Report	124-126
10.2	Councillor Anderson	
10.3	Councillor Anstett	
10.4	Councillor Davenport	





10.5	Councillor Tuohey	
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**11. RESOLUTIONS RELEASED FROM CLOSED MEETING**

11.1	See attached minutes of the Special Meeting of Council for March 18, 2020	
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**12. QUESTION PERIOD**

*Any member of the public may ask a question of Council if that question pertains to any item on the current Council Agenda. The order of which people from the gallery may ask questions is at the sole discretion of the Mayor; that person has not already asked a question; additional questions may be asked if no other member of the public desires to ask a question; and no longer than 15 minutes has elapsed since Question Period has commenced*

**13. CLOSED MEETING**

*Motion to move to a closed meeting to discuss an item under the Community Charter Section 90.1*

13.1	(c) labour relations; (g) litigation	
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**14. TERMINATION**





**THE CORPORATION OF THE VILLAGE OF ASHCROFT**

**MINUTES**

**FOR THE REGULAR MEETING OF COUNCIL HELD IN THE COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT 4:30 PM ON MONDAY MARCH 9, 2020**

**PRESENT:** Mayor Barbara Roden  
 Councillor Marilyn Anderson  
 Councillor Nadine Davenport  
 Councillor Debra Tuohey

Yoginder Bhalla, Chief Financial Officer  
 Brian Bennewith, Public Works Foreman

Media & Public

**EXCUSED:** Councillor Jonah Anstett  
 Daniela Dyck, Deputy Corporate Officer

Prior to the meeting, Mayor Roden advised the gallery that the meeting was being recorded by the HUB Online Network.

1. **CALL TO ORDER**

Mayor Roden called the meeting to order at 4:30 pm.

2. **ADOPTION OF THE AGENDA**

**M/S Touhey / Anderson**

*“THAT the agenda for the Regular Meeting of Council held on Monday March 9, 2020 be adopted as presented.”*

**CARRIED Unanimous (R-2020-60)**

3. **MINUTES**

3.1	Minutes of the Regular Meeting of Council held Monday February 24, 2020 <b>M/S Roden / Anderson</b> <i>“That the Minutes of the Regular Meeting of Council held Monday February 24, 2020 be adopted as presented.”</i>	<b>CARRIED Unanimous (R-2020-61)</b>
3.2	Minutes of the Committee of the Whole Meeting held on Monday February 24, 2020 <b>M/S Roden / Tuohey</b> <i>“That the Minutes of the Committee of the Whole Meeting held Monday February 24, 2020 be adopted as presented.”</i>	<b>CARRIED Unanimous (R-2020-62)</b>

4. **DELEGATIONS**

4.1	N/A	
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5. **CORRESPONDENCE**

<b>FOR ACTION</b>		
5.1	Ashcroft & District Lions Club – Request for Route Approval for 10 <sup>th</sup> Annual Skip’s Memorial Charity Run <b>M/S Roden / Davenport</b> <i>“That Council approve the Route as requested by the Ashcroft &amp; District Lions Club to host the 10<sup>th</sup> Annual Skip’s Memorial Run.”</i>	<b>CARRIED Unanimous (R-2020-63)</b>
5.2	Legion – Military Service Recognition Book – Advertising Request <b>M/S Anderson / Tuohey</b> <i>“That Council approve the purchase of a Business Card advertisement supporting the Military Service Recognition Book for \$275.”</i>	<b>CARRIED Unanimous (R-2020-64)</b>
5.3	Buy Local Buy Fresh – Advertising Request <b>M/S Roden / Davenport</b> <i>“That Council approve the advertising request in the Buy Local Buy Fresh publication for \$600.”</i>	<b>CARRIED Unanimous (R-2020-65)</b>
5.4	Ashcroft & District Lions Club – Facility use Approval of Pool Park for Mother’s Day Pancake Breakfast <b>M/S Tuohey / Anderson</b> <i>“That Council approve the Ashcroft &amp; District Lions Club request to use the Pool Park as the venue for the Mothers Day Pancake Breakfast, and that the food trailer be set up in the parking lot.”</i>	<b>CARRIED Unanimous (R-2020-66)</b>
<b>FOR INFORMATION</b>		
5.5	Monte Downs – Off Leash Dog Park – Rescind Project Participation	
5.6	WHAC – Final Report	
5.7	Village of Ashcroft Press Release	
	<b>M/S Tuohey / Anderson</b> <i>“That all Information Correspondence be received and filed”</i>	<b>CARRIED Unanimous (R-2020-67)</b>

6. **UNFINISHED BUSINESS**

6.1	SOGIA – Request for Grant in Aid and Repaint the Rainbow Crosswalk <b>M/S Roden / Tuohey</b> <i>“THAT Council approve the SOGIA Grant in Aid request in the amount of \$250, and further that Council approve the repainting of the Rainbow Crosswalk on Railway Ave. as a collaboration with the SOGIA students working under the direction of the Village Public Works Department, and further that all expenses be paid by the Village.”</i>	<b>CARRIED (R-2020-68) Opposed Anderson</b>
6.2	Motion List <b>M/S Roden / Davenport</b> <i>“That the Motions List be received and filed.”</i>	<b>CARRIED Unanimous (R-2020-69)</b>



**7. NEW BUSINESS**

*Business arising from the current Council Meeting may be added to the agenda for discussion*

7.1	N/A	
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**8. BYLAWS**

8.1	Council Procedure Bylaw No. 834 – Third Reading <b>M/S Roden / Anderson</b> <i>“THAT the Village of Ashcroft Council Procedure Bylaw No. 834 be read for a third time this 9<sup>th</sup> day of March 2020.”</i>	<b>CARRIED Unanimous (R-2020-70)</b>
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**9. STAFF REPORTS**

<b>REQUEST FOR DECISION</b>		
9.1	Economic Development and Tourism Strategy <b>M/S Roden / Tuohey</b> <i>“That Council defer approval of the Economic Development and Tourism Strategy to the March 23, 2020 Regular Meeting of Council.”</i>	<b>CARRIED Unanimous (R-2020-71)</b>
9.2	NDIT Economic Development Capacity Grant Application – Brought back for Council Consideration from the February 24, 2020, Regular Council Meeting <b>M/S Roden / Tuohey</b> <i>“THAT Council defer approval of the NDIT Grant application to the March 23, 2020 Regular Meeting of Council.”</i>	<b>CARRIED Unanimous (R-2020-72)</b>
<b>FOR INFORMATION</b>		
	N/A	

**10. COUNCIL REPORTS**

10.1	Mayor Roden	
10.2	Councillor Anderson – Report	
10.3	Councillor Anstett	
10.4	Councillor Davenport	
10.5	Councillor Tuohey	
	<b>M/S Roden / Anderson</b> <i>“THAT Council approve the Council Reports as presented.”</i>	<b>CARRIED Unanimous (R-2020-73)</b>

**11. RESOLUTIONS RELEASED FROM CLOSED MEETING**

11.1	N/A	
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**12. QUESTION PERIOD**

*Questions from the public include the following:*

- 1.

**13. CLOSED MEETING**

Motion required to move to Closed Meeting



13.1	<b>M/S Roden / Davenport</b> <i>“That Council move in to a closed meeting to discuss an item under the Community Charter Section 90.1 (c) Labour relations or other employee relations”</i>	<b>CARRIED Unanimous (R-2020-74)</b>
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**14. TERMINATION**

**M/S Anderson / Tuohey**

*“THAT the Regular Meeting of Council for March 9, 2020 be adjourned at 6:45 pm.”*

**CARRIED Unanimous (R2020-75)**

Certified to be a true copy of  
the Regular Meeting of Council held  
Monday March 9, 2020.

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Daniela Dyck,  
Interim Chief Administrative Officer

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Barbara Roden, MAYOR



**THE CORPORATION OF THE VILLAGE OF ASHCROFT**

**SPECIAL COUNCIL MEETING**

**MINUTES**

**FOR Wednesday March 18, 2020 at 1:30 PM**

**PRESENT:** Mayor Barbara Roden  
 Councillor Marilyn Anderson  
 Councillor Jonah Anstett  
 Councillor Nadine Davenport  
 Councillor Debra Tuohey

Daniela Dyck, Interim Chief Administrative Officer  
 Yoginder Bhalla, Chief Financial Officer

**EXCUSED:** N/A

1. **CALL TO ORDER**

2. **ADOPTION OF THE AGENDA**

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

**M/S Tuohey / Anderson**

*"That the agenda for the March 18, 2020 Special Meeting of Council be adopted as presented."*

CARRIED – Unanimous (S-2020-8)

3. **MINUTES**

All Minutes are adopted at a Regular Meeting of Council

4. **DELEGATIONS**

4.1	NONE	
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5. **DISCUSSION ITEMS**

5.1	NONE	
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6. **BYLAWS FOR DISCUSSION**

6.1	<b>Rescind Third Reading of Council Procedure Bylaw No 834</b> <b>M/S Roden / Anderson</b> <i>That Council rescind third reading of the Council Procedure Bylaw No. 834, 2020 and that a provision of limiting the public at meetings and allowing digital meetings be included in the bylaw during a declared state of emergency.</i>	CARRIED Unanimous (S-2020-09)
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**7. STAFF REPORTS**

7.1	NONE	
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**8. QUESTION PERIOD**

**9. CLOSED MEETING**

*Motion to move to a closed meeting to discuss an item under the Community Charter Section 90.1*

9.1	<b>M/S Roden / Anstett</b> Motion to move into a closed meeting for the purpose of discuss an item under the <i>Community Charter Section 90.1 (c)labour or other employee relations &amp; (d) security of the property of the municipality</i>	CARRIED Unanimous (S-2020-10)
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**10. MOTIONS RELEASED FROM CLOSED MEETINGS**

4.1	<b>March 18, 2020 Closed Meeting</b> <b>M/S Anstett / Roden</b> <i>“That the minutes of the Closed Meeting of Council held on March 18, 2020 be released to the public and form part of the minutes of the Special Meeting of Council on March 18, 2020.”</i>	CARRIED Unanimous (S-2020-11)
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**11. TERMINATION**

*Motion to Adjourn*

**M/S Roden / Anderson**

*“That the Special Meeting of Council for March 18, 2020 be adjourned at 2:45 pm.”*

CARRIED – Unanimous (S-2020-12)



THE CORPORATION OF THE VILLAGE OF ASHCROFT

CLOSED MEETING MINUTES

March 18, 2020  
1:30 Ppm  
IN COUNCIL CHAMBERS

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**PRESENT:** Mayor Barbara Roden  
Councillor Marilyn Anderson  
Councillor Jonah Anstett  
Councillor Nadine Davenport – phone  
Councillor Debra Tuohey

Daniela Dyck, Interim Chief Administrative Officer  
Yoginder Bhalla, Chief Financial Officer

1. **CALL TO ORDER**

Mayor Roden called the meeting to order at 1:40 pm

2. **ADOPTION OF THE AGENDA**

**M/S Tuohey / Anstett**

*That the Agenda for the Closed Meeting of Council for March 18, 2020 be adopted as presented.”*  
CARRIED – Unanimous

3. **MINUTES**

N/A

4. **OTHER BUSINESS**

4.1 COVID-19 Staff Update

a) Office /Operations

Increased cleaning and disinfecting protocols implemented. Staff meeting held on Monday to ensure all concerns are addressed regarding staff safety.

Cash flow is good, CFO has no concerns

Finance Committee to meet with Auditors April 25 at 3:00 pm

M/S Roden / Anderson

*“That Cnclr. Tuohey and Cnclr. Anstsett attend the Finance Committee Meeting.”*

CARRIED - Unanimous

VPN established for working from home if necessary. Working on video conferencing as an option for Council meetings.

Moving forward with smaller scheduled projects

M/S Roden / Anderson

*“That Council approve the office to be closed to the public as of 4:00 pm Friday March 20, 2020.”*

CARRIED – Unanimous

Extend the 10% early payment discount for utilities to April 30, 2020

M/S Roden / Anderson

*“That the 10% early payment discount for utility payments be extended to April 30, 2020.”*

CARRIED – Unanimous

Place lock box at front entrance for drop off of payments, encourage residents to mail cheques or pay via EFT at their financial institutions. Staff is in the office to answer phones and emails to assist the public.

Consider limiting public attendance at Council Meeting during the COVID-19 pandemic.

- b) Facilities – closures  
Village will reassess opening the Pool, Museum, Visitor Info and Public washrooms closer to scheduled opening.  
Budget in place for all staffing, if unable to open facilities consider utilizing staff for other functions.
- c) Water / Sewer – essential service provision  
Cross Training for STP, WTP is good.
- d) Fire Department – cancelled practices  
All practices are cancelled, limited personnel in response vehicles, extra vehicles may be required for call outs. FD assures response remains status quo. Added cleaning protocols implemented.
- e) Regional Meeting – update  
Mayor Roden, Cnclr. Tuohey, ICAO Dyck attended the Regional COVID19 meeting at AIB. Representative from TNRD Region I, AIB, BIB, Cache Creek, Ashcroft, IDA, Health Site, TNRD EOC, participated. Intent of the meeting was to update each other regarding operations and ongoing functions, consistent messaging across the region stay connected and support each other.
- f) Communication with the Public  
Develop consistent daily updates to the public, request permission to post updates at Post Office, use website and social media to share updates.

4.2 Preparedness Planning

Staff is participating in the daily EMBC and IHA COVID-19 update calls.

5. **REPORTS AND RESOLUTIONS TO BE RELEASED**

M/S Roden / Anstett

*“That the minutes of the Closed Meeting of Council held on March 18, 2020 be released to the public and form part of the minutes of the Special Meeting of Council on March 18, 2020.”*

CARRIED – Unanimous

6. **TERMINATION**

M/S Roden / Anderson

*“That the Closed meeting of Council be terminated at 2:44 pm*

CARRIED - Unanimous

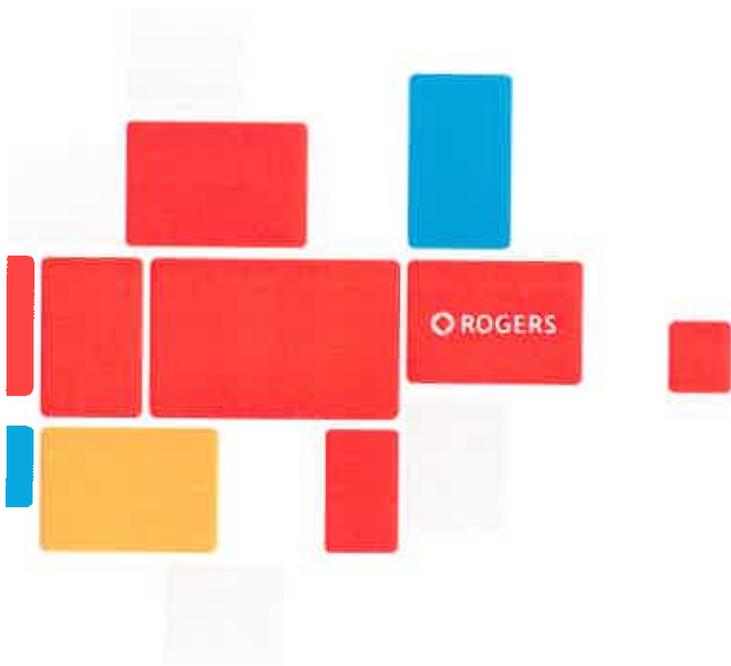
Certified to be a true and correct copy  
of the Minutes of the Closed Meeting  
of Council held on Wednesday March 18, 2020

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Daniela Dyck, Interim Chief Administrative Officer

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Barbara Roden, MAYOR



**107.1**  
**COUNTRY**



Star 98.3 & Country 107.1

## Road Trip Adventure

Location Sponsor 2020

Prepared by:

Nick Seguin & Rob Michaels

October 2, 2019





## Road Trip Adventure – Location/Prize Sponsor Promotion to run May 18<sup>th</sup> to June 7<sup>th</sup>, 2020 (TENTATIVE)



Star 98.3 and Country 107.1 are pleased to present an exciting pre-summer promotion, the 2020 Road Trip Adventure. A representative from the stations will embark on a road trip throughout Super, Natural, British Columbia and will encourage listeners to visit the fabulous places and do the great activities that will be highlighted on the road trip.

During this Road Trip Adventure, our host will spend the morning in a different city experiencing and absorbing as much as he can while doing social media during the different activities. Then in the afternoon, he'll do some cut-ins with the Star 98.3 afternoon show talking about your city, his experiences and encouraging listeners to enter to win their own road trip through StarFM.com

Our Host will also broadcast his afternoon show LIVE from your city from 3pm – 6pm. He'll invite someone from the community to come on for an interview, he'll talk about his experiences and also encourage listeners to enter to win their own road trip through Country1071.com

At the end of the adventure, one Star 98.3 and one Country 107.1 listener will each win a getaway for them and their family, that matches the Road Trip Adventure.

The 2020 Road Trip will be an exciting one with a focus on digital media, including utilizing social media mediums such as Facebook, Facebook Live, Instagram and more, including on-air check ins and an entry form on the station's contest page.

For 3 weeks, you will be promoted through produced promotional mentions, liner mentions, on-air cut in's and through our website and online contesting. Promotion will include two (2) weeks of pre-promo and one week of promo, from May 18<sup>th</sup> to June 7<sup>th</sup>, 2020 (dates subject to change).

Attached is the airtime set aside for this promotional campaign.

NOTE: This promotional proposal is subject to change. The type and the amount of promotional assets we use to execute this promotional proposal is subject to change. While we will endeavor to keep promotional values similar to that which was pitched in this proposal, we cannot guarantee the exact promotional value as pitched. Please speak with your account representative should you have any questions before signing this proposal.

2 Confidential | Star 98.3 & Country 107.1 Road Trip Adventure – Location Sponsor 2020





**Road Trip Adventure – Location/Prize Sponsor**  
 Promotion to run May 18<sup>th</sup> to June 7<sup>th</sup>, 2020 (TENTATIVE)



**Star 98.3 Promotional Breakdown**

**On Air Exposure**

- 1 contest announcement
- Minimum 105 name mentions in 30 second produced promotional announcements
- 1 live show from your city between 3pm – 6pm with the opportunity to have an interview with our host
- Minimum 1 grand prize contesting occasion

**Minimum Value: \$21,850.00**

**Website Exposure**

- 3 weeks exposure on contest page at [www.starfm.com](http://www.starfm.com)
- 3 inclusions in email newsletter mentioning contest/road trip with link to contest page
- Minimum 1 social media posts during Road Trip week with tags/mentions
  - Social Media Posts - Service dependent: Facebook Live, Facebook Video, Instagram, etc

**Minimum Value: \$1,300.00**

**Total Minimum promotional value: \$23,150.00**

*NOTE: This promotional proposal is subject to change. The type and the amount of promotional assets we use to execute this promotional proposal is subject to change. While we will endeavor to keep promotional values similar to that which was pitched in this proposal, we cannot guarantee the exact promotional value as pitched. Please speak with your account representative should you have any questions before signing this proposal.*

3 Confidential | Star 98.3 & Country 107.1 Road Trip Adventure – Location Sponsor 2020





## Road Trip Adventure – Location/Prize Sponsor Promotion to run May 18<sup>th</sup> to June 7<sup>th</sup>, 2020 (TENTATIVE)



### Country 107.1 Promotional Breakdown

#### On Air Exposure

- 1 contest announcement
- Minimum 84 name mentions in 30 second produced promotional announcements
- 1 live show from your city between 3pm – 6pm with the opportunity to have an interview with our host
- Minimum 1 grand prize contesting occasion

**Minimum Value: \$10,020.00**

#### Website Exposure

- 3 weeks exposure on contest page at [www.country1071.com](http://www.country1071.com)
- 3 inclusions in Country Club email newsletter mentioning contest/road trip
- Minimum 1 social media posts during Road Trip week with tags/mentions
  - Social Media Posts - Service dependent: Facebook Live, Facebook Video, Instagram, etc

**Minimum Value: \$1,000.00**

**Total Minimum promotional value: \$11,020.00**

*NOTE: This promotional proposal is subject to change. The type and the amount of promotional assets we use to execute this promotional proposal is subject to change. While we will endeavor to keep promotional values similar to that which was pitched in this proposal, we cannot guarantee the exact promotional value as pitched. Please speak with your account representative should you have any questions before signing this proposal.*

4 Confidential | Star 98.3 & Country 107.1 Road Trip Adventure – Location Sponsor 2020





**Road Trip Adventure – Location/Prize Sponsor**  
 Promotion to run May 18<sup>th</sup> to June 7<sup>th</sup>, 2020 (TENTATIVE)



**Star 98.3 Minimum Promotional Value: \$23,150.00**  
**Country 107.1 Minimum Promotional Value: \$11,020.00**  
**Total Minimum Promotional Value: \$34,170.00**

**YOUR INVESTMENT : \$3,100 + Tax**

- 1 day Getaway Package for Station representative (+ Guest) to showcase during road trip.
  - Including Accommodation, Meals, Activities
- 2 identical Getaway Packages for winner & family of 4 (1 X Star 98.3 + 1 X Country 107.1 Giveaway)

**TERMS:**

- **Promotional Confirmation Deadline: March 29<sup>th</sup>, 2020 at 12PM**
- CLIENT will provide all logos, links and any other information for promotional use to your account rep
- CLIENT recognizes that all promotional elements will be produced in house by STAR 98.3 and Country 107.1
- CLIENT hereby agrees to the broadcasting services detailed above or as amended upon through this agreement in writing between CLIENT and Rogers Media Inc. Such amendments shall form part of the present contract.
- **This promotion will be open to 1 Title Sponsor, 1 Powered by Sponsor and daily location sponsors (dependent on how many days on the road)**

Promotional Contact: Desiree Cabatfin 604-853-4756 [Desiree.Cabatfin@rci.rogers.com](mailto:Desiree.Cabatfin@rci.rogers.com)

**Approvals**

Client Name: \_\_\_\_\_

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

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

Star 98.3 and Country 107.1 Account Manager

*Rogers Radio Vancouver bills monthly. Payment due in full 30 days from billing date with your good credit approval. Minimum two weeks written cancellation notice prior to start of campaign. Surcharges will be applied appropriate to actual volume used if this agreement is not completed in full. All rates are net and PLUS GST. All rates are guaranteed 3 days for presentation.*

*NOTE: This promotional proposal is subject to change. The type and the amount of promotional assets we use to execute this promotional proposal is subject to change. While we will endeavor to keep promotional values similar to that which was pitched in this proposal, we cannot guarantee the exact promotional value as pitched. Please speak with your account representative should you have any questions before signing this proposal.*

5 Confidential | Star 98.3 & Country 107.1 Road Trip Adventure – Location Sponsor 2020



For Immediate Release

Date: March 10, 2020

## Management Change at Highland Valley Copper

**Logan Lake, B.C.** – Highland Valley Copper (HVC) today announced a change to the operation’s senior management. Elaina Ware is the new General Manager of HVC, replacing Geoff Brick who has retired.

Ms. Ware brings to the role more than 20 years of experience in mining, including her previous Teck roles as Operations Manager at Highland Valley Copper, General Manager at Greenhills Operations, and General Manager of Digital Transformation for Teck’s RACE21™ program.

Elaina holds a Bachelor of Mining Engineering from the University of Missouri-Rolla and is a graduate of Teck’s Emerging Leaders Program. She is also currently pursuing an Executive Master of Business Administration at the Kellogg School of Management. Ms. Ware excels in the areas of digital optimization, driving positive change, and building team strength. She has a proven track record for collaboration and delivering safe results.

“I’m excited for the opportunity to help HVC continue to implement technological advancements that support a sustainable future for the mine. Highland Valley Copper is an accomplished operation whose people are committed to safety, sustainability and overall mining performance,” said Ware.

Teck extends its sincerest gratitude to Geoff Brick for his leadership and dedication over the past 6 years with the company.

During his tenure at HVC as GM, Geoff’s focus on employee engagement was a key driver in the operation continuing to excel in delivering production and cost performance and in generating significant value for Teck through the implementation of technologies and RACE21™ initiatives.

### About Highland Valley Copper

Highland Valley Copper (HVC) is operated by Teck Resources Limited, which has a 100% interest in the mine. HVC is a truck-and-shovel operation, which uses conventional drill and blast mining methods. The processing plant uses semi-autogenous grinding and flotation to produce copper and molybdenum in concentrate. Copper concentrates are transported first by truck to Ashcroft, BC, then by rail to customers in North America and to a port in Vancouver for export overseas. HVC employs approx. 1,300 people and current life of mine is 2028.

### Media Contact:

Jacqueline Schneider  
Sr. Community Affairs Officer  
Tel.: +1.250.523.3737  
jacqui.schneider@teck.com



MEMO

To: Residents of Fraser Nicola  
From: Jackie Tegart MLA  
Re: Novel Coronavirus Epidemic  
Date: March 16, 2020

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As the coronavirus pandemic progresses across the world, we have witnessed the terrible human toll in China, Iran and Italy, and the disease continues to take lives in dozens of countries. While we can be thankful to have a publicly funded high-quality system of health care here in British Columbia, we cannot be complacent, or rely upon hospitals and health care workers as the only way to deal with this epidemic. All of us must do what we can to stop the transmission of the virus from person to person, so that we can defeat this epidemic.

As a community, each of us have a responsibility to those most vulnerable to this virus – those with compromised immunity and seniors. In addition to the risk from the virus, we must consider the anxiety and isolation that the next few weeks will bring to many of our neighbours. This is especially true of seniors living on their own. Please make a point of contacting your neighbours, without getting too close, and checking that they are OK. If all of us call one of our immediate neighbours every day, we will have a safer and healthier community.

If we do our part, we can help to bring an early end to this epidemic. With that goal clearly in mind, my colleagues in the Legislature and I have adopted a number of steps to reduce the spread of the virus, including:

**Personal Conduct**

The Provincial Health Officer has advised that we avoid shaking hands or any physical contact, maintain a minimum distance of one meter from everyone outside your family and please do not leave your home if you are ill. Do not travel other than in an emergency. Limit your contact with public surfaces such as touch screen terminals and payment machines. And avoid public events with sizable gatherings of people.

**What if you feel ill?**

If you are sick, please stay home, rest, and avoid contaminating others. You should seek medical care as you see fit, just as you would with any contagious illness, but you may be directed to stay away from Emergency Rooms.

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**Ashcroft Constituency Office**

405 Railway Avenue, Box 279  
Ashcroft BC V0K 1A0  
T 250-453-9726 F 250-453-9765

**Merritt Constituency Office**

2-2152 Quilchena Avenue  
Merritt BC V1K 1A1  
T 250-378-8831 F 250-453-9765

**Legislative Office**

Room 201 Parliament Buildings  
Victoria BC V8V 1X4  
T 250-952-7616 F 250-387-9100

Memo from MLA Jackie Tegart  
March 16, 2020  
Page 2

If you have reason to believe you have been, or may have, been exposed to COVID-19, you should remain at home, call 8-1-1 for advice and be prepared to self-isolate and monitor your health. Anyone returning from outside Canada is expected (this may become must) to self-isolate for 14 days.

**Reliable Information Sources**

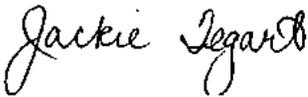
Please visit the website for the B.C. Centre for Disease Control at [http://www.bccdc.ca/health-info/diseases-conditions/coronavirus-\(novel\)](http://www.bccdc.ca/health-info/diseases-conditions/coronavirus-(novel)) for the most accurate and up-to-date information on COVID-19. Normally, Dr. Bonnie Henry and the Health Minister brief the public at 3:30pm on weekdays, and this is available live from a number of radio and TV channels. It can be found on BC1 and Global B.C has been live streaming it on their Facebook: <https://www.facebook.com/GlobalBC/>

**Constituency Offices in Ashcroft and Merritt**

Given the current status of the COVID-19 outbreak, the office staff will not be taking any in-person meetings at this time. We kindly request that you either call us at 250 453-9726 or email us at [Jackie.Tegart.mla@leg.bc.ca](mailto:Jackie.Tegart.mla@leg.bc.ca) and we will respond as soon as possible.

Please look after yourselves, your loved ones, and your neighbours – if we help each other, take precautions with contact with each other, and allow our health care system to take care of those who are ill, we will defeat COVID 19 – together.

Yours sincerely,



Jackie Tegart  
MLA for Fraser Nicola





March 20, 2020

BC Transit's Emergency Operations Centre (EOC) has been meeting regularly and working to ensure we are taking appropriate actions to protect the health and safety of our operators, staff and our customers.

A key safety measure transit systems across North America can offer is to move to rear-door boarding on all buses that have them, and to cease revenue collection on all buses (including handyDART). This minimizes interactions between operators and customers and creates conditions that support social distancing. It is imperative that we provide a safe working environment for everyone especially our operators, especially as we continue to provide essential services to those who rely on them.

Over the past 48 hours, we have worked closely with many local government partners to secure approvals to make this change and in many of our systems this has been implemented or is already underway. These changes were implemented in Nanaimo and Victoria on March 19. It has since been implemented in other BC Transit systems and throughout the TransLink transit system in the Lower Mainland. In order to ensure a consistent approach across the province, this morning the BC Transit EOC has made the decision to mandate all remaining systems to move in this direction. Operational changes will occur no later than Saturday, March 21 and may be sooner, depending upon the ability to implement by our operating partners. This is in effect for conventional, community, and custom systems.

The decision to move in this direction has not been taken lightly, and we recognize this does not align with normal approval processes. In these extraordinary circumstances, we remain focused on the health and safety of our operators and customers, and we must all take action to protect them. In the coming weeks we will work closely with you to manage the implications of making this change.

We also recommend for the next week we maintain existing service levels and allow our operating companies to manage trips to meet resource availability. This will also support our provincial edict to maintain social distancing while ridership levels stabilize. We are going to be working closely with you to monitor ridership and stabilize service needs for the foreseeable future.

Public information will be released before our regular provincially mandated media blackout at 1 p.m. today.

Thank you for your understanding, and your continued commitment to delivering transportation services our customers can rely on.

A handwritten signature in blue ink, appearing to read "Tim Croyle".

Tim Croyle  
Vice President, Operations and Chief Operating Officer

A handwritten signature in blue ink, appearing to read "Christy Ridout".

Christy Ridout  
Vice President, Business Development

**INFORMATION CORRESPONDENCE  
FOR THE March 23, 2020 COUNCIL MEETING**

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1. Fortis BC
  - Economic Development Award Winners
2. UBCM
  - Conflict of Interest Decision – Schlenker vs. Torgrimson
3. RCBC
  - Annual Conference
4. Port Moody Councillor Amy Lubik, PhD
  - Request Council participation in HARS panel on Climate Change
5. SILGA
  - Request for gift basket – Conference cancelled
6. IUBCM
  - Membership renewal
7. Mineral Exploration Magazine
8. Cannabis Prospect Magazine
9. Forest Enhancement Society of BC
  - Accomplishments update
10. Wood Design and Building Magazine
11. Highland Valley Copper
  - Winter 2020 Newsletter
12. SICA
  - Spring 2020 Magazine

/dd

## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Daniela Dyck, Interim Chief Administrative Officer  
**SUBJECT:** Council Procedure Bylaw No. 834, 2020  
**REPORT #:** 20-23

---

### **Purpose**

To request a Council motion to re-read third reading of the Village of Ashcroft Council Procedures Bylaw No. 834, 2020.

### **Recommendation**

THAT Council read third reading a second time for the “*Village of Ashcroft Council Procedure Bylaw No. 834, 2020*”.

### **Alternatives**

THAT Council not re-read third reading of the draft Village of Ashcroft Council Procedure Bylaw No. 834, 2020 and defer to another meeting.

### **Discussion**

In light of the unprecedented nature of the COVID-19 pandemic, a provision should be included in the new Council Procedures Bylaw that enables Council to meet electronically and limit public participation during a declared State of Emergency. Page 13, section 22.4 and 5 have been added to include Electronic Meetings during a declared State of Emergency and limiting public attendance but providing for public engagement.

### **Strategic/Municipal Objectives**

Corporate Governance – Bylaw and Policy ongoing review and updates

### **Legislative Authority**

The *Community Charter*, section 124 sets out the requirement that a municipality must have a procedure bylaw and prescribes the required components of that bylaw.

### **Financial Implications**

Advertising costs of \$310.00 were incurred.

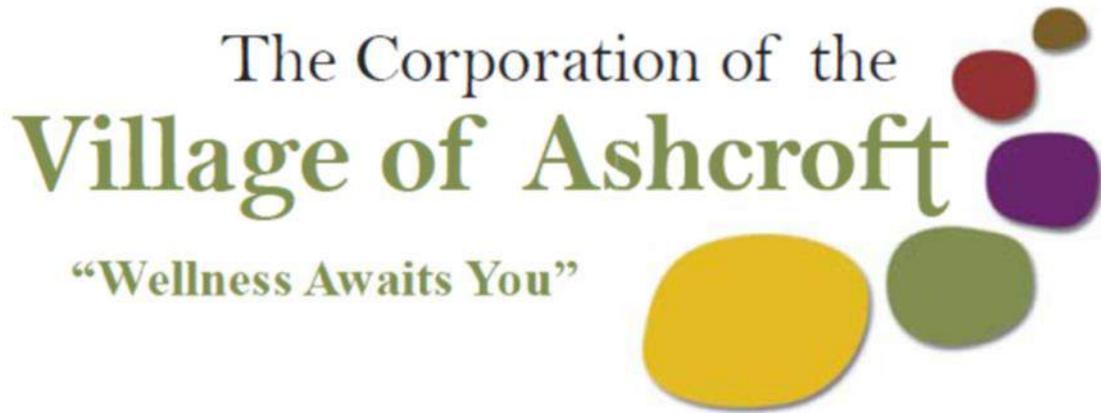
### **Attachment Listing**

1. Attachment 1 – Draft Council Procedures Bylaw No. 834, 2020
- 

**Prepared by:**



Daniela Dyck,  
Interim Chief Administrative Officer



## Council Procedure Bylaw No. 834, 2020

Contents

PART 1 – INTRODUCTION..... 5  
    Title ..... 5  
    Interpretation ..... 5  
    Application of rules of procedure..... 6

PART 2 – COUNCIL ROLES, RESPONSIBILITIES AND DUTY TO RESPECT CONFIDENTIALITY..... 6  
    Roles and responsibilities of Council members ..... 6  
    Duty to respect confidentiality ..... 7

PART 3 – CONFLICT OF INTEREST ..... 7  
    Application of this part ..... 7  
    Declaration required..... 8  
    Restrictions on participation following the declaration ..... 8  
    Withdrawal of declaration after legal advice ..... 8  
    Member must not be present ..... 8  
    Recording of declaration in the minutes ..... 9  
    Restrictions on participation if in conflict whether or not a declaration is made..... 9  
    Restrictions on inside influence..... 9  
    Restrictions on outside influence ..... 9  
    Exceptions from conflict restrictions ..... 9  
    Disclosure of contracts with Council members and former Council members..... 10  
    Restrictions on use of insider information ..... 10

PART 4 – COUNCIL MEETINGS ..... 10  
    Inaugural Meeting ..... 10  
    Time and location of meetings ..... 11  
    Electronic meetings and participation by Council members..... 11  
    Notice of Council meetings..... 12  
    Notice of Special meetings ..... 12

PART 6 – COUNCIL PROCEEDINGS ..... 13  
    Community Charter provisions..... 13  
    Attendance of public at meetings ..... 13  
    Minutes of meetings to be maintained and available to public..... 14  
    Calling meeting to order ..... 14  
    Adjourning meeting where no quorum..... 14  
    Agenda ..... 15  
    Order of proceedings and business ..... 15  
    Late Items ..... 16  
    Voting at meetings..... 16  
    Delegations, Petitions and Correspondence ..... 17  
    Public Input..... 18  
    Points of order ..... 19

Conduct and debate .....	19
Motions generally .....	21
Motion to commit .....	21
Motion for the main question .....	21
Amendments generally .....	22
<b>Notice of Motion</b> .....	22
Reconsideration by Mayor .....	23
Reconsideration by Council member .....	23
Privilege .....	24
Reports from Committees .....	24
Adjournment .....	25
<b>PART 7 – BYLAWS</b> .....	25
Copies of proposed bylaws to Council members .....	25
Form of bylaws .....	25
Bylaws to be considered separately or jointly .....	25
Reading and adopting bylaws .....	25
Bylaws must be signed .....	26
<b>PART 8 - RESOLUTIONS</b> .....	26
Copies of resolutions to Council members .....	26
Form of resolution .....	27
Introducing resolutions .....	27
<b>PART 9 - COMMITTEE OF THE WHOLE</b> .....	27
Going into COTW .....	27
Notice for COTW meetings .....	27
Minutes of COTW meetings to be maintained and available to public .....	27
Presiding members at COTW meetings and quorum .....	28
Points of order at meetings .....	28
Conduct and debate .....	28
Voting at meetings .....	28
Reports .....	28
Rising without reporting .....	29
<b>PART 10 – COMMITTEES</b> .....	29
Duties of Standing Committees .....	29
Duties of Select Committees .....	29
Schedule of Committee meetings .....	30
Notice of Committee meetings .....	30
Attendance at Committee meetings .....	30
Minutes of Committee meetings to be maintained and available to public .....	30
Quorum .....	31
Conduct and debate .....	31
Voting at meetings .....	31
<b>PART 11 - COMMISSIONS</b> .....	31

Schedule of commission meetings ..... 31  
Notice of commission meetings ..... 31  
Minutes of commission meetings to be maintained and available to the public ..... 32  
Quorum..... 32  
Conduct and Debate ..... 32  
  
PART 12 – GENERAL ..... 32

DRAFT

**VILLAGE OF ASHCROFT**

**BYLAW NO. 834, 2020**

---

**A BYLAW TO ESTABLISH THE GENERAL PROCEDURES TO BE FOLLOWED  
BY COUNCIL AND COUNCIL COMMITTEES IN CONDUCTING THEIR BUSINESS**

---

NOW THEREFORE the Council of the Village of Ashcroft ENACTS AS FOLLOWS

**PART 1 – INTRODUCTION**

**Title**

- 1 This Bylaw may be cited as the “THE VILLAGE OF ASHCROFT COUNCIL PROCEDURE BYLAW NO. 834, 2020”.

**Interpretation**

- 2 (1) In this Bylaw,
- “**Committee**” means a Standing, Select, or other Committee of Council, but does not include COTW;
- “**COTW**” means the Committee of the Whole of Council;
- “**Corporate officer**” means the corporate officer for the Village or their designate;
- “**Council**” means the Council of the Village of Ashcroft;
- “**Village**” means the Corporation of the Village of Ashcroft;
- “**Mayor**” means the Mayor of the Village;
- “**Municipal Hall**” means Ashcroft Municipal Hall located at 601 Bancroft Street, Ashcroft British Columbia;
- “**Public notice posting place**” means the notice board at the Municipal Hall and Public Posting board on the exterior of the Village Office.
- (2) Unless otherwise provided in this Bylaw, words and phrases used herein have the same meaning as in the *Community Charter, Local Government Act* and the *Interpretation Act* as the context and circumstances may require.

- (3) A reference to an Act in the Bylaw refers to a statute of British Columbia, and a reference to any statute, regulation, bylaw or other enactment refers to that enactment as it may be amended or replaced from time to time.
- (4) Words in their singular include the plural and words in the plural include the singular
- (5) Headings are for convenience only and must not be construed as defining or limiting the scope or intent of the provisions.

#### **Application of rules of procedure**

- 3 (1) The provisions of this Bylaw govern the proceedings of Council, COTW and all Standing and Select Committees of Council, as applicable.
- (2) In cases not provided for under this Bylaw, The New Robert's Rules of Order Newly Revised 10<sup>th</sup> Edition, 2000, apply to the proceedings of Council, COTW, and all Standing and Select Committees of Council to the extent that those rules are
  - (a) applicable in the circumstances, and
  - (b) not inconsistent with provisions of this Bylaw or the *Community Charter*.

### **PART 2 – COUNCIL ROLES, RESPONSIBILITIES AND DUTY TO RESPECT CONFIDENTIALITY**

#### **Roles and responsibilities of Council members**

- 4 Every member of Council has the following responsibilities:
  - (a) to consider the well-being and interests of the Village and its community;
  - (b) to contribute to the development and evaluation of the policies and programs of the Village respecting its services and other activities;
  - (c) to participate in Council meetings, Committee meetings and meetings of other bodies to which the member is appointed;
  - (d) to carry out other duties assigned by the Council;
  - (e) to carry out other duties assigned under the *Community Charter, Local Government Act* or any other Act;
  - (f) to foster a positive working environment by treating other elected officials and staff members with mutual respect; and
  - (g) to appreciate diverse opinions brought forward for reflection and consideration.

**Roles and responsibilities of the Mayor**

- 5
- (1) The Mayor is the head and chief executive officer of the Village.
  - (2) In addition to the Mayor's responsibilities as a member of Council, the Mayor has the following responsibilities:
    - (a) to provide leadership to the Council, including by recommending bylaws, resolutions and other measures that, in the Mayor's opinion, may assist the peace, order and good government of the Village;
    - (b) to communicate information to the Council;
    - (c) to preside at Council meetings when in attendance;
    - (d) to provide, on behalf of the Council, general direction to municipal officers respecting implementation of municipal policies, programs and other directions of the Council;
    - (e) to establish Standing Committees in accordance with the provisions of the *Community Charter* and this Bylaw;
    - (f) to suspend municipal officers and employees in accordance with the *Community Charter*;
    - (g) to reflect the will of Council and to carry out other duties on behalf of the Council;
    - (h) to carry out other duties assigned by the *Community Charter* or any other Act.

**Duty to respect confidentiality**

- 6
- (1) A Council member or former Council member must, unless specifically authorized otherwise by Council,
    - (a) keep in confidence any record held in confidence by the Village, until the record is released to the public as lawfully authorized or required; and
    - (b) keep in confidence information considered in any part of a Council meeting or Council Committee meeting that was lawfully closed to the public, until the Council or the Committee discusses the information at a meeting that is open to the public or releases the information to the public.
  - (2) If the Village suffers loss or damage because a person contravenes subsection (1) and the contravention was not inadvertent, the Village may recover damages from the person for the loss or damage.

**PART 3 – CONFLICT OF INTEREST**

**Application of this part**

- 7
- This part applies to Council members in relation to:
- (a) Council and COTW meetings;

- (b) Committee meetings; and
- (c) meetings of any other Village body referred to in this bylaw.

**Declaration required**

- 8 If a Council member attending a meeting considers that they are not entitled to participate in the discussion of a matter, or to vote on a motion or question in respect of a matter because the member has a direct or indirect pecuniary interest in the matter or another interest in the matter that constitutes a conflict of interest, the member must declare this and state in general terms the reason why the member considers this to be the case.

**Restrictions on participation following the declaration**

- 9 After making a declaration under section 8, the Council member must not:
- (a) remain or attend any part of a meeting referred to in section 7 during which the matter is under consideration;
  - (b) participate in any discussion of the matter at such a meeting;
  - (c) vote on a motion or question in respect of the matter at such a meeting; or
  - (d) attempt in any way, whether before, during or after such a meeting, to influence the voting on any question in respect of the matter.

**Withdrawal of declaration after legal advice**

- 10 (1) As an exception to section 9, if a Council member has made a declaration under section 8 and, after receiving legal advice on the issue, determines that they were wrong respecting their entitlement to participate in respect of the matter, the member may:
- (a) return to the meeting or attend another meeting of the same body;
  - (b) withdraw the declaration by stating in general terms the basis on which the member has determined that they are entitled to participate; and
  - (c) after this, participate and vote in relation to the matter.
- (2) For certainty, a Council member who makes a statement under subsection (1) remains subject to section 13 of this bylaw.

**Member must not be present**

- 11 After making a declaration under section 8, unless a statement is made under section 10, the person presiding at a meeting referred to in section 7 or any following meeting in respect of the matter must ensure that the member is not present at any part of the meeting during which the matter is under consideration.

**Recording of declaration in the minutes**

- 12 When a declaration or a statement is made under section 8 or 10, the person recording the minutes of the meeting must record the member's declaration or statement, the reasons given for it, and the time of the member's departure from the meeting room and, if applicable, of the member's return.

**Restrictions on participation if in conflict whether or not a declaration is made**

- 13 (1) This section applies if a Council member has a direct or indirect pecuniary interest in a matter, whether or not the member has made a declaration under section 8.
- (2) The Council member must not:
- (a) remain or attend any part of a meeting referred to in section 7 during which the matter is under consideration;
  - (b) participate in any discussion of the matter at such a meeting;
  - (c) vote on a motion or question in respect of the matter at such a meeting; or
  - (d) attempt in any way, whether before, during or after such a meeting, to influence the voting on any question in respect of the matter.

**Restrictions on inside influence**

- 14 A Council member must not use their office to attempt to influence in any way a decision, recommendation or other action to be made or taken at a meeting referred to in section 7, by an officer or an employee of the Village, or by a delegate under section 154 [*Delegation of Council authority*] of the *Community Charter*, if the member has a direct or indirect pecuniary interest in the matter to which the decision, recommendation or other action relates.

**Restrictions on outside influence**

- 15 In addition to the restrictions in section 14, a Council member must not use their office to attempt to influence in any way a decision, recommendation or action to be made or taken by any other person or body, if the member has a direct or indirect pecuniary interest in the matter to which the decision, recommendation or other action relates.

**Exceptions from conflict restrictions**

- 16 (1) Sections 7 to 15 do not apply if one or more of the following circumstances apply:
- (a) the pecuniary interest of the Council member is a pecuniary interest in common with the electors of the Village generally;
  - (b) in the case of a matter that relates to a local service, the pecuniary interest of the Council member is in common with other persons who are or would be liable for the local service tax;
  - (c) the matter relates to remuneration, expenses or benefits payable to one or more Council members in relation to their duties as Council members;

- (d) the pecuniary interest is so remote or insignificant that it cannot reasonably be regarded as likely to influence the member in relation to the matter; or
  - (e) the pecuniary interest is of a nature prescribed by regulation.
- (2) Despite sections 7 to 15, if a Council member has a legal right to be heard in respect of a matter or to make representations to Council and is restricted by one or more of those sections from exercising that right in relation to the matter, the Council member may appoint another person as a representative to exercise the member's right on their behalf.

**Disclosure of contracts with Council members and former Council members**

- 17 (1) If the Village enters into a contract in which a Council member or a person who was a Council member at any time during the previous six (6) months, has a direct or indirect pecuniary interest, this must be reported as soon as reasonably practicable at a Council meeting that is open to the public.
- (2) In addition to the obligation under sections 8 to 12, a Council member or former Council member must advise the Corporate Officer, as soon as is reasonably practicable, of any contracts that must be reported under subsection (1) in relation to that person.

**Restrictions on use of insider information**

- 18 A Council member or former Council member must not use information or a record that was obtained in the performance of the member's office, and is not available to the general public, for the purpose of gaining or furthering a direct or indirect pecuniary interest of the Council member or former Council member.

**Disqualification from holding office**

- 19 A Council member who contravenes sections 13, 14, 15, 16 or 18 of this bylaw is disqualified from holding office described in, and for the period established by, section 108.1 [*Disqualification from office for contravening conflict rules*] of the *Community Charter*, unless the contravention was done inadvertently or because of an error in judgement made in good faith.

**PART 4 – COUNCIL MEETINGS**

**Inaugural Meeting**

- 20 (1) Following a general local election, the first Council meeting must be held on the first Monday in November in the year of the election.
- (2) If a quorum of Council members elected at the general local election has not taken office by the date of the meeting referred to in subsection (1), the first Council meeting must be called by the Corporate Officer and held as soon as reasonably possible after a quorum has taken office.

### Time and location of meetings

- 21 (1) All Council meetings must take place within the Municipal Hall except when Council resolves to hold meetings elsewhere.
- (2) Regular Council meetings will be held:
- (a) on the second Monday at 4:30 pm and the fourth Monday at 7:00 pm of each month, except:
    - i. the months of July and August, meetings will be held on the fourth Monday of that month at 7:00 pm;
    - ii. the months of September and December, meetings will be held on the second Monday of that month at 4:30 pm;
  - (d) be adjourned at 10:00 p.m. on the day scheduled for the meeting unless Council resolves to proceed beyond that time in accordance with section 46; and
  - (e) when such meeting falls on a statutory holiday, be held on the next day the Municipal Hall is open.
- (3) Regular Council meetings may, by a resolution of Council:
- (a) be cancelled, provided that two consecutive meetings are not cancelled; and;
  - (b) be postponed to a different day, time and place determined by the Mayor, provided the Corporate Officer is provided at least 2 days written notice.
- (4) Other Council meetings:
- (a) Council may choose to host a separate public meeting for the sole purpose of ensuring public process for development of the financial plan. in compliance with the *“Community Charter Section 166, Council must undertake a process of public consultation regarding the proposed financial plan before it is adopted.”*
  - (b) Council may at their discretion host:
    - i. Town Hall Meetings
    - ii. Community Forums
    - iii. Planning Sessions

### Electronic meetings and participation by Council members

- 22 (1) Provided the conditions set out in section 128(2) [*Electronic meetings and participation by members*] of the *Community Charter* are met, a member of Council who is unable to attend

a Council meeting, COTW or Committee meeting, as applicable, may participate by means of electronic audio or other communication facilities, if

- (a) the reason for the absence is due to a medical leave, or
  - (b) their participation is necessary to preserve quorum.
- (2) The member presiding at a Council meeting, COTW or a Committee meeting must not participate electronically.
- (3) No more than one (1) member of Council, COTW or Committee may participate electronically at any meeting.
- (4) In the event of a declared state of emergency and the public is advised not to congregate by orders of the Federal or Provincial government, Council may restrict public attendance at Council meetings, provided that alternate ways of public participation are established. Agenda's are posted and available to the public, public engagement is permitted via email and telephone and the meeting is broadcast online.
- (5) In the event of a declared state of emergency and if public gatherings are not permitted by orders of the Federal or Provincial government, in the interest of public safety, Council may choose to participate in electronic meetings without the requirement of a quorum at a physical location. Each member of Council may join the meeting electronically to conduct Village business.

#### **Notice of Council meetings**

- 23 (1) In accordance with section 127 [*Notice of Council meetings*] of the *Community Charter*, Council must make available to the public a schedule of the date, time and place of regular Council meetings and give notice of the availability of the schedule in accordance with section 94 [*Public notice*] of the *Community Charter* at least once a year and by posting the schedule at the Public Notice Posting Place and the Village website.
- (2) Where revisions are necessary to the annual schedule of regular Council meetings, the Corporate Officer must, as soon as possible, post a notice at the Public Notice Posting Place and Village website which indicates any revisions to the date, time and place or cancellation of a regular Council meeting.

#### **Notice of Special meetings**

- 24 (1) Except where notice of a special meeting is waived by unanimous vote of all Council members under section 127(4) [*Notice of Council meetings*] of the *Community Charter*, a notice of the date, hour, and place of a special Council meeting must be given at least 24 hours before the time of meeting, by
- (a) posting a copy of the notice at the Public Notice Posting Place and Village website, and
  - (b) emailing a copy of the notice to each Council member.

- (2) The notice under subsection (1) must describe in general terms the purpose of the meeting and be signed by the Corporate Officer.

#### **PART 5 - DESIGNATION OF MEMBER TO ACT IN PLACE OF MAYOR**

- 25 (1) Following a general local election, at the first Council meeting of the newly elected Council, Council must designate Councillor's to serve on a rotating basis as the member responsible for acting in the place of the Mayor when the Mayor is absent or otherwise unable to act or when the office of the Mayor is vacant.
- (2) If both the Mayor and the member designated under subsection (1) are absent from the Council meeting, the Council members present must choose a Councillor to preside at the Council meeting.
- (3) The member designated under subsection (1) or chosen under subsection (2) has the same powers and duties as the Mayor in relation to the applicable matter and must fulfill the responsibilities of the Mayor in his or her absence.

#### **PART 6 – COUNCIL PROCEEDINGS**

##### **Community Charter provisions**

- 26 Matters pertaining to Council proceedings are governed by the *Community Charter*.

##### **Attendance of public at meetings**

- 27 (1) Except where the provisions of section 90 [*Meetings that may or must be closed to the public*] of the *Community Charter* apply, all Council meetings must be open to the public.
- (2) Before closing a Council meeting or part of a Council meeting to the public, Council must pass a resolution in a public meeting in accordance with section 92 [*Requirements before meeting is closed*] of the *Community Charter*.
- (3) This section applies to all meetings of the bodies referred to in section 93 [*Application of rules to other bodies*] of the *Community Charter*, including without limitation:
  - (a) COTW;
  - (b) Standing and Select Committees;
  - (c) Parcel Tax Review Panel;
  - (d) Board of Variance;
  - (e) Commission created by Council.
- (4) Despite section 27(1), the Mayor or the Councillor designated as the member responsible for acting in the place of the Mayor under section 25 may expel or exclude from a Council,

COTW, or any other Committee meeting, a person in accordance with section 133 [*Expulsion from meetings*] of the *Community Charter*.

**Minutes of meetings to be maintained and available to public**

- 28 (1) Minutes of the proceedings of Council must be
- (a) legibly recorded;
  - (b) certified as correct by the Corporate Officer; and
  - (c) signed by the Mayor or other member presiding at the meeting.
- (2) Subject to subsection (3), and in accordance with section 97(1)(b) [*Other records to which public access must be provided*] of the *Community Charter*, minutes of the proceedings of Council must be available for public inspection at the Municipal Hall during its regular office hours.
- (3) Subsection (2) does not apply to minutes of a Council meeting or that part of a Council meeting from which persons were excluded under section 90 [*Meetings that may or must be closed to the public*] of the *Community Charter*.
- (a) Reports and resolutions from Closed meetings will be released to the public as often as possible once confidentiality is no longer required.

**Calling meeting to order**

- 29 (1) As soon after the time specified for a Council meeting as there is a quorum present, the Mayor must take the Chair and call the meeting to order; however, where the Mayor is absent, the Councillor designated as the member responsible for acting in the place of the Mayor in accordance with section 25 must take the Chair and call the meeting to order.
- (2) If a quorum of Council is present but the Mayor or the Councillor designated as the member responsible for acting in the place of the Mayor under section 25 do not attend within 15 minutes of the scheduled time for a Council meeting
- (a) the Corporate Officer must call to order the members present, and
  - (b) the members present must choose a member to preside at the meeting.

**Adjourning meeting where no quorum**

- 30 If there is no quorum of Council present within 30 minutes of the scheduled time for a Council meeting, the Corporate Officer must:
- (a) record the names of the members present, and those absent, and
  - (b) adjourn the meeting until the next scheduled meeting.

**Agenda**

- 31 (1) Prior to each Council meeting, the Corporate Officer must prepare an agenda setting out all the items for consideration at that meeting, noting in short form a summary for each item on the agenda.
- (2) The Corporate Officer must make the agenda available to the members of Council on or before the Friday afternoon prior to the meeting.
- (3) The Corporate Officer must make the agenda available to the members of the public on the Friday afternoon prior to the meeting.
- (4) Council must not consider any matters not listed on the agenda unless a new matter for consideration is properly introduced as a late item pursuant to section 33.

**Order of proceedings and business**

- 32 (1) The agenda for all regular Council meetings will contain the following headings:
1. ADOPTION OF THE AGENDA
    - (a) Motions to Add or Delete Agenda Items
    - (b) Approval of the Agenda as Presented or Amended
  2. MINUTES
  3. DELEGATIONS
  4. PUBLIC INPUT
  5. BYLAWS
  6. STAFF REPORTS
    - (a) Request for Decision
    - (b) For Information
  7. CORRESPONDENCE
    - (a) For Action
    - (b) For Information
  8. UNFINISHED BUSINESS
  9. NEW BUSINESS
  10. COMMITTEE RECOMMENDATIONS
  11. REPORTS FROM COMMITTEES, COTW AND COMMISSIONS
  12. COUNCIL REPORTS

13. RESOLUTION TO ADJOURN TO CLOSED MEETING
14. REPORTS/RESOLUTIONS RELEASED FROM CLOSED MEETINGS
15. ADJOURNMENT

- (2) Particular business at a Council meeting must in all cases be taken up in the order in which it is listed on the agenda unless otherwise resolved by Council.

#### **Late Items**

- 33 (1) An item of business not included on the agenda must not be considered at a Council meeting unless introduction of the late item is approved by 2/3 of the Council members present at the time allocated on the agenda for such matters; and, the item is emergent or time sensitive requiring Council consideration prior to the next scheduled Council meeting.
- (2) If Council makes a resolution under subsection (1), information pertaining to late items must be distributed to the members.

#### **Voting at meetings**

- 34 The following procedures apply to voting at Council meetings:
  - (a) When debate on a matter is closed, the presiding member must put the matter to a vote of Council members;
  - (b) When the Council is ready to vote, the presiding member must put the matter to a vote by stating:  
*"On the motion, those in favour, and then; those opposed?"*
  - (c) When the presiding member is putting the matter to a vote under paragraphs (a) and (b), a member must not
    - (i) cross or leave the room;
    - (ii) make a noise or other disturbance; or
    - (iii) interrupt the voting procedure under paragraph (b) unless the interrupting member is raising a point of order;
  - (d) After the presiding member finally puts the question to a vote under paragraph (b), a member must not speak to the question or make a motion concerning it;
  - (e) The presiding member's decision about whether a question has been finally put is conclusive;
  - (f) The presiding member must declare the result of the voting by stating that the question is decided in either the affirmative or the negative.

### **Delegations, Petitions and Correspondence**

- 35
- (1) Delegation requests, submitted in writing or on the form prescribed by the Village, must be received by the Corporate Officer by 12:00 p.m. (noon) on the Tuesday prior to the meeting date requested and must include any presentation material(s).
  - (2) Subject to subsection (1), a limit of two (2) delegations per regular Council meeting is preferred. Each delegation is limited to fifteen (15) minutes including time for questions unless a longer period is agreed to by a 2/3 vote of the members present. Presentation materials such as video and slides by a delegation are included in the time permitted for the delegation.
  - (3) Where written application has not been received by the Corporate Officer as prescribed in subsection (1), an individual or delegation may address the meeting if approved by a 2/3 vote of the members present.
  - (4) Council shall not act on a request from a delegation until the next regular meeting.
  - (5) Council must not permit a delegation to address a Council meeting regarding a bylaw in respect of which a public hearing has been held.
  - (6) The Corporate Officer must refuse delegation requests in the following circumstances:
    - (a) If the matter is regarding an issue that is the subject of a staff report not yet presented at a Council meeting;
    - (b) If the matter is regarding an issue for which a public consultation has been held, is ongoing, or is scheduled to be held;
    - (c) If the delegation has previously addressed Council, or a Committee, on the same issue and no new material information is being provided;
    - (d) If the matter is regarding the Village's labour relations or other employee relations;
    - (e) If the matter is the subject of a Closed meeting discussion that has not been authorized for release by Council; or
    - (f) If the matter is regarding legal action commenced by the Village or in which the Village has been named as a respondent, and for which judgement has not been rendered.
  - (7) For certainty, a person or organization must not address Council on any matter involving an application, project or other initiative that will be or has been dealt with through another process under this Bylaw.
  - (8) The Corporate Officer may schedule delegations to another Council meeting, COTW or advisory body as deemed appropriate according to the subject matter of the delegation.

- (9) The Corporate Officer may refuse to place a delegation on the agenda if the issue is not considered to fall within the jurisdiction of Council. If the delegation wishes to appeal the Corporate Officer's decision, the information must be distributed under separate cover to Council for their consideration.
- (10) In accordance with the requirements of the *Community Charter*, a petition filed with the Corporate Officer shall be deemed as presented to Council and must include the full name and residential address of each petitioner.
  - (a) Communications addressed to Council which relate to matters that fall within the responsibility of a Village department may be referred directly to that department by the Corporate Officer.
  - (b) If a matter is referred under subsection 10(a), a copy of the communication shall be distributed to each Council member and to the appropriate staff. Upon receipt of the communication, an acknowledgement shall be provided to the writer advising where the matter has been referred.
  - (c) The Corporate Officer has the authority to forward correspondence items to the meeting considered to be most appropriate according to the subject matter.
  - (d) An appeal from any referral under subsections 10(a) and 10(c), may be made to the Chief Administrative Officer who shall determine the final disposition of the matter.
  - (e) All petitions or other written communications which require a report may be referred to the Chief Administrative Officer through a formal motion.

**Public Input**

- 36 (1) The following conditions apply to all Public Input:
- (a) No more than 15 minutes will be allocated to Public Input;
  - (b) Input should be limited to 2 minutes per question or point each and respect equal opportunity for other community members in the gallery;
  - (c) Should only be regarding an item on the current Council agenda;
  - (d) Items put forth must not be regarding topics which are normally dealt with by Village staff as a matter of routine;
  - (e) Individuals must state their name and address for identification purposes;
  - (f) Public Input shall be addressed through the Chair and answers given likewise;

- (g) Debates with or by individual Council members, staff members or members of the public are not allowed;
- (h) No commitments shall be made by Council in replying to a question. Matters which may require action of the Council shall be referred to a future meeting of the Council.

**Points of order**

- 37 (1) Without limiting the presiding member's duty under section 132(1) [*Authority of presiding member*] of the *Community Charter*, the presiding member must apply the correct procedure to a motion
  - (a) if the motion is contrary to the rules of procedure in this Bylaw; and
  - (b) whether or not another Council member has raised a point of order in connection with the motion.
- (2) When the presiding member is required to decide a point of order
  - (a) the presiding member must cite the applicable rule or authority if requested by another Council member;
  - (b) another member must not question or comment on the rule or authority cited by the presiding member under paragraph (a);
  - (c) the presiding member may reserve the decision until the next Council meeting.

**Conduct and debate**

- 38 (1) A Council member may speak to a question or motion at a Council meeting only if that member first addresses the presiding member.
- (2) Members must address the presiding member by that person's title of Mayor, acting Mayor, or Councillor.
- (3) Members must address other non-presiding members by the title Councillor.
- (4) A member must not interrupt a member who is speaking except to raise a point of order.
- (5) If more than one member speaks the presiding member must call on the member who, in the presiding member's opinion, first spoke.
- (6) Members who are called to order by the presiding member
  - (a) must immediately stop speaking;
  - (b) may explain their position on the point of order; and

- (c) may appeal to Council for its decision on the point of order in accordance with section 132 [*Authority of presiding member*] of the *Community Charter*.
- (7) Members speaking at a Council meeting
- (a) must use respectful language;
  - (b) must not use offensive gestures or signs;
  - (c) must speak only in connection with the matter being debated;
  - (d) may speak about a vote of Council only for the purpose of making a motion that the vote be rescinded; and
  - (e) must adhere to the rules of procedure established under this Bylaw and to the decisions of the presiding member and Council in connection with the rules and points of order.
- (8) If a member does not adhere to subsection (7), the presiding member may order the member to leave the member's seat, and
- (a) if the member refuses to leave, the presiding member may cause the member to be removed by a peace officer from the member's seat; and
  - (b) if the member apologizes to Council, Council may, by resolution, allow the member to retake the member's seat.
- (9) A member may require the question being debated at a Council meeting to be read at any time during the debate if that does not interrupt another member who is speaking.
- (10) The following rules apply to limit speech on matters being considered at a Council meeting:
- (a) a member may speak more than once in connection with the same question only
    - (i) with the permission of Council, or
    - (ii) if the member is explaining a material part of a previous speech without introducing a new matter;
  - (b) a member who has made a substantive motion to Council may reply to the debate;
  - (c) a member who has moved an amendment, or an instruction to a Committee may not reply to the debate;
  - (d) a member may speak to a question, or may speak in reply, for longer than a total time of 10 minutes only with the permission of Council.

**Motions generally**

- 39 (1) Council may debate and vote on a motion only if it is first made by one Council member and then seconded by another.
- (2) A motion that deals with a matter that is not on the agenda of the Council meeting at which the motion is introduced may be introduced with Council's permission.
- (3) A Council member may make only the following motions, when Council is considering a question:
- (a) to refer to Committee;
  - (b) to amend;
  - (c) to lay on the table;
  - (d) to postpone indefinitely;
  - (e) to postpone to a certain time;
  - (f) to move the previous question;
  - (g) to adjourn.
- (4) A motion made under section (3)(c) to (g) is not amendable or debatable.
- (5) Council must vote separately on each distinct part of a question that is under consideration at a Council meeting if requested by a Council member.
- (6) A Council member who voted affirmatively for a resolution adopted by Council may at any time move to rescind that resolution subject to the restrictions set out in Section (4).

**Motion to commit**

- 40 Until it is decided, a motion made at a Council meeting to refer to Committee precludes an amendment of the main question.

**Motion for the main question**

- 41 (1) In this section, "main question", in relation to a matter, means the motion that first brings the matter before Council.
- (2) At a Council meeting, the following rules apply to a motion for the main question, or for the main question as amended:
- (a) if a member of Council moves to put the main question, or the main question as amended, to a vote, that motion must be dealt with before any other amendments are made to the motion on the main question; and

- (b) if the vote is decided in the negative, Council may again debate the question, or proceed to other business.

**Amendments generally**

- 42 (1) A Council member may, without notice, move to amend a main question that is being considered at a Council meeting.
- (2) An amendment may propose removing, substituting for, or adding to the words of a main question.
- (3) A proposed amendment must be reproduced in writing by the mover if requested by the presiding member.
- (4) A proposed amendment must be decided or withdrawn before the motion being considered is put to a vote unless there is a call for the main question.
- (5) An amendment may be amended once only.
- (6) An amendment that has been negated by a vote of Council cannot be proposed again.
- (7) A Council member may propose an amendment to an adopted amendment.
- (8) The presiding member must put the main question and its amendments in the following order for the vote of Council:
  - (a) a motion to amend a motion amending the main question;
  - (b) a motion to amend the main question, or an amended motion amending the main question if the vote under paragraph (a) is positive; and
  - (c) the main question.

**Notice of Motion**

- 43 (1) Any Council member may give a "Notice of Motion" respecting an item which he or she intends to present by giving a copy of the motion to the Corporate Officer during a Council meeting and upon the Council member being acknowledged by the Mayor and the Notice of Motion being read to the meeting.
- (2) A copy of the motion presented under Section 43.1 shall appear in the Minutes of that meeting as a "Notice of Motion". The Corporate Officer shall place the motion on the Agenda of the next Council meeting, or other future meeting designated by the Council member bringing forward the Notice of Motion.

**Reconsideration by Mayor**

- 44 (1) Without limiting the authority of Council to reconsider a matter, the Mayor may require Council to reconsider and vote again on a matter that was the subject of a vote.
- (2) As restrictions on the authority under subsection (1),
- (a) the Mayor may only initiate a reconsideration under this section
- (i) at the same Council meeting as the vote took place, or
- (ii) within the 30 days following that meeting, and
- (b) a matter may not be reconsidered under this section if
- (i) it has had the approval of the electors or the assent of the electors and was subsequently adopted by Council, or
- (ii) there has already been a reconsideration under this section or section 43 in relation to the matter.
- (3) On a reconsideration under this section, Council
- (a) must deal with the matter as soon as convenient; and
- (b) on that reconsideration, has the same authority it had in its original consideration of the matter, subject to the same conditions that applied to the original consideration.
- (4) If the original decision was the adoption of a bylaw or resolution and that decision is rejected on reconsideration, the bylaw or resolution is of no effect and is deemed to be repealed.

**Reconsideration by Council member**

- 45 (1) Subject to subsection (6), a Council member may, at the next Council meeting,
- (a) move to reconsider a matter on which a vote, other than to postpone indefinitely, has been taken; and
- (b) move to reconsider an adopted bylaw after an interval of at least 24 hours following its adoption.
- (2) A Council member who voted affirmatively for a resolution adopted by Council may at any time move to rescind that resolution.
- (3) Council must not discuss the matter referred to in subsection (1) unless a motion to reconsider that matter is adopted in the affirmative.

- (4) A vote to reconsider must not be reconsidered.
- (5) Council may reconsider a matter only when it has not
  - (a) had the approval or assent of the electors and been adopted;
  - (b) been reconsidered under subsection (1) or section; or
  - (c) been acted on by an officer, employee, or agent of the Village.
- (6) If the original decision was the adoption of a bylaw or resolution and that decision is rejected on reconsideration, the bylaw or resolution is of no effect and is deemed to be repealed.
- (7) A bylaw, resolution, or proceeding that is reaffirmed under subsection (1) or section 44 is a valid and has the same effect as it had before reconsideration.

### **Privilege**

- 46 (1) In this section, a matter of privilege refers to any of the following motions:
- (a) fix the time to adjourn;
  - (b) adjourn;
  - (c) recess;
  - (d) raise a question of privilege of Council; and
  - (e) raise a question of privilege of a member of Council.
- (2) A matter of privilege must be immediately considered when it arises at a Council meeting.
- (3) For the purposes of subsection (2), a matter of privilege listed in subsection (1) has precedence over those matters listed after it.

### **Reports from Committees**

- 47 Council may take any of the following actions in connection with a recommendation it receives from COTW, a Committee, or other body of Council:
- (a) adopt or affirm the recommendation;
  - (b) amend the recommendation;
  - (c) refer the recommendation back to the COTW or other Committee or body of Council which made the recommendation; and
  - (d) postpone its consideration of the recommendation.

### **Adjournment**

- 48 (1) A Council may continue a Council meeting after 10:00 p.m. only by an affirmative vote of 2/3 of the Council members present.
- (2) A motion to adjourn either a Council meeting or the debate at a Council meeting is always in order if that motion has not been preceded at that meeting by the same motion.
- (3) Subsection (2) does not apply to either of the following motions:
- (a) a motion to adjourn to a specific day; or
  - (b) a motion that adds an opinion or qualification to a preceding motion to adjourn.

## **PART 7 – BYLAWS**

### **Copies of proposed bylaws to Council members**

- 49 A proposed bylaw may be introduced at a Council meeting only if a copy of it has been delivered to each Council member at least 24 hours before the Council meeting or if all Council members unanimously agree to waive this requirement.

### **Form of bylaws**

- 50 A bylaw introduced at a Council meeting must
- (a) be printed;
  - (b) have a distinguishing name;
  - (c) have a distinguishing number;
  - (d) contain an introductory statement of purpose; and
  - (e) be divided into sections.

### **Bylaws to be considered separately or jointly**

- 51 Council must consider a proposed bylaw at a Council meeting either
- (a) separately when directed by the presiding member or requested by another Council member; or
  - (b) jointly with other proposed bylaws in the sequence determined by the presiding member.

### **Reading and adopting bylaws**

- 52 (1) A bylaw must receive three readings before it can proceed to final adoption. This process

allows Council to provide input into the bylaw and make necessary changes before it is adopted. The various “readings” are taken to mean:

- (a) first reading – tabling or introduction;
  - (b) second reading – discussion in principle and on the content of the bylaw;
  - (c) third reading – final discussion, including any changes made along the way.
- (2) The readings of the bylaw may be given by stating its title and object.
- (3) A proposed bylaw may be debated and amended at any time during the first three readings unless prohibited by the *Community Charter*. Once third reading is complete changes can still be made to the bylaw, however, third reading must be repealed and the bylaw read a third time again.
- (4) Subject to section 477 [*Adoption procedures for official community plan*] of the *Local Government Act*, each reading of a proposed bylaw must receive the affirmative vote of a majority of the Council members.
- (5) In accordance with section 135 [*Requirements for passing bylaws*] of the *Community Charter*, Council may give two or three readings to a proposed bylaw at the same Council meeting.
- (6) Bylaws that do not require provincial or other approval, must have at least one clear day between third reading and final adoption of a bylaw.
- (7) Despite section 135(3) [*Requirement for passing bylaws*] of the *Community Charter*, and in accordance with section 480 [*Adoption of municipal zoning bylaw*] of the *Local Government Act*, Council may adopt a proposed official community plan bylaw or zoning bylaw at the same meeting at which the bylaw passed third reading.

#### **Bylaws must be signed**

- 53 After a bylaw is adopted and signed by the Corporate Officer and the presiding member of the Council meeting at which it was adopted, the Corporate Officer must have it placed in the Village’s records for safekeeping and endorse upon it
- (a) the dates of its readings and adoption; and
  - (b) the date of ministerial approval or approval of the electorate if applicable.

### **PART 8 - RESOLUTIONS**

#### **Copies of resolutions to Council members**

- 54 A resolution may be introduced at a Council meeting only if a copy of it has been delivered to each Council member at least 24 hours before the Council meeting or if all Council members unanimously agree to waive this requirement.

**Form of resolution**

55 A resolution introduced at a Council meeting must be printed.

**Introducing resolutions**

- 56 The presiding member of a Council meeting may
- (a) have the Corporate Officer read the resolution; and
  - (b) request a motion that the resolution be introduced.

**PART 9 - COMMITTEE OF THE WHOLE**

**Going into COTW**

- 57
- (1) At any time during a Council meeting, Council may by resolution go into COTW.
  - (2) In addition to subsection (1), a meeting, other than a Standing or Select Committee meeting, to which all members of Council are invited to consider but not to decide on matters of the Village 's business, is a meeting of COTW.
  - (3) A COTW meeting may be scheduled at the discretion of the Corporate Officer or at the request of a majority of Council to provide an opportunity for open dialogue in regard to a matter prior to consideration at a future Council meeting.

**Notice for COTW meetings**

- 58
- (1) Subject to subsection (2), a notice of the day, hour and place of a COTW meeting must be given at least 24 hours before the time of the meeting by
    - (a) posting a copy of the notice at the Public Notice Posting Place and Village website, and
    - (b) emailing a copy of the notice to each Council member.
  - (2) Subsection (1) does not apply to a COTW meeting that is called, in accordance with section 57, during a Council meeting for which public notice has been given under sections 23 or 24.
  - (3) A COTW meeting for which public notice has been given under sections 23 or 24 may be cancelled by resolution of Council or at the discretion of the Mayor with the consent of the majority of Council members, provided the Corporate Officer is given at least two (2) days written notice.

**Minutes of COTW meetings to be maintained and available to public**

59 Minutes of the proceedings of COTW must be

- (a) legibly recorded;
- (b) certified by the Corporate Officer;
- (c) signed by the member presiding at the meeting; and
- (d) open for public inspection in accordance with section 97(1)(c) [*Other records to which public access must be provided*] of the *Community Charter*; and
- (e) be included on the agenda of the next regularly scheduled meeting of Council.

#### **Presiding members at COTW meetings and quorum**

- 60
- (1) The Deputy Mayor shall be presiding member of the COTW.
  - (2) If the Deputy Mayor is not present, the members of Council attending a meeting of the COTW must appoint a presiding member for the COTW meeting.
  - (3) The quorum of COTW is the majority of Council members.

#### **Points of order at meetings**

- 61
- The presiding member must preserve order at a COTW meeting and, subject to an appeal to other members present, decide points of order that may arise.

#### **Conduct and debate**

- 62
- The following rules apply to COTW meetings:
- (a) a member may speak any number of times on the same question; and
  - (b) a member must not speak longer than a total of 10 minutes on any one question.

#### **Voting at meetings**

- 63
- (1) Votes at a COTW meeting must be taken by a show of hands if requested by a member.
  - (2) The presiding member must declare the results of voting.

#### **Reports**

- 64
- (1) COTW may consider reports and bylaws only if
    - (a) they are printed and the members each have a copy; or
    - (b) a majority of the Council members present decide without debate that the requirements of paragraph (a) do not apply.
  - (2) A motion for COTW to rise and report to Council must be decided without debate.

**Rising without reporting**

- 65 (1) A motion made at a COTW meeting to rise without reporting
- (a) is always in order and takes precedence over all other motions;
  - (b) may be debated; and
  - (c) may not be addressed more than once by any one member.
- (2) If a motion to rise without reporting is adopted by COTW at a meeting constituted under section 56(1), the Council meeting must resume and proceed to the next order of business.

**PART 10 – COMMITTEES**

**Duties of Standing Committees**

- 66 (1) Standing Committees must consider, inquire into, report, and make recommendations to Council about all of the following matters:
- (a) matters that are related to the general subject indicated by the name of the Committee;
  - (b) matters that are assigned by Council; and
  - (c) matters that are assigned by the Mayor.
- (2) Standing Committees must report and make recommendations to Council at all of the following times:
- (a) in accordance with the schedule of the Committee's meetings; and
  - (b) on matters that are assigned by Council or the Mayor
    - (i) as required by Council or the Mayor, or
    - (ii) at the next Council meeting if Council or the Mayor does not specify a time.

**Duties of Select Committees**

- 67 (1) Select Committees must consider, inquire into, report, and make recommendations to Council about the matters referred to the Committee by Council.
- (2) Select Committees must report and make recommendations to Council at the next Council meeting unless Council specifies a different date and time.

**Schedule of Committee meetings**

- 68 (1) At its first meeting after its establishment, a Standing or Select Committee must establish a regular schedule of meetings if the meeting schedule has not been set out in the Committee's terms of reference.
- (2) The chair of a Committee may call a meeting of the Committee in addition to the scheduled meetings or may cancel a meeting.

**Notice of Committee meetings**

- 69 (1) Subject to subsection (2), after the Committee has established the regular schedule of Committee meetings, including the times, dates and places of the Committee meetings, notice of the schedule must be given by
- (a) posting a copy of the schedule at the Public Notice Posting Place and the Village website; and
  - (b) providing a copy of the schedule to each member of the Committee.
- (2) Where revisions are necessary to the annual schedule of Committee meetings, the Corporate Officer must, as soon as possible, post a notice at the Public Notice Posting Place and Village website which indicates any revisions to the date, time and place or cancellation of a Committee meeting.
- (3) The chair of a Committee must cause a notice of the day, time and place of a meeting called under section 68(2) be given to all members of the Committee at least 24 hours before the time of the meeting.

**Attendance at Committee meetings**

- 70 Council members who are not members of a Committee may attend the meetings of the Committee.

**Minutes of Committee meetings to be maintained and available to public**

- 71 Minutes of the proceedings of a Committee must be
- (a) legibly recorded;
  - (b) certified by the Corporate Officer;
  - (c) signed by the chair or member presiding at the meeting; and
  - (d) open for public inspection in accordance with section 97(1)(c) [*Other records to which public access must be provided*] of the *Community Charter*; and
  - (e) be included on the agenda of the next regularly scheduled meeting of Council.

**Quorum**

72 The quorum for a Committee is a majority of all of its members.

**Conduct and debate**

- 73 (1) The rules of the Council procedure must be observed during Committee meetings, so far as is possible and unless as otherwise provided in this Bylaw.
- (2) Council members attending a meeting of a Committee, of which they are not a member, may participate in the discussion.

**Voting at meetings**

74 Council members attending a meeting of a Committee of which they are not a member must not vote on a question.

**PART 11 - COMMISSIONS**

**Schedule of commission meetings**

- 75 (1) At its first meeting after its establishment, a commission must establish a regular schedule of meetings if the meeting schedule has not been set out in the Committee's terms of reference.
- (2) The chair of a commission may call a meeting of the commission in addition to the scheduled meetings or may cancel a meeting.

**Notice of commission meetings**

- 76 (1) Subject to subsection (2), after the commission has established the regular schedule of commission meetings, including the times, dates and places of the commission meetings, notice of the schedule must be given by
- (a) posting a copy of the schedule at the Public Notice Posting Place and Village website; and
  - (b) providing a copy of the schedule to each member of the commission.
- (2) Where revisions are necessary to the annual schedule of the commission meetings, as soon as possible, post notice at the Public Notice Posting Place and Village website which indicates any revisions to the date, time and place or cancellation of a commission meeting.
- (3) The chair of a commission must cause a notice of the day, time and place of a meeting called under section 75(2) to be given to all members of the commission at least 24 hours before the time of the meeting.

**Minutes of commission meetings to be maintained and available to the public**

- 77 Minutes of the proceedings of a commission must be:
- (a) legibly recorded;
  - (b) signed by the recording secretary;
  - (c) signed by the chair or a member presiding at the meeting, and open for public inspection in accordance with section 97(1)(c) [*Other records to which public access must be provided*] of the *Community Charter*; and
  - (d) be included on the agenda of the next regularly scheduled meeting of Council.

**Quorum**

78 The quorum of a commission is a majority of all of its members.

**Conduct and Debate**

79 The rules of the Council procedure must be observed during commission meetings, so far as is possible and unless as otherwise provided in this Bylaw.

**PART 12 – GENERAL**

80 If any section, subsection or clause of this Bylaw is for any reason held to be invalid by the decision of a court of competent jurisdiction, such decision will not affect the validity of the remaining portions of this Bylaw.

81 This Bylaw may not be amended or repealed and substituted unless Council first gives notice in accordance with section 94 [*Requirements for public notice*] of the *Community Charter*.

82 “Village of Ashcroft Council Procedures Bylaw No. 817, 2018”, and amendments made thereto, is hereby repealed.

83 This bylaw comes into force and effect as of the date of adoption.

READ A FIRST TIME this	27 <sup>th</sup>	day of	January, 2020
READ A SECOND TIME this	24 <sup>th</sup>	day of	February, 2020
READ A THIRD TIME this	9 <sup>th</sup>	day of	March, 2020
RESCINDED THRID READING	18 <sup>th</sup>	day of	March, 2020

RE-READ A THIRD TIME

day of

ADOPTED this

day of

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Chief Administrative Officer

---

Mayor

*Notice of the consideration of Bylaw No. 834, 2020 was posted on the bulletin board at the Village of Ashcroft Municipal Office from January 16, 2020 - \_\_\_\_\_.*

*Notice of the consideration of Bylaw No. 834, 2020 was published in the January 16 & 23, 2020 issues of the Ashcroft, Cache Creek Journal and distributed in the Village of Ashcroft.*

DRAFT

## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Interim Chief Administrative Officer, Daniela Dyck  
**SUBJECT:** Economic Development and Tourism Strategy / Implementation Matrix  
**REPORT #:** 20-19

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### **Purpose**

To bring the Economic Development and Tourism Strategy and Implementation Matrix developed for the Village of Ashcroft by EDCD Consulting to Council for adoption.

### **Recommendation**

THAT Council approve the adoption of the Economic Development and Tourism Strategy and Implementation Matrix as presented.

### **Alternatives**

That Council not approve the Economic Development and Tourism Strategy and Implementation Matrix and suggest required edits.

### **Discussion**

The Village of Ashcroft engaged EDCD Consulting to complete the research and develop the Economic Development and Tourism Strategy and Implementation Matrix with grant funding through NDIT's Economic Development Capacity Funding stream.

EDCD Consulting met with stakeholders, completed a document review, conducted research and drafted the strategy and matrix with input from Council, staff, residents, business owners and community members.

The document provided to Council has been reviewed and edited several times, staff is confident that the strategy will guide Ashcroft's economic development and tourism in a positive direction and position the Village for economic and tourism growth.

### **Strategic/Municipal Objectives**

Official Community Plan

### **Legislative Authority**

N/A

### **Financial Implications**

Total cost of the completed Project is \$29,700 and was 100% grant funded.

### **Attachment Listing**

1. the Economic Development and Tourism Strategy
2. Implementation Matrix

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**Prepared by:**



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Daniela Dyck  
Deputy Corporate Officer

# Economic Development and Tourism Action Strategy 2020



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Village of Ashcroft





## THANK YOU TO EVERYONE INVOLVED.

There is no power for change greater than a community discovering what it cares about. – **Margaret J. Wheatley**

This project was made possible thanks to the business owners and residents of Ashcroft who took the time and effort to provide us with their valuable input.

## Table of Contents

Executive Summary .....	4
Key Focus and Priorities .....	4
Twelve Things to Know for Successful Economic Development .....	5
Economic Statistical Analysis .....	7
Stakeholder Consultations .....	14
Strategy Consultation Process .....	14
Interviews and Community On-line Survey .....	14
Focus Groups and Open House .....	14
Summary of Community Online Survey .....	15
Ashcroft Community SWOT .....	17
Strategic Actions .....	19
Tourism .....	33

# Executive Summary

Ashcroft has many things going for it: a strong heritage identity, the naturally beautiful surrounding landscape, entrepreneurial spirit, strong and expanding industry, access to markets, and a community that wants to take hold of their future. All of these factors make Ashcroft attractive to prospective businesses, developments and new residents. It positions the Village of Ashcroft to emerge as a destination for investment and tourism. Ashcroft also has the added advantage of economic development support, both at the community level and the local political level.

This plan builds on these advantages by recommending strategies that expand economic development capacity and it builds a strong economic development foundation for further initiatives and specific projects. The plan contains a total of 36 strategies and, while this may seem daunting at first, the strategies are staggered over three years. Several strategies can include the use of outside experts to assist in the implementation which will ease the burden on the Village.

Alternatively, some may think that there are more specific strategies or opportunities that should be included. To ensure the plan remained practical and doable, there had to be a stopping point for adding additional strategies. We believe the plan needs to first focus on strategies that have an opportunity to build capacity and success for the community. It is recommended that an annual plan review be undertaken to ensure the plan remains fluid and allows for the addition of new opportunities and target sectors.

## Key Focus and Priorities

There are five key focus areas or themes, with a total of 36 strategies. The five focus areas are the foundation of the plan because they represent the economic development areas that community members and stakeholders feel are most important for Ashcroft to work towards.

1. **Strengthen Ashcroft's Economic Development Position in the Region.** The strategies here will focus on building the necessary capacity within the community for long-term, successful economic development.
2. **Cultivate Ashcroft's Image as a Friendly, Professional and Active Place for Business and Investment.** The strategies will focus on creating foundational economic development pieces that include engaging with existing businesses to ensure their success and cultivating relationships to promote opportunities and increase investment.
3. **Develop Downtown Ashcroft as a Destination and Focal Point for the Community.** The strategies will focus on creating a sense of place and vibrancy in the downtown core.
4. **Increase the Awareness and Positive Perception of Ashcroft as a Quality Place to Live and Work.** The strategies will focus on ensuring Ashcroft has the services required to attract new residents and expand the workforce.
5. **Support Tourism Development Activities.** The strategies will focus on specific tourism activities to strengthen Ashcroft's economic diversification and sustainability.

The following are the priority (completion within six months) and the short-term (completion within the year) strategies for implementation:

• Commitment to Economic Development	Priority
• Dedicated Local/Regional Economic Development Position	Short-Term
• Economic Development and Tourism Advisory Committee	Short-Term
• Community Profile	Priority
• Business Visitation	Priority
• Investment Readiness Self-Assessment	Priority
• Relationship Building with Provincial Investment Influencers	Priority
• Great BC Business Sale	Short-Term
• Economic Development/Tourism Website – DestinationAshcroft.com	Short-Term
• Hotel Attraction	Short-Term
• Mosaic Brochure	Priority
• Participation with Gold Country Tourism Activities	Priority
• Wayfinding	Priority
• Develop a Formal Relationship with TOTA	Short-Term
• Dual Tourism Region	Short-Term

These strategies have been developed, recognizing the limited capacity that is currently in place for the Village. Many of the items can be contracted to others, and in many cases, only require a phone call, a partnership with another organization who would take the lead, or a meeting while at an event that the community would typically attend (UBCM, BC Economic Summit, Ministers Dinner, etc.).

## Twelve Things to Know for Successful Economic Development

The reasons why a community engages in economic development activities vary greatly. Each community has its own unique characteristics and its own specific reasons for actively engaging in economic development. Generally, communities understand that to create economic diversity, maintain and expand infrastructure, create a sustainable economy and increase their ability to meet the needs of local residents and businesses, they need to develop their economic development focus and goals.

Ashcroft is taking a proactive step in creating an economic development roadmap based on the current status of the community and future opportunities identified through analysis and public consultation. Ashcroft leaders are key in taking the reins to move forward with the recommended strategies identified in this plan. The more understanding there is about economic development, the more effective and successful your community can be. Here are twelve things to know for successful economic development:

1. **It's both Community Development and Economic Development.** The old way of thinking that community development and economic development are two separate things no longer holds true. In today's economic development world, you cannot do successful economic development without community development.
2. **Understand what your economic development staff does.** Local elected officials will be more effective in leading economic development activities when they have a clear understanding of what economic development staff do on a daily basis.

3. **Have an economic development strategic plan in place.** A strategic plan serves a number of purposes for the community and its elected officials. It provides a roadmap that will guide the community to the desired future.
4. **Understand your local and regional assets.** By understanding your community's economic assets, the vision and strategies you create will be based on the true reality of your community and will significantly increase the likelihood of implementation and success.
5. **Measure your success.** Performance measures should flow from the community's strategic plan with the specific metrics selected to measure the progress towards the plan's objectives. If you can't measure it, you can't manage it.
6. **Develop strong partnerships.** Economic development cannot be done in a silo. Strong and mutually beneficial partnerships need to be developed and nurtured. The role of the local official is increasingly important to economic development partnerships.
7. **Have your foundational pieces in place.** Think of economic development using an analogy of the structure of a house. There are important pieces of information required (the foundation) to ensure future economic development goals, such as investment attraction, can be successful.
8. **Engage your business community.** Local officials can help create an environment that supports the growth and expansion of local businesses, primarily by opening lines of communication.
9. **Foster an Entrepreneurial Environment.** Entrepreneurs create jobs. Local officials can play an important role in promoting entrepreneurship in their communities.
10. **Be realistic about your readiness.** Economic development is seemingly always under pressure to deliver more and deliver faster. This tendency can cause short-sighted decisions that lead to long-term problems. Local elected officials need to take the time to truly understand their community's level of readiness for economic development activities.
11. **Celebrate the small wins.** There is a tendency to only celebrate "big" successes – the relocation of a large company, for example. Most communities may never have this opportunity, and it is important for elected officials to understand a small win – an existing company adding three jobs – is a success and should be celebrated.
12. **Use your tourism assets.** Local leaders can better support economic development efforts and realize greater benefits from knowing how tourism assets can effect change in a community.

# Economic Statistical Analysis

The following section highlights some of the observations and data found and assesses the advantages the Village of Ashcroft has to offers its residents and businesses. The assessment is based on categories such as population change, education attainment, changes in the labour force, employment change, housing and income. The data is based on StatsCan 2016 census data (last census available). When relevant, data includes neighbouring communities.

## Location and Proximity

The Village of Ashcroft is in British Columbia’s southern interior region located 10 km (6 miles) south of the junction between Trans-Canada Highway 1 and Highway 97, on Highway 97C. Ashcroft is located less than 90 minutes away from Kamloops, a full-service community offering all amenities and services. The closest scheduled air service is the Kamloops Airport with flights to Vancouver, Calgary and Prince George.

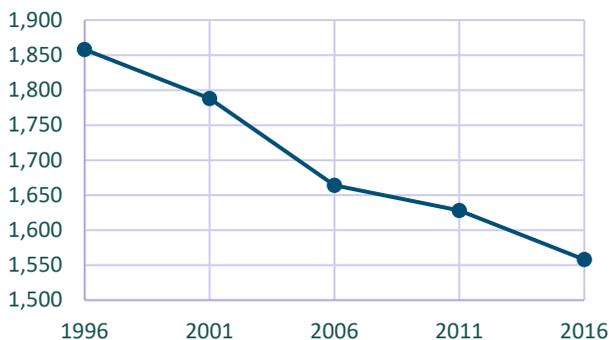
*Distance from Village of Ashcroft*

Destination	Kilometres (miles)	Travel Time
Kamloops, BC	94 (58)	1 hours, 23 minutes
Vancouver, BC	339 (210)	4 hours, 11 minutes
Prince George, BC	448 (278)	4 hours, 20 minutes
Seattle, Washington	459 (285)	6 hours
Calgary, Alberta	711 (441)	8 hours

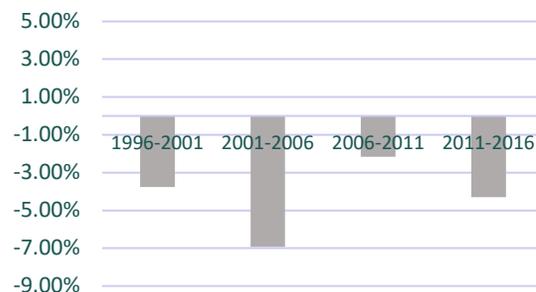
## Population

There has been a steady loss of population over the last 20 years. The largest percentage loss was between 2001 – 2006, which saw the Village population decrease by 6.94%. Over the last census period (2011 to 2016) the population decreased by 4.3%.

Population of Ashcroft, 1996 - 2016



Population Percent Change Ashcroft, 1996-2016



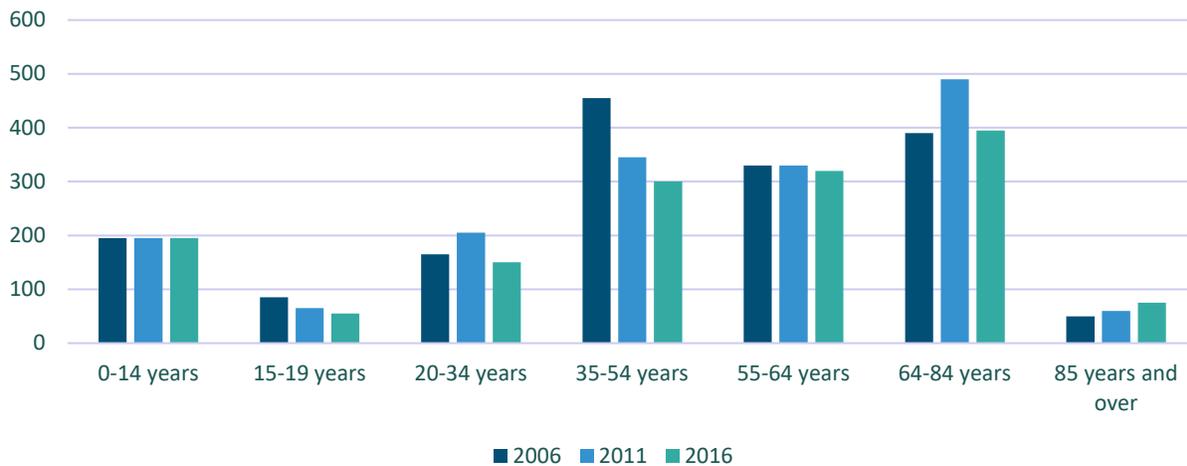
**Total Population, Number and Percentage Change in Population, 1996, 2006 and 2016**

	1996	2006	2016	Pop. Change 1996 to 2016	% Change 1996 to 2016
<b>Ashcroft</b>	1,858	1,664	1,558	-300	-16.1%
<b>Clinton</b>	730	600	641	-89	-12.2%
<b>Merritt</b>	7,631	6,998	7,139	-492	-6.4%
<b>Cache Creek</b>	1,115	1,037	963	-152	-13.6%
<b>Kamloops</b>	76,394	80,376	90,280	13,886	18.2%
<b>Total</b>					
<b>TNRD</b>	118,801	119,222	132,663	13,862	11.7%
<b>British Columbia</b>	3,724,500	3,907,738	4,648,055	923,555	24.8%

**Age and gender profile**

Over the past ten years, Ashcroft has experienced a decrease in the younger age groups (20-34). This trend is not unique to Ashcroft as many smaller communities lose youth and family aged individuals to the larger centres that have expanded service options including education and healthcare.

**Ashcroft, Age Groups, 2006-2016**



**Ashcroft, Age Distribution, 2006 - 2016**

Age Group	2006	2011	2016
0-14 years	195	195	195
15-19 years	85	65	55
20-34 years	165	205	150
35-54 years	455	345	300
55-64 years	330	330	320
64-84 years	390	490	395
85 years and over	50	60	75
Median Age	53.1	55.2	58.6

**Age Distribution, Population and Percent of Total Population**

	British Columbia		Thompson Nicola RD		Ashcroft		
	2016	2016	2016	2016	2006	2011	2016
<b>Total Population</b>	4648055	132665	1670	1690	1490		
<b>0-14</b>	#	691390	19870	195	195	195	
	%	14.9	15.0	11.7%	11.5%	13.1%	
<b>15-34</b>	#	1163290	31090	85	65	55	
	%	25.0	23.4	5.1%	3.8%	3.7%	
<b>35-44</b>	#	588635	14980	165	205	150	
	%	12.7	11.3	9.9%	12.1%	10.1%	
<b>45-54</b>	#	676740	18675	455	345	300	
	%	14.6	14.1	27.2%	20.4%	20.1%	
<b>55-64</b>	#	679020	21400	330	330	320	
	%	14.6	16.1	19.8%	19.5%	21.5%	
<b>65-74</b>	#	489305	15625	240	225	290	
	%	10.5	11.8	14%	13%	19%	
<b>75+</b>	#	359670	11020	200	235	265	
	%	7.7	8.3	12%	14%	18%	

**Education**

The majority of the population has post-secondary education, either university, college or trades training. Ashcroft and the surrounding communities of Cache Creek and Clinton all have strong post-secondary educated residents. This offers existing and potential businesses a well-educated labour pool to choose from. Ashcroft leads the area with the highest number of University degrees at the bachelor level or higher, although lower than the overall provincial population.

**Highest certificate, diploma or degree for the population aged 15 years and over in private households in Ashcroft, BC**



- No certificate, diploma or degree
- Secondary (high) school diploma or equivalency certificate
- Postsecondary certificate, diploma or degree

*Educational Attainment (shown as a percentage)*

	Ashcroft	Clinton	Cache Creek	BC
<b>Total - Highest certificate, diploma or degree for the population aged 15 years and over in private households</b>				
No certificate, diploma or degree	23.7%	24.8%	25.1%	15.5%
Secondary (high) school diploma or equivalency certificate	34.1%	25.7%	33.9%	29.4%
Postsecondary certificate, diploma or degree	42.3%	49.6%	40.9%	55.0%
Apprenticeship or trades certificate or diploma	15.1%	26.5%	14.6%	8.8%
Trades certificate or diploma other than Certificate of Apprenticeship or Certificate of Qualification	5.0%	15%	6.4%	3.7%
Certificate of Apprenticeship or Certificate of Qualification	10.0%	11.5%	8.2%	5.1%
College, CEGEP or other non-university certificate or diploma	13.3%	13.3%	14.6%	18.1%
University certificate or diploma below bachelor level	4.3%	5.3%	4.1%	3.6%
University certificate, diploma or degree at bachelor level or above	9.3%	4.4%	7.6%	24.6%
Bachelor's degree	5.4%	3.5%	5.3%	16.1%
University certificate or diploma above bachelor level	1.1%	1.8%	0%	1.8%

**Labour Force and Employment**

Ashcroft had little change in the labour force between 2011 and 2016, with a total of 640 individuals aged 15 years and over in 2016 compared to 630 in 2011. When investors or potential businesses are looking at a community, they will also look at the surrounding areas for their labour pool. When Ashcroft combines with Clinton and Cache Creek, the labour pool grows to 1,365 and with the addition of Logan Lake, it increases to 2,175.

Sector	Ashcroft	Clinton	Logan Lake	Cache Creek	Total
<b>Total Labour Force population aged 15 years and over</b>	640	280	810	445	2175
<b>Industry - NAICS2012</b>	10	0	25	10	45
<b>All industry categories</b>	630	270	785	435	2120
Agriculture, forestry, fishing and hunting	20	10	10	20	60
Mining, quarrying, and oil and gas extraction	50	0	190	15	255
Utilities	0	0	0	0	0
Construction	60	20	100	20	200
Manufacturing	75	45	45	35	200
Wholesale trade	20	10	10	10	50

Sector	Ashcroft	Clinton	Logan Lake	Cache Creek	Total
Retail trade	55	35	75	55	220
Transportation and warehousing	75	30	20	50	175
Information and cultural industries	0	10	10	0	20
Finance and insurance	10	10	25	10	55
Real estate and rental and leasing	10	10	20	0	40
Professional, scientific and technical services	20	10	20	10	60
Management of companies and enterprises	0	0	0	0	0
Administrative and support, waste management and remediation services	15	30	50	25	120
Educational services	35	15	15	35	100
Health care and social assistance	65	10	65	20	160
Arts, entertainment and recreation	10	10	40	10	70
Accommodation and food services	45	10	40	90	185
Other services (except public administration)	20	0	20	10	50
Public administration	35	30	35	30	130

The following table breaks down the labour force by occupation. The top two occupations in Ashcroft are Trades, Transport and Equipment Operators (25.4 percent) and Sales and Service (20.5 percent).

#### *Labour Force by Occupation*

Sector	Ashcroft	Clinton	Logan Lake	Cache Creek
Management	50	35	60	30
Business, finance and administration occupations	60	40	95	40
Natural and applied sciences	10	10	30	20
Health	35	10	45	10
Occupations in education, law and social, community and government services	70	30	50	35
Art, culture, recreation and sport	15	10	20	0
Sales and service	125	30	160	145
Trades, transport and equipment operators	155	80	200	105
Natural resources, agriculture and related production occupations	55	30	55	15
Occupations in manufacturing and utilities	55	15	65	30

#### **Income**

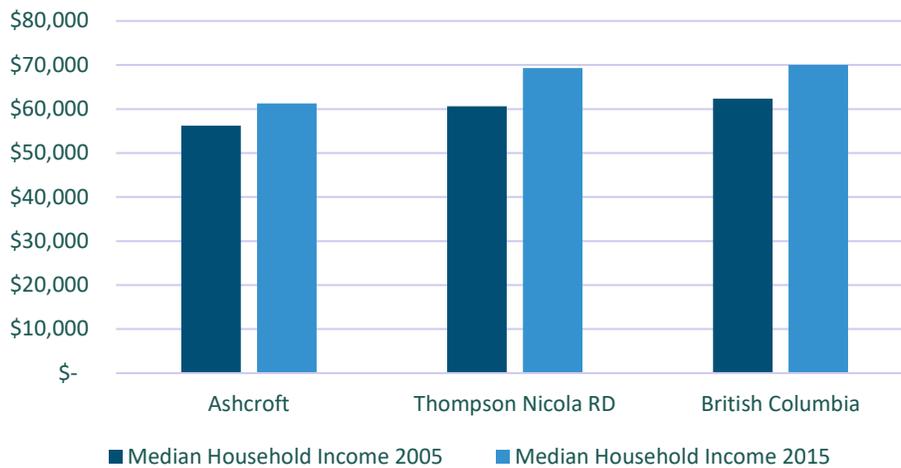
Below are the income levels for Ashcroft with comparisons to the regional district and province. Average and median incomes are lower in Ashcroft when compared to both the region and the province. However, when

income is looked at more closely, Ashcroft has a higher percentage of individuals earning over \$50,000 than either the region or province.

*Household Income*

	Ashcroft	Thompson Nicola RD	British Columbia
Less than \$30,000	20.5%	43.8%	44.7%
\$30,000 - \$49,999	18.5%	21.0%	20.4%
\$50,000 - \$79,999	24.5%	17.9%	17.6%
\$80,000 - \$99,999	9.3%	6.4%	6.0%
\$100,000 - \$149,999	17.9%	5.8%	5.1%
\$150,000 and over	7.9%	1.9%	2.5%
Median Household Income	\$61,248	\$69,308	\$69,995
Average Household income	\$71,831	\$84,619	\$90,394

Median income, 2005 - 2015



**Housing**

The housing values and assessments are increasing in Ashcroft; however, the community is still significantly more affordable than Kamloops. The housing affordability is an advantage for Ashcroft to promote to potential new residents.

*Average Assessed Values, 2019 - 2020*

Community	Assessed Value		
	2019	2020	% Change
Ashcroft	\$222,000	\$261,000	+17%
Clinton	\$120,000	\$150,000	25%
Cache Creek	\$163,000	\$181,000	+11%
Kamloops	\$431,000	\$461,000	+7%
Merritt	\$266,000	\$289,000	+9%

Average Value of Owned Dwellings, 2006 – 2016, Census 2016

		Ashcroft	Cache Creek	Merritt	Kamloops	Clinton
<b>2006</b>	Average value of dwellings (\$)	145,787	137,335	211,914	257,242	97,403
<b>2016</b>	Average value of dwellings (\$)	247,743	176,645	259,321	370,530	174,496
	Percent Change 2006 - 2016	69.9%	28.6%	22.4%	44.0%	79.1%



# Stakeholder Consultations

## Strategy Consultation Process

Approximately 172 stakeholders were consulted throughout this process. The consultations consisted of confidential one-on-one interviews, two open houses as well as an online survey open to the public, focus groups and a working session with Council identifying priorities.

### Interviews and Community On-line Survey

One-on-one interviews were conducted with Village of Ashcroft businesses and other economic development stakeholders, including regional organizations. Ashcroft staff, Mayor and Council were met with to outline the project and to collect information regarding the Village’s economic development priorities. Thirty-nine questions were included in the online survey and included separate sections for business owners and for collecting information regarding consumer habits. The online survey and interviews explored the major strengths and challenges for Ashcroft and asked input on future opportunities and economic development priorities.

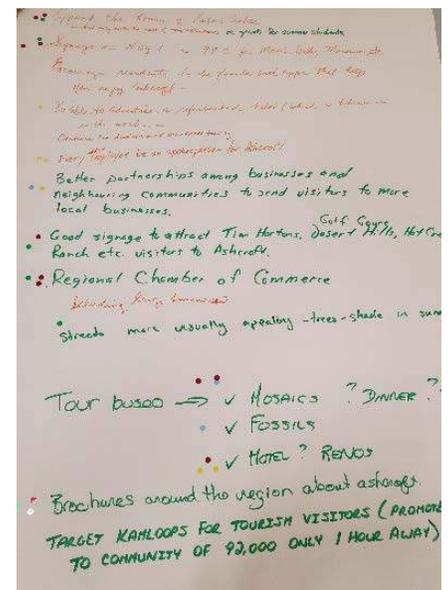


### Focus Groups and Open House

Focus groups were held in September with stakeholders representing four key areas:

- Tourism
- Non-Profit
- Commercial/Retail
- Industry

In addition, two open house community meetings were held where stakeholders answered a variety of questions, including community strengths, challenges and opportunities.



## Summary of Community Online Survey

In total, 133 respondents answered the 39-question survey and the following are some of the key findings. A separate document, Ashcroft Community Online Survey – Results, provides the details from the online survey.

- There is a mix of long-term residents and those who have recently moved to the community. Forty-five percent (45.11%) of survey respondents indicate they have lived in the community for 15 years or more, while around half of that (23.31%) have lived in the community for seven to 14 years. Approximately one-fifth of the respondents (20.30%) have lived in the community for three years or less. This provides the community with a good mix of a stable resident base while attracting new residents who are likely contributing as new investors, volunteers or labour.
- Residents have a positive image of Ashcroft (76.69% have a positive image, 6.02% negative, while 17.29% have no perception). When asked how non-residents perceive Ashcroft, 49.62% of survey respondents think there is a positive image, 24.06% negative and 27.07% no perception. A lack of a community image can present a challenge in attracting investment, business or residents. Below is a word cloud that visually represents the words that respondents used to describe the image of Ashcroft.

Peaceful Affordable safe oasis Quaint great Best desert small  
 art Small town Potential community place live  
 friendly weather warm town Beautiful old  
 home growing Quiet place village people Historic Charming  
 Comfortable

- Respondents would like to see an expansion of tourism and hospitality businesses (53.38%), retail (50.38%), and emerging industries such as medical marijuana, 3D printing, telemedicine (42.11%).
- When questioned further on which types of tourism, many responded they would like to see more Accommodations (60.32%) and Festivals and Events (40.48%).
- When questioned further on which types of retail, many responded sporting goods/hobby/books/music (40.48%), clothing and clothing accessories (38.89%), and health and personal care (34.13%).
- Respondents' top three economic development goals are ensuring existing companies stay and are expanding (53.91%), more small businesses and entrepreneurs (35.16%), and better lifestyle amenities (32.81%).
- 16.54% of respondents owned a business. 65.0% of those business owners believe the Village of Ashcroft is somewhat or very friendly to business, while only 5% find Ashcroft unfriendly to business.

- Half of the respondents (50.44%) who are not business owners have thought about starting their own business. Start-up costs are the major obstacle (24.14%). Other concerns were age and lack of market/customer base.
- Consumer shopping patterns were part of the survey, and it indicated 43.31% of respondents leave Ashcroft monthly to do shopping, while an additional 35.43% leave on a weekly basis.
- Kamloops is the community where respondents are travelling to, and 80.16% of respondents spend \$150.00 or more per shopping trip. Nearly three-quarters (71.65%) spend up to 50% of their shopping dollars locally.
- The lack of availability of the service or product is the main reason (46.34%) for shopping outside of Ashcroft, while 23.58% combine it with other activities.
- Respondents were asked for the community's strengths and weaknesses – the results are included in the following section.



# Ashcroft Community SWOT

*Small Towns can best be saved by their own people  
using their own assets. — Deb Brown, Save Your Town*

A SWOT analysis was conducted to identify the strengths, weaknesses, opportunities and threats (SWOT) for the Village. The table below shows the most frequent responses. The table combines responses from both the consultation process and the online survey.

In some cases, items are listed in multiple categories (i.e., healthcare). It is important to recognize these multiple placements as one or the other may be a perception. Perceptions, at least in economic development, often become or are the reality.

Ashcroft has one of the most diverse small-town economies in BC. Ashcroft's diversification means that the impact of an industry downturn, such as the forest industry, does not effect the town as strongly as it does many other communities. The industries in Ashcroft are connected to several primary industries like transportation and distribution (Ashcroft Terminal), hardwood lumber (not impacted by tariffs), manufacturing, and mining. While these companies provide significant employment opportunities, not many of the employees live in the community. This creates challenges for local retailers, and real estate development as well as adding pressure to healthcare and education services.

The need to support local businesses and to partner with service providers is high. Lack of economic development resources does limit the involvement with important services like the Hub and Sun Country Community Futures. Sun Country is one of the strongest and most connected CFs in British Columbia. It dedicates significant time and assets to support community projects and develop new initiatives that enhance the entire region. The HUB is another resource that needs to be capitalized upon and supported as it will expand and support new business growth, support community needs and enhance the local quality of life.

Successful communities work collaboratively with neighbouring indigenous and non-indigenous groups. Using each others' assets to build strong local economies is best done when working in partnership. Lack of regional partnerships in the past may have restricted growth. Now is the time to work collaboratively on regional economic development initiatives that can provide mutual benefits.

Like many rural communities, Ashcroft will be faced with threats related to provincial downsizing, elimination of funding and, most importantly, natural disasters, such as the fires of 2017. Through recognizing strengths, challenges and opportunities, the community can start to put in place the resources needed to build a vibrant and sustainable local economy.

INTERNAL FACTORS	
STRENGTHS (+)	
1	Location (proximity to major centre and highway 1)
2	Climate
3	Tourism Assets (in community and region)
4	Small town atmosphere
5	Community pride
6	Volunteers
7	Diversity of industry
8	Neighbouring Indigenous Community
9	Well managed local government
10	Transportation access
11	Affordability of housing
12	Healthcare
13	The Hub
14	Strong Community Futures

INTERNAL FACTORS	
WEAKNESSES (-)	
1	Location (off of Highway 1)
2	External awareness of opportunities
3	Highway signage/Wayfinding
4	Lack of regional collaboration
5	Industry engagement
6	Funding and capacity
7	Retail and services
8	Lack of indigenous recognition in community
9	Shortage of housing options
10	Youth leaving community
11	Lack of employees for existing industry
12	Consumer leakage
13	Lack of Healthcare
14	No chamber of commerce

INTERNAL AND EXTERNAL FACTORS	
OPPORTUNITIES (+)	
1	Shop Local Campaigns
2	Engage and Support existing businesses
3	Establish a “Trades” network
4	Regional partnerships
5	Promote Tourism Assets
6	Increase Tourism Services
7	Take advantage of Hwy 1
8	Accommodations (Hotel)
9	Resident Attraction
10	Expanded Health Care services
11	Downtown enhancements
12	Indigenous Partnerships

EXTERNAL FACTORS	
THREATS (-)	
1	Natural Disasters
2	Commodity prices
3	External pressures on mining
4	Loss of provincial and regional funding
5	Perception of rural/small-town living
6	Lack of regional collaboration
7	Labour Market
8	Value of CDN dollar

# Strategic Actions

The following section provides a list of strategic themes and actions that make up the Village of Ashcroft Economic Development and Tourism Action Strategy.

While several characteristics distinguish strategic planning from other types of planning and goal-setting efforts, it is the implementation that really sets it apart. Strategic planning is action-oriented and focused on the allocation of scarce resources to critical issues. The key to successful implementation is organization and wise use of available assets. Some strategies in the plan will be oriented to policy change and removal of administrative barriers and not involve monetary resources. Other strategies will require allocation of scarce financial resources along with dedicated human resources.

The programs and actions proposed in this strategic action plan are intended to provide the foundation for maintaining and expanding a collaborative working relationship among the residents and businesses in Ashcroft. The goal is to set forward achievable implementation strategies to guide decision making based on the concerns expressed during the public consultation process and to provide a successful economic development model for Ashcroft.

It is important to note that an economic development organization and its economic development practitioner have a two fold role. They implement strategies and they are responsible for the day to day activities. Considerable time is devoted to the following core activities that take place on an ongoing and daily basis. Some of these activities are built into the strategy while others involve additional time and resources.

## Core Activities:

- Respond to public inquiries daily (phone, email, and walk-in)
- Clearinghouse for information
- Data updates (community profiles, website, customized requests)
- Regional initiatives
- Work with companies or individuals seeking to locate in the community
- Work with groups of companies within specific industry sectors to ensure new markets are developed
- Communications – community, business, government, organizations
- Facilitating partnerships between business, non-profits, investors and area partners
- Connecting individuals and groups with available resources, such as:
  - Export Navigator Program
  - Small Business BC services
  - Community Futures
- Grant writing support for economic development initiatives

Following the endorsement of the Economic Development and Tourism Action Strategy, an Implementation Matrix will be crafted to outline and prioritize the actions and steps Ashcroft will need to take to most effectively implement this plan. The Implementation Matrix will contain the following:

- Name of the strategic goal and accompanying actions
- Roles and responsibility that outlines:

- Who has the lead responsibility for implementing the action as well as others that will support the lead during implementation
- Identify either current or proposed partnerships and collaborations required to achieve success.
- Estimated Resources – what are the estimated costs, resources and any assistance required from others to successfully implement the action (human resources, financial resources, other resources)
- Progress measures – measures and indicators to allow an indication of successful tracking and completion of the actions, and achievement of the intended outcomes on the local economy
- Timeline – when the action starts/be completed in the short, medium or long term

The following provides a summary of the recommended strategies and projects that were identified during the analysis and evaluation process. The strategies represent action items based on the corresponding strategic themes. Each strategy ties within an over-arching theme, which collectively builds upon the overall plan.

The strategies are intended to provide actionable and realistic initiatives, projects or programs. The strategies are listed within the document with the following timelines:



A separate Implementation Matrix will form a separate document and can be used as the economic development work plan. The matrix will breakdown down priority and short-term strategies into specific action steps that are required to complete and implement the strategies fully. In addition to the action steps, the matrix will provide timelines, potential partners, budget, funding sources and implantation monitoring. It provides the roadmap required for the Economic Development and Tourism Action Strategy’s implementation.

Over the past few years, the Province of BC has funded many economic development activities through its Rural Dividend Fund. In September 2019, the province announced a reallocation of the fund towards assisting communities hit by the forestry industry downturn. If the Rural Dividend Fund is reactivated, we will revise the matrix to identify initiatives that should be part of an application.

**1. Strengthen Ashcroft’s Economic Development Position the Region**

Economic development has become a core function of municipal governments across Canada. Because the competition for business investment, entrepreneurs and talent has never been more pronounced than it is today, even smaller communities such as Ashcroft need to have a concentrated focus on economic development. They need to understand their strengths and weaknesses and proactively develop opportunities that lead to more investment and the attraction of talent.

**Rationale:** Economic development is one of the essential fundamentals of growth and sustainability. A targeted approach in this area will ensure a beneficial mix that is realistically tailored to the strengths and needs of Ashcroft. It is important to recognize that economic development initiatives cannot be implemented without proper structure and resources.

**Expected Outcomes:** An economic development focus for the Village and the implementation of a strategy to ensure sustainability and growth for new and existing residents and to create a strong working relationship between the Village, municipal council, business sectors and economic development stakeholders.

<b>What</b>	<b>Why</b>	<b>When</b>	<b>Partners</b>
<b>1. Commitment to Economic Development</b>	Committing to economic development is critical to ensure the implementation of the plan and for long-term sustainability. In order to show a commitment to support economic development, the Council needs to commit to establishing an active program publicly. It is important the commitment along with the plans for the implementation of this strategy, be shared with the local community and key stakeholders.	<b>Priority</b>	N/A
<b>2. Dedicated Local/Regional Economic Development Position</b>	Ashcroft has a strong interest and the support to further explore economic development. While having a dedicated economic development practitioner for the community would be ideal at this time, it may be premature. Ashcroft is not the only community in the region without a full-time dedicated economic development function. The surrounding communities of Cache Creek and Clinton also do not. Ashcroft should explore the interest of these neighbouring communities, as well as the rural areas of the TNRD and the Indigenous communities, in sharing economic development services on a regional basis. This would be the first step to expanding economic development capacity for the community. A shared economic development practitioner would be responsible for implementing the strategic plan, managing day-to-day operations, developing, implementing and monitoring specific programs. This person would represent the organization in	<b>Short-Term</b>	N/A

	the community and to an external audience. After the first year, Ashcroft could explore expanding capacity by the hiring of their own economic development practitioner.		
<b>3. Economic Development and Tourism Advisory Committee</b>	The EDTAC will assist staff and Council on matters pertaining to sustainable economic development and tourism consistent with the strategy. The committee will be made up of representatives from the community and represent key sectors and stakeholders. It will be important to include key representation on the board from organizations and businesses, including Community Futures, Gold Country Tourism, Desert Hills, Ashcroft Terminal and The Hub. The committee could take a key role in starting to expand economic development capacity for Ashcroft.	<b>Short-Term</b>	Business Community and Organizations
<b>4. Economic Development and Tourism Advisory Committee Training</b>	With the newly formed EDTAC, it is important to ensure every new member is informed of the role that economic development and tourism can play in supporting and expanding the local economy. A training workshop will provide the committee with a clear understanding of their roles, expectations and responsibilities.	<b>Short-Term</b>	BCEDA
<b>5. Prepare an Annual Report Card on the Village’s Economic Development Strategies and Implementation</b>	Too many communities undertake economic development activities but do not relate their progress and successes to their funding partners or the public. An annual report demonstrates accountability for resources used, illustrates payback on efforts and charts progress. It also helps to build support for economic development programming.	<b>Medium-Term / Ongoing</b>	N/A
<b>6. Regional Community Collaboration</b>	Regional Collaboration is one of the fastest growing economic development partnerships in North America. Regional stakeholders understand the limitation of acting as individual communities both in the way of human and financial resources. Ashcroft can take the lead in creating a regional partnership between Indigenous, local (Ashcroft, Cache Creek and Clinton) and regional governments in the region. The regional group will work towards finding common goals and working together to achieve them. One such initiative may be the McAbee Fossil Beds in Cache Creek. This strategy works hand in hand with exploring regional based economic development capacity (Strategy #2).	<b>Medium-Term</b>	Cache Creek Clinton Regional Indigenous Communities TNRD
<b>7. TNRD Regional Forum</b>	Small communities have unique issues and needs that are often very different from those of larger communities. While communication is	<b>Medium-term and Ongoing</b>	TNRD Cache Creek Clinton

	<p>important within the community, it is equally important to communicate with neighbouring communities within a region. This includes regional directors, indigenous communities, and local governments. This regional annual forum, developed in collaboration with the TNRD would be intended to bring together those serving and working in and with the community to learn from each other through case studies and roundtable discussion groups. Communities would be asked to share their accomplishments, ask questions about successes and challenges in other communities, learn about new opportunities, and explore great ideas.</p>		<p>Regional Indigenous Communities</p>
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## 2. Cultivate Ashcroft’s Image as a Friendly, Professional, and Active Place for Business and Investment

Successfully retaining and attracting investment means being able to provide the appropriate information about business climate and infrastructure required by existing and potential investors and businesses. It is a process of creating a secure and cost-effective environment for an investor or business to expand, start or relocate a business. For Ashcroft, this means ensuring economic development and community foundations are in place so that any investment or business opportunities (either coming from existing businesses within the Village or coming from outside the Village) can be realized.

**Rationale:** To ensure Ashcroft has its share of business investment for future sustainable growth and diversity.

**Expected Outcomes:** An inventory of available employment lands, an “open for business” / "great place to invest" reputation and a larger number of businesses located in the Village.

What	Why	When	Partners
<b>8. Community Profile</b>	A community profile is the first place an investor, business or potential resident will look at when considering a community’s potential suitability. Ashcroft does not have a profile that provides the information necessary. The creation of a profile is a foundational piece of successful economic development.	<b>Priority</b>	Various depending on information sourced
<b>9. Business Visitation</b>	Engaging with local businesses is the cornerstone of successful economic development. It is critical that companies like Ashcroft Terminal and others are communicated with regularly to make sure their voices are heard, and any issues or concerns are addressed promptly. Through business visitation, challenges can be addressed, and the opportunities can be capitalized on to encourage new and sustainable job creation.	<b>Priority / Ongoing</b>	Local Organizations and Private Industry
<b>10. Investment Readiness Self-Assessment</b>	Assessing your community’s “investment readiness” is a key component for investment and business attraction. The Province of BC has an online tool that provides a checklist to assess how ready your community is. It will identify what gaps exist and can be closed.	<b>Priority</b>	N/A
<b>11. Relationship Building with Provincial Investment Influencers</b>	One of the most important activities in supporting economic development, regardless of capacity, is the forging of relationships with government agencies. Ashcroft needs to “introduce” the opportunities available in the community to Trade and Investment representatives from the Ministry of Jobs,	<b>Priority/ Ongoing</b>	Province

	Trade and Technology. These representatives need to know what the community is trying to target and to be aware of those products that are being exported. They can provide valuable services to the community and companies within the community. In addition, maintaining a relationship with the Regional Manager from the Ministry of Forests, Natural Resources and Rural Development will be key.		
<b>12. Great BC Business Sale</b>	To help promote business opportunities and investment in rural BC, a new initiative has been launched for the fall of 2020 called “The Great BC Business Sale.” The trade show will be held at the Vancouver Convention Centre on October 3, 2020. Ashcroft should work together with Sun Country, local businesses, developers and real estate agents to participate in this event. This would also be an opportunity to highlight the potential of a new accommodation facility as identified in Strategy #17.	<b>Short-Term</b>	Province Private Sector
<b>13. Economic Development / Tourism Website</b> <a href="http://DestinationAshcroft.ca">DestinationAshcroft.ca</a>	Research shows that an economic development organization’s website is its most effective marketing tool and supporting studies show over 95% of site/location selectors use the internet to qualify a community. The website should include demographics and statistics on the area and highlight the advantages and market opportunities in Ashcroft. A recommended URL is destinationashcroft.com. It is important to note this does not need to be a separate website but instead only have the unique URL automatically link to an existing page of the Village’s municipal website. Unique URLs are a cost effective way to direct investors and businesses to the information they need to make decisions.	<b>Short-Term</b>	Various depending on information sourced
<b>14. Develop Marketing Materials for Investment Attraction, Opportunities and Residents</b>	Ashcroft does not have promotional material that markets the community. The development of these materials can be used as a value proposition for investors and potential businesses. Individual one-sheets can be developed with the front page providing the value proposition for investors and potential businesses and residents. The back page can highlight sector-specific opportunities. This includes tourism, retail and industry. The sheet(s) should include quick	<b>Medium-Term</b>	N/A

	facts on Ashcroft, property/land information, business support and testimonials.		
<b>15. Participate in Provincial Nominee Program</b>	In early 2019, the Province of BC launched a new pilot project to encourage investment from foreign investors. The Provincial Nominee Program supports the program. While Ashcroft did not participate in the original call, a new opportunity is expected in the spring of 2020. Ashcroft should submit a request to be an approved community for this initiative. Templates on evaluating investor inquiries can be obtained from BCEDA. While applications may be considered in 2020, Ashcroft does not need to rush the process and can instead look at this as a longer-term objective once the foundations pieces recommended in this strategy are complete.	<b>Long-Term</b>	Province
<b>16. Starting A Business Guide</b>	Developing a strong support system for those looking to start a business in Ashcroft is a critical aspect of supporting new entrepreneurs. A guide will help to encourage entrepreneurs to create new businesses and to make it as easy as possible. The development of a web-based Starting a Business Guide to walk individuals through the necessary steps and provide the basic information will demonstrate Ashcroft's support of local businesses. The guide launched by <a href="#">Port Alberni</a> is an excellent example.	<b>Long-Term</b>	N/A

### 3. Develop Downtown Ashcroft as a Destination and Focal Point for the Community

Main Streets are often the centre of a community, acting as public meeting spaces and commercial centres. Economically vibrant main streets that are the heart and soul of the community provide an identity for the area and create pride in the community. When a downtown is not vibrant, there can be a general feeling of apathy and defeat. Residents see little value in investing downtown and priorities shift towards areas that are removed from the downtown area. This creates a scenario that can become self-fulfilling and cyclical. Ashcroft needs to focus on its downtown core and recognize that it can be a powerful engine to boost employment and investment across the broader community.

**Rationale:** There is a need to protect the downtown core area and ensure its success is an important part of the community.

**Expected Outcomes:** Downtown core areas will have vibrant commercial activity with a diverse mix of businesses that support the local economy.

What	Why	When	Partners
<b>17. Hotel Attraction</b>	In 2018, the Village of Ashcroft contracted with HVS to complete a market study for a new hotel. This report describes in detail the types of a hotel that could be built in the community, including proposed rates. This information should be actively marketed to potential hotel developers by attending Hotel/Motel Investment Trade events. The Canadian Hotel Association hosts an annual event in Vancouver every fall. This would be a good event for Ashcroft to attend as a delegate and network with potential accommodation providers.	<b>Short-Term</b>	Real Estate Gold Country
<b>18. Develop a Streamlined and Pre-packaged Film Policy</b>	Film production provides significant economic impact and it is an important economic development activity, especially in small communities. Ashcroft has been successful in attracting a number of productions, including the recently announced episode of the Twilight Zone. A formal and pre-packaged policy would include considerations for road closures, fee schedule and licensing requirements.	<b>Medium-Term</b>	N/A
<b>19. Create Opportunity to Provide Free Wi-Fi and Improve Broadband Connectivity in Downtown</b>	Visitors now expect wi-fi to be available at no cost, and many communities are supporting broadband systems as a way of driving economic development and tourism. This is especially true in downtowns. The availability of wi-fi in the downtown offers another reason for people to congregate in the area and stay a little longer. It demonstrates to visitors (and residents) that Ashcroft is a connected, creative and innovative community. Once improvements are made to the broadband infrastructure, the community should work with the TNRD to enhance the	<b>Long-Term</b>	TNRD Internet Service Provider NDIT

	availability in the downtown core enabling it to be a focal point for locals and visitors alike.		
<b>20. Local Business Alliance</b>	The majority of businesses in Ashcroft are very small (under ten employees) and these businesses are frequently in need of support and assistance of some type. Several businesses expressed a desire to meet with other businesses or entrepreneurs who may be experiencing challenges similar to theirs or who may have found solutions that they are willing to share. A local business alliance can offer support to entrepreneurs and businesses to build relationships, create innovation and creativity within Ashcroft. Economic development is often the catalyst for starting up a local business alliance. They can pull the right people together and get the momentum going. In addition to business supporting business, the business alliance can provide input and support on pilot projects to test the market for creative ideas and proposals (i.e. sidewalk cafes, pop-up shops, incubator spaces, etc.) In larger communities, this service is offered through a Chamber of Commerce which Ashcroft does not have.	<b>Long-Term</b>	Local Businesses Sun Country
<b>21. NDIT Revitalization Program – Promotion</b>	A pleasant community appearance adds to home values, helps attract business investment, and improves the overall reputation. To encourage businesses to enhance facades, Ashcroft participates in the Northern Development Initiative Trust Business Facade Improvement program. This program helps to cover business costs associated with the Facade Improvement. Ashcroft Home Hardware is an active partner in marketing the program and supporting businesses. Ashcroft needs to continue this program in the future and market it to businesses in the community in partnership with other agencies and businesses.	<b>Ongoing</b>	NDIT Local Businesses
<b>22. Shop Local Program</b>	Ashcroft participates in NDIT’s “Small Town Love” program and has attempted other shop local programs or events to limited success. In Victoria, Australia, a program called “Support Small Business Day” was developed. As well as encouraging residents to explore their local small businesses, the day also delivers a wide range of resources and information to small businesses. The campaign offers guidance, support and inspiration through the delivery of practical tools and tailored Support Small Business Day workshops with a focus on long	<b>Ongoing</b>	NDIT Local Businesses

	<p>term growth. Information is available at: <a href="http://supportsmallbusinessday.vic.gc.au">supportsmallbusinessday.vic.gc.au</a>. Other working examples of Shop Local Programs are right here in BC. Houston, BC, has established a certificate program where local major employers and residents purchase certificates for gifts ensuring that the money is spent locally. In 2019 over \$100,000 in certificates were issued. Houston shares information on this program with other communities. This program is similar to the Ashcroft Bucks. It would be beneficial to increase promotion of the availability of these “bucks” throughout the community.</p>		
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**4. Increase the Awareness and Positive Perception of Ashcroft as a Quality Place to Live and Work**

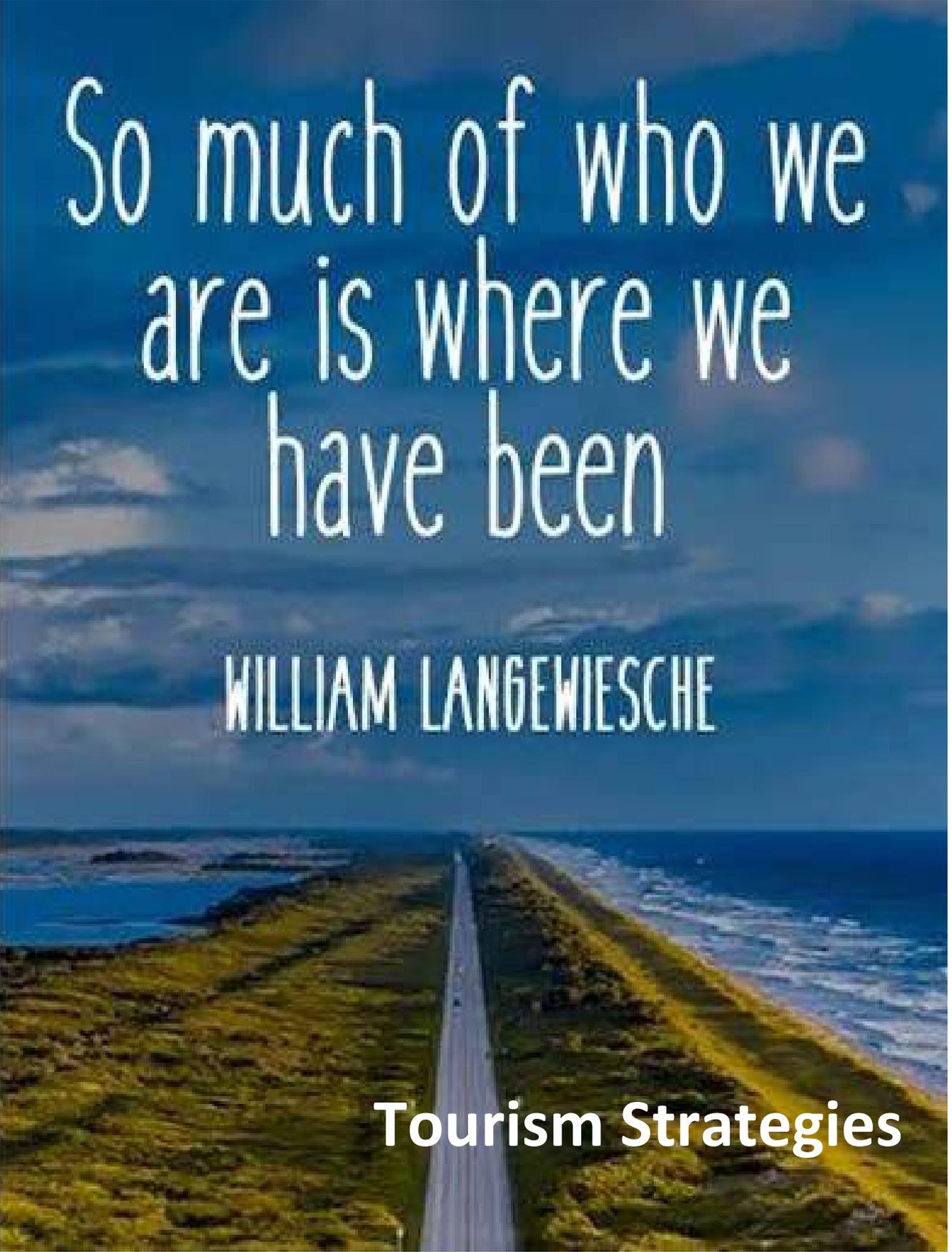
A positive awareness of Ashcroft is important to increase the quality of life for existing residents and to attract new residents to the community. This can be accomplished through unified marketing, focused activities and communications and by developing community-based programs that leverage the advantages of being in a town that works towards strengthening its economy and expanding opportunities.

**Rationale:** Ashcroft has an older demographic. Focusing programs to improve the quality of life for seniors, and highlighting the opportunities that exist for youth will contribute significantly to a vibrant community.

**Expected Outcomes:** There will be a shift in the youth demographic and an enhanced quality of life for existing residents.

<b>What</b>	<b>Why</b>	<b>When</b>	<b>Partners</b>
<b>23. Resident Attraction</b>	<p>New resident attraction targets individuals with knowledge, skills and/or disposable income to support and contribute to the community. Making an area attractive to people interested in relocating to a community involves having or developing amenities they find desirable and having a community that offers an attractive quality of life. In the case of Ashcroft, the challenge in attracting residents is that outsiders are not necessarily aware of all the community has to offer. In order to support projects like the proposed Riverhill Estates, the community must take proactive approaches to attract new residents and work collaboratively with developers to help ensure project feasibility. Several strategies recommended in this plan work towards increasing residents, highlighting awareness of the community and supporting businesses in finding local labour. In partnership with developers and local real estate companies, a new strategy should be developed to coordinate efforts to attract new residents.</p>	<b>Medium-Term</b>	Private Sector Real Estate
<b>24. Living and Working Fair</b>	<p>Ashcroft is a very diverse community with several job creating companies located in or near the community. These companies indicate they can't find local labour and many employees commute from Kamloops and Merritt. Youths leave the community for work or education without being aware of the opportunities that may be available in the community for both skilled and unskilled employees. To educate regional residents on the types of employment opportunities available and, at the same time, educate current employees on the advantages of living in Ashcroft, an annual Living and Working Fair should be hosted. This project should be done in partnership with Community</p>	<b>Long-Term</b>	Private Sector Real Estate Local businesses and industry The Hub Community Futures

	Futures, Work BC, existing business and others. Advertising should be done locally as well as in Kamloops, Merritt and other key markets.		
<b>25. Support IHA’s Healthcare Recruitment Initiative</b>	Healthcare is a critical component of economic development and is required to attract new residents and business. The Ashcroft Hospital provides medical services to a much larger region than Ashcroft. Working with regional communities, Ashcroft should continue to support the IHA process in ensuring adequate services exist at the hospital and coordinate with IHA to attract health professionals to the region.	<b>Ongoing</b>	IHA Ashcroft Hospital
<b>26. Support TNRD with Regional Internet/ Broadband</b>	Strong and accessible Internet access is vital to supporting a sustainable economy and a high quality of life in a community. Any community with broadband access experiences a wide array of economic, educational, and social advantages.. All aspects our our economy, from health care to entrepreneurship, virtual workers, retailers and service providers require a modern communication infrastructure. The high cost of providing infrastructure for citizens in and around rural and remote communities in B.C. has been identified as one of the key barriers to expanding internet services by municipal governments, First Nations, Regional Districts, regional Internet service providers, and community advocates. The NDIT administers the "Connecting British Columbia" program. This program helps to pay for infrastructure required to deliver high-speed Internet connectivity to rural and remote areas of the province. Discussions with the TNRD to work with NDIT and service providers should occur in order to take the steps needed to expand this important infrastructure. Ashcroft’s support role in this initiative will ensure the community’s needs are communicated effectively.	<b>Ongoing</b>	Internet Service Provider Province of BC NDIT



So much of who we  
are is where we  
have been

WILLIAM LANGEWIESCHE

**Tourism Strategies**

# Support Tourism Development Activities

Economic development cannot happen in a vacuum. It comes as a result of a coordinated effort between the public, businesses, community partners, Council and their staff. It works across all sectors to foster an environment in which growth and prosperity can take place.

Ashcroft is fortunate to possess a diversified economy and is seeing growth opportunities across sectors, including tourism. However, Ashcroft needs to focus on specific tourism activities to realize the benefits that the tourism industry provides communities. Tourism can raise a community’s profile and open the door to enhanced opportunities for more traditional economic development activities including business relocation, investment attraction, new start-ups and expansion of existing businesses. Tourism can also contribute substantially to highlighting the quality of life issues critical to residents’ attitudes about where they live.

The following strategies are designed specifically for the tourism sector, however, like many of the previous strategies within this plan, there are crossovers that will benefit all aspects of economic development.

What	Why	When	Partners
<b>27. Mosaic Brochure</b>	Ashcroft is home to 19 sites containing more than 60 pieces of mosaics and glass artwork. It is a unique feature for the community and needs to be promoted whenever and wherever possible. Community Futures, in collaboration with the Village, has produced two editions of a Mosaic Map. Ashcroft needs to continue to support the ongoing production of future maps to ensure the information is up-to-date and provides visitors with the most current information. This is a key foundational tourism product for Ashcroft. Recently funding for the third edition was requisitioned.	<b>Priority/ Ongoing</b>	Community Futures Gold Country
<b>28. Participation with Gold Country Tourism Activities</b>	Gold Country Communities Society has a 2018 – 2022 Tourism Strategy. There is limited capacity within Gold Country for implementation, and being a regional organization, there is always a risk that individual communities will not fully realize the benefit the organization can provide. Strategy #3 recommends Gold Country be a member organization for the new EDTAC, and this seat should be as an ex-officio. This will allow for Ashcroft to be positioned in a more prominent role in regional tourism and can work with Gold Country to identify specific tourism initiatives that will benefit Ashcroft and the broader region.	<b>Priority/ Ongoing</b>	Gold Country

<p><b>29. Wayfinding</b></p>	<p>Wayfinding refers to systems that help people find their way from one place to another. Wayfinding can give visitors key information on what Ashcroft has to experience. It can lead to additional time being spent in the community and can increase future residents' awareness of what is available to see and do if they lived in the area. Ashcroft needs to create a wayfinding strategy to determine the best mix of tools to raise its profile and to get visitors off the highway and into the community.</p>	<p><b>Priority</b></p>	<p>Gold Country</p>
<p><b>30. Develop a Formal Relationship with TOTA</b></p>	<p>The Thompson Okanagan Tourism Association is responsible for tourism experiences and promotion for Ashcroft. Unfortunately, there appears to be limited communication between the community and TOTA. Once the EDTAC and other priority or short-term activities are completed, outreach to TOTA is recommended. The building of a strong relationship with TOTA will provide another avenue to update and highlight Ashcroft's tourism status.</p>	<p><b>Short-Term/ Ongoing</b></p>	<p>TOTA</p>
<p><b>31. Dual Tourism Region</b></p>	<p>In the late 1990s, Lillooet BC was designated as a dual-zoned community for tourism marketing. Originally the community was only included in CCCTA but wanted to be added to the Vancouver Coast Mountain Region. Ashcroft is adjacent to CCCTA (ends in Clinton) but is officially part of TOTA. Having the dual designation would increase Ashcroft's exposure to potential tourists. Changes to this designation will need the approval of Destination BC. Contacts can be provided when the community is ready to take on this initiative.</p>	<p><b>Short-Term</b></p>	<p>TOTA CCCTA Destination BC Ministry of Tourism, Arts and Culture</p>
<p><b>32. Economic Development and Tourism Website</b> <a href="http://DestinationAshcroft.com">DestinationAshcroft.com</a></p>	<p>Strategy #13 is the development of a website that is for both economic development and tourism. While the site should be primarily focused on economic development, there is significant value in providing tourism content on the site. It provides a “one-stop” shop for both ED and tourism information and allows a seamless cross-over between the two highly connected activities. It is important to note this does not need to be a separate website but can instead have the unique URL automatically link to an existing page of the Village’s municipal website. Unique URLs are</p>	<p><b>Short-Term</b></p>	<p>Various depending on the information sourced</p>

	a cost effective way to direct visitors to the information they need to make decisions.		
<b>33. Enhanced Visitor Information Services</b>	Currently, the Visitor Information Centre is run by volunteers making it a challenge to provide consistency. The HUB has a well-run program with extensive experience in obtaining grants and other supports. The HUB should be considered as a potential partner to take over the management of the VIC and to provide adequate staffing during key tourist times. There is also benefit to exploring the opportunity of utilizing the Museum as the centre.	<b>Short-Term</b>	HUB Museum
<b>34. Tourism Asset Inventory</b>	Ashcroft and the surrounding area has an abundance of tourism activities and attractions but there is no central listing. The completion of a tourism asset inventory of market-ready tourism experiences in Ashcroft (i.e. restaurants, retail, accommodations, tours, museums, festivals and events, etc.) is recommended. The inventory can begin with those assets located within Ashcroft but should be expanded to include surrounding communities and should include assets including the McAbee Fossil Beds, the Chasm, Indigenous assets, and agriculture. These are all assets that add to the tourism potential of Ashcroft. Discussions should take place with the tourism agencies to ensure the inventory is maintained and promoted.	<b>Medium-Term</b>	TOTA CCCTS Sun Country Gold Country
<b>35. Public Art Policy</b>	The integration of arts and culture with the need to sustain a livable and economic sustainable community is becoming an important aspect of local based economic development. This must be a managed process in order to ensure that any integration of art meets with the needs and desires of the community, and compliments, not detracts from what is already in the area. The creation of a Village of Ashcroft Arts Policy should be considered that builds on the legacy of the past, while responding to new ideas about art, story telling, interpretation and cultural expression. This policy should also clearly define on how to integrate Indigenous Art and Culture recognizing and respecting the	<b>Medium-Term</b>	Arts Club Ashcroft Museum

	importance of those communities in the development of the community and region.		
<b>36. Tourism-Focused Promotional Materials</b>	Strategy #14 is the development of marketing materials promoting Ashcroft as a place for investors and potential businesses. The materials supply sector-specific information. Once other foundational and marketing strategies are completed, tourism-focused materials should be developed. While the tourism agencies will already have promotional materials, it is important for Ashcroft to have some control of their own tourism marketing. This can easily be done by adding tourism information to the promotional materials recommended in Strategy #14.	<b>Long-Term</b>	Gold Country

# Village of Ashcroft Economic Development and Tourism Action Strategy Implementation and Action Matrix



The Implementation and Action Matrix supports the strategies recommended in the Economic Development and Tourism Action Strategy for the Village of Ashcroft. The matrix provides the actions and steps required to implement the 36 strategies from the plan.

## Table of Contents

<b>Introduction .....</b>	<b>3</b>
<b>Strengthen Ashcroft’s Economic Development Position in the Region .....</b>	<b>5</b>
<b>Cultivate Ashcroft’s Image as a Friendly, Professional, and Active Place for Business and Investment ..</b>	<b>6</b>
<b>Develop Downtown Ashcroft is a Destination and Focal Point for the Community .....</b>	<b>8</b>
<b>Increase the Awareness and Positive Perception of Ashcroft as a Quality Place to Live and Work.....</b>	<b>8</b>
<b>Support Tourism Development Activities.....</b>	<b>9</b>
<b>Appendix 1: Monitoring the Strategy – Activity Assessment .....</b>	<b>11</b>



## Introduction

The cornerstone to the Economic Development and Tourism Strategic Action Plan for the Village of Ashcroft is the foundation of the Implementation Matrix. The Plan's adoption is the first step in the implementation process. Continuing action to implement the Plan will be needed for it to have lasting impact. This Implementation Matrix prioritizes how Ashcroft will move forward with its economic development goals. It is Ashcroft's to-do list and road map to track progress, report results and to adjust initiatives and identify new opportunities.

This Implementation Matrix describes how the recommended strategies and initiatives in the Plan should be carried out. It provides action steps to fully implement the strategies identified in the Plan for the first year of implementation. The Implementation Matrix outlines specific actions, responsibilities, budget and resources/partners. The importance of monitoring performance on the initiatives recommended in the Plan is reflected in the identification of specific activities, budget implications and timelines for the implementation of the initiatives.

It is recommended that an Activity Assessment be completed quarterly to review the outcomes and measure the value of the activities. **Appendix 1** provides a template for monitoring each of the initiatives and projects.

This Implementation Matrix provides the starting point for targeted economic development and tourism for Ashcroft. Issues will evolve and emerge throughout the years and it is essential to continually assess and respond to those issues by revising or considering new actions that will ensure continued economic prosperity.

There are five key focus areas with a total of 36 strategies. They are the foundation of the economic development plan for the Village of Ashcroft because they represent the economic development areas that community members and stakeholders feel are most important for the area to work towards along with the required expanded capacity.

### Focus Area 1: Strengthen Ashcroft's Economic Development Position in the Region

1. Commitment to Economic Development
2. Dedicated Local/Regional Economic Development Position
3. Economic Development and Tourism Advisory Committee
4. Economic Development and Tourism Advisory Committee Training
5. Prepare an Annual Report Card on the Village's Economic Development Strategies and Implementation
6. Regional Community Collaboration
7. TNRD Regional Forum

### Focus Area 2: Cultivate Ashcroft's Image as a Friendly, Professional, and Active Place for Business and Investment

8. Community Profile
9. Business Visitation
10. Investment Readiness Self-Assessment
11. Relationship Building with Provincial Investment Influencers



12. Great BC Business Sale
13. Economic Development/Tourism Website – DestinationAshcroft.ca
14. Develop Marketing Materials for Investment Attraction, Opportunities and Residents
15. Participate in Provincial Nominee Program
16. Starting a Business Guide

**Focus Area 3: Develop Downtown Ashcroft as a Destination and Focal Point for the Community**

17. Hotel Attraction
18. Develop a Streamlined and Pre-packaged Film Policy
19. Create Opportunity to Provide Free Wi-Fi and Improve Broadband Connectivity in Downtown
20. Local Business Alliance
21. NDI Revitalization Program – Promotion
22. Shop Local Program

**Focus Area 4: Increase the Awareness and Positive Perception of Ashcroft as a Quality Place to Live and Work**

23. Resident Attraction
24. Living and Working Fair
25. Support IHA’s Health Care Recruitment Initiative
26. Support TNRD with Regional Internet / Broadband

**Focus Area 5: Support Tourism Development Activities**

27. Mosaic Brochure
28. Participation with Gold Country Tourism Activities
29. Wayfinding
30. Develop a Formal Relationship with TOTA
31. Dual Tourism Region
32. Economic Development and Tourism Website
33. Enhanced Visitor Information Services
34. Tourism Asset Inventory
35. Public Art Policy
36. Tourism-Focused Promotional Materials

The table that follows pages breaks down the recommended strategies based on first year implementation. The strategies with implementation timelines in year two and beyond (medium and long-term) do not include the specific actions. At the end of year one the strategy plan should be reviewed to determine what is working and what may need to be modified or even dropped from the strategy.



Strengthen Ashcroft's Economic Development Position in the Region			
	Budget	Partners	Timelines
<b>1. Commitment to Economic Development</b>			
<ul style="list-style-type: none"> <li>• Prepare Council package providing information on economic development requirements for the Village including:               <ul style="list-style-type: none"> <li>○ Estimated cost/budget for a three-year period based on research on communities of similar size</li> <li>○ Draft job description (shared position)</li> <li>○ Draft Terms of Reference for economic development function</li> <li>○ Set date for presentation to Council</li> </ul> </li> </ul>	Staff Time	BCEDA	April / May 2020
<b>2. Dedicated Local/Regional Economic Development Position</b>			
<ul style="list-style-type: none"> <li>• Begin discussions with neighbouring communities to determine interest in a shared position</li> <li>• If interest is positive draft job description</li> <li>• Determine the position's effective date and outline the timelines for job posting, interviews and start date</li> </ul>	Staff Time	Villages of Clinton and Cache Creek BCEDA EDAC	September 2020
<b>3. Economic Development and Tourism Advisory Committee</b>			
<ul style="list-style-type: none"> <li>• Finalize Terms of Reference</li> <li>• Establish committee roles and responsibilities</li> <li>• Establish committee meeting schedule (qtrly)</li> <li>• Create Code of Ethics</li> <li>• Identify or advertise for committee members</li> <li>• Approach or Interview applicants and put recommendations forward to Council for consideration and official appointment</li> <li>• Appoint Committee</li> <li>• Hold first quarterly meeting</li> </ul>	Staff Time	BCEDA	October 2020
<b>4. Economic Development and Tourism Advisory Committee Training</b>			
<ul style="list-style-type: none"> <li>• Contact BCEDA for a quote to host an Economic Development for Local Leaders Session in Ashcroft</li> <li>• Work with Council, local government staff and new Committee to establish a date for training</li> <li>• Host training session</li> </ul>	\$5,000	BCEDA	November 2020
<b>5. Prepare an Annual Report Card on the Village's Economic Development Strategies and Implementation</b>			
<ul style="list-style-type: none"> <li>• Use Appendix A as a starting point to evaluate year one implementation</li> <li>• Develop an annual report (in-house) that can be used as a template on an annual basis</li> </ul>	Staff Time		January 2021/ Annual

<ul style="list-style-type: none"> <li>• Provide report to Council and economic development partners</li> <li>• Disseminate information to the broader audience</li> </ul>			
<b>6. Regional Community Collaboration</b>			
<ul style="list-style-type: none"> <li>• Gauge the interest of neighboring communities in exploring regional initiatives</li> <li>• Identify and discuss with external organizations like Sun Country and Cold Country to help facilitate regional discussions and initiative's</li> <li>• Host quarterly meetings to discuss joint initiatives</li> <li>• Implementation of initiatives</li> </ul>	Staff time	Local, regional and Indigenous governments Sun Country Gold Country	January 2021
<b>7. TNRD Regional Forum</b>			
<ul style="list-style-type: none"> <li>• Discuss with regional partners the potential of a Regional Forum (discuss as part of regional collaboration meetings)</li> <li>• Determine budget and funding sources</li> <li>• Establish dates for a forum</li> <li>• Identify a facilitator for the day, as well as guest speakers</li> <li>• Host forum annually</li> </ul>	Staff time	Regional partners	January / February 2021

## Cultivate Ashcroft's Image as a Friendly, Professional, and Active Place for Business and Investment

	Budget	Partners	Timelines
<b>8. Community Profile</b>			
<ul style="list-style-type: none"> <li>• Engage economic development consultant to develop profile content outline and design sample(s).</li> <li>• Work with consultant to provide content (i.e. pictures, feedback, etc.)</li> <li>• Review, edit DRAFT profile</li> <li>• Accept final profile</li> <li>• Post on website</li> <li>• Write press release to announce profile</li> <li>• Maintain, update and promote profile</li> </ul>	\$10,000 NDIT funding	Various depending on information sourced	May/June 2020  Ongoing maintenance
<b>9. Business Visitation</b>			
<ul style="list-style-type: none"> <li>• Contact BCEDA for BRE manual</li> <li>• Develop an ongoing BRE program for Ashcroft including               <ul style="list-style-type: none"> <li>○ Development of BRE team/referral partners</li> </ul> </li> </ul>	Staff Time	BCEDA Community Futures	June 2020



<ul style="list-style-type: none"> <li>○ Identify number of businesses to be surveyed</li> <li>○ Communication of ongoing results</li> </ul>			
<b>10. Investment Readiness Self-Assessment</b>			
<ul style="list-style-type: none"> <li>● Contact BCEDA and the Province for their self-assessments</li> <li>● Complete self-assessment and rank</li> <li>● Identify gaps and cross reference with strategies/ initiatives from ED Plan</li> <li>● Retake the self-assessment in one year</li> </ul>	Staff Time	BCEDA Province of BC	July 2020
<b>11. Relationship Building with Provincial Investment Influencers</b>			
<ul style="list-style-type: none"> <li>● Develop a list of external agencies and organizations to build relationships and partnerships. Consider a variety of agencies including: <ul style="list-style-type: none"> <li>○ Province of BC (various ministries)</li> <li>○ BCEDA</li> <li>○ NDIT</li> <li>○ Neighbouring communities</li> </ul> </li> <li>● Register for BCEDA Minister’s Dinner</li> <li>● Attend BCEDA Ministers Dinner</li> <li>● Attend BC Economic Summit – Kelowna</li> </ul>	Staff Time	BCEDA Province of BC	March 2020 / Ongoing
<b>12. Great BC Business Sale</b>			
<ul style="list-style-type: none"> <li>● Register for participation in the Great BC Business Sale</li> <li>● Develop materials for use during the trade show</li> <li>● Develop a response protocol to be used to follow up with those met at trade show</li> <li>● Work with local realtors, businesses, and other to identify immediate business for sale opportunities.</li> </ul>	\$2500 Staff time	Realtors Sun Country Gold Country Local Businesses	March 2020
<b>13. Economic Development/Tourism Website</b>			
<ul style="list-style-type: none"> <li>● Register URL (recommended domain name DestinationAshcroft.ca</li> <li>● Develop and post an RFP for third-party to develop content and design</li> <li>● Review submissions and award contract</li> <li>● Work with consultant to choose site concept, provide content (i.e. pictures, feedback, etc.)</li> <li>● Review website design and content</li> <li>● Review, edit beta website</li> <li>● Write press release when website goes live</li> <li>● Maintain, update and promote website</li> </ul>	\$10,000 NDIT Funding	Various depending on information sourced	September/ October 2020
<b>14. Develop Marketing Materials for Investment Attraction, Opportunities and Residents</b>			
This is a medium-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			

<b>15. Participate in Provincial Nominee Program</b>
This is a long-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.
<b>16. Starting a Business Guide</b>
This is a long-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.

Develop Downtown Ashcroft is a Destination and Focal Point for the Community			
	Budget	Partners	Timelines
<b>17. Hotel Attraction</b>			
<ul style="list-style-type: none"> <li>• Review the HVS market study</li> <li>• Identify potential land/location options</li> <li>• Develop a one-page marketing sheet highlighting key positive indicators as indicated in the report</li> <li>• Develop a database of potential hotel developers</li> <li>• Direct market to identified developers</li> <li>• Attend the Western Canadian Lodging (Vancouver – November 16/17, 2020)</li> </ul>	\$2,000	Real Estate Gold Country	September 2020
<b>18. Develop a Streamlined and Pre-packaged Event Policy</b>			
This is a medium-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			
<b>19. Create Opportunity to Provide Free Wi-Fi and Improve Broadband Connectivity in the Downtown</b>			
This is a long-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			
<b>20. Local Business Alliance</b>			
This is a long-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			
<b>21. NDI Revitalization Program - Promotion</b>			
This is an ongoing activity and the Village should continue to promote the program including the development of a specific one-sheet/brochure that can be dropped off to applicable businesses as well as using the Business Visitation Program to continue to promote the program.			
<b>22. Shop Local Program</b>			
This is an ongoing activity and the Village should continue to promote the program as well as research other successful programs that may enhance the existing program.			

Increase the Awareness and Positive Perception of Ashcroft as a Quality Place to Live and Work			
	Budget	Partners	Timelines
<b>23. Resident Attraction</b>			
This is a medium-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			



<b>24. Living and Working Fair</b>
This is a long-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.
<b>25. Support IHA's Healthcare Recruitment Initiative</b>
This is an ongoing activity and the Village should continue to provide support as needed while ensuring there is ongoing communication regarding the activity so that the Village is informed and up-to-date.
<b>26. Support TNRD with Regional Internet/Broadband</b>
This is an ongoing activity and the Village should continue to provide support as needed while ensuring there is ongoing communication regarding the activity so that the Village is informed and up-to-date.

Support Tourism Development Activities			
	Budget	Partners	Timelines
<b>27. Mosaic Brochure</b>			
<ul style="list-style-type: none"> <li>Contact Community Futures to determine status of brochure and their needs/requirements</li> <li>Provide the assistance required to develop a 2020 brochure</li> </ul>	TBD	Community Futures	March / April 2020
<b>28. Participation with Gold Country Tourism Activities</b>			
<ul style="list-style-type: none"> <li>Review the tourism strategy to identify the opportunities that Ashcroft will most benefit from and want to participate in</li> <li>Contact Gold Country and meet to discuss the opportunities and how Ashcroft can play a role</li> <li>Develop a mini-work plan based on the activities and opportunities agreed upon</li> </ul>	TBD	Gold Country Tourism	March / April 2020 Ongoing
<b>29. Wayfinding</b>			
<ul style="list-style-type: none"> <li>Continue to work with Council and Village staff to implement the wayfinding initiative currently underway</li> </ul>	TBD	N/A	Priority
<b>30. Develop a Formal Relationship with TOTA</b>			
<ul style="list-style-type: none"> <li>Contact TOTA and invite them to meet with Council to get a better understanding of how their organization can work with Ashcroft to expand and enhance the tourism sector</li> <li>Together with TOTA develop regular communication schedule to ensure Ashcroft's tourism needs are being looked after</li> </ul>	Staff Time	TOTA Gold Country Tourism	October 2020
<b>31. Dual Tourism Region</b>			
<ul style="list-style-type: none"> <li>Contact CCCTA and other partners to start the discussions on the possibility of Ashcroft becoming a dual region</li> <li>Based on initial discussions next steps will need to be determined</li> </ul>	Staff Time	TOTA CCTA Destination BC	October / November 2020



		Ministry of Tourism, Arts and Culture	
<b>32. Economic Development and Tourism Website (works in conjunction with #13)</b>			
<ul style="list-style-type: none"> <li>• Register URL (recommended domain name DestinationAshcroft.ca)</li> <li>• Develop and post an RFP for third-party to develop content and design</li> <li>• Review submissions and award contract</li> <li>• Work with consultant to choose site concept, provide content (i.e. pictures, feedback, etc.)</li> <li>• Review website design and content</li> <li>• Review, edit beta website</li> <li>• Write press release when website goes live</li> <li>• Maintain, update and promote website</li> </ul>	Budget of \$10,000 reflected in #13	Various depending on information sourced	September/ October 2020
<b>33. Enhance Visitor Information Services</b>			
<ul style="list-style-type: none"> <li>• Contact the partners to start the discussion on moving visitor services to gauge interest and determine next steps</li> </ul>	Staff Time	The Hub Museum	September / October 2020
<b>34. Tourism Asset Inventory</b>			
This is a medium-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			
<b>35. Public Art Policy</b>			
This is a medium-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			
<b>36. Tourism-Focused Promotional Materials</b>			
This is a long-term activity and should be reviewed at the end of Year One to determine if the strategy should be implemented or modified prior to outlining action steps.			



## Appendix 1: Monitoring the Strategy – Activity Assessment

Monitoring the implementation of the strategy is critical and can help to secure funding for future initiatives and ensure support for a longer-term economic development program.



The following table should be completed quarterly and used to provide updates to the Village of Ashcroft as well as partner organizations including the Regional District, the Province of BC, and Community Futures. Each year, the table could be posted online as part of a basic monitoring report to area residents. Each strategy item should be assigned a status so that everyone is aware of what stage the project is at. The project status should be simple, and we recommend the following:

- Behind Schedule
- On Schedule
- Cancelled
- Delayed
- Ongoing (for those initiatives that continue from year to year – i.e. BRE or communications).
- Completed

Initiative	Planned Timing	Status	Notes/Updates
1. Commitment to Economic Development	Priority		
2. Dedicated Local/Regional Economic Development Position	Short-Term		
3. Economic Development and Tourism Advisory Committee	Short-Term		
4. Economic Development and Tourism Advisory Committee Training	Short-Term		
5. Prepare an Annual Report Card on the Village's Economic Development Strategies and Implementation	Medium-Term / Ongoing		
6. Regional Community Collaboration	Medium-Term		

Initiative	Planned Timing	Status	Notes/Updates
7. TNRD Regional Forum	Medium-Term / Ongoing		
8. Community Profile	Priority		
9. Business Visitation	Priority / Ongoing		
10. Investment Readiness Self-Assessment	Priority		
11. Relationship Building with Provincial Investment Influencers	Priority / Ongoing		
12. Great BC Business Sale	Short-Term		
13. Economic Development Tourism Website	Short-Term		
14. Develop Marketing Materials for Investment Attraction, Opportunities and Residents	Medium-Term		
15. Participate in Provincial Nominee Program	Long-Term		
16. Starting a Business Guide	Long-Term		
17. Hotel Attraction	Short-Term		
18. Develop a Streamlined and Pre-packaged Film Policy	Medium-Term		
19. Create Opportunity to Provide Free Wi-Fi and Improve Broadband Connectivity in Downtown	Long-Term		



Initiative	Planned Timing	Status	Notes/Updates
20. Local Business Alliance	Long-Term / Ongoing		
21. NDIT Revitalization Program - Promotion	Ongoing		
22. Shop Local Program	Ongoing		
23. Resident Attraction	Medium-Term / Ongoing		
24. Living and Working Fair	Long-Term		
25. Support IHA's Health Care Recruitment Initiative	Ongoing		
26. Support TNRD with Regional Internet / Broadband	Ongoing		
27. Mosaic Brochure	Priority / Ongoing		
28. Participation with Gold Country Tourism Activities	Priority / Ongoing		
29. Wayfinding	Priority		
30. Develop a Formal Relationship with TOTA	Short-Term / Ongoing		
31. Dual Tourism Region	Short-Term		
32. Economic Development and Tourism Website	Short-Term		
33. Enhanced Visitor Information Services	Short-Term		

Initiative	Planned Timing	Status	Notes/Updates
34. Tourism Asset Inventory	Medium-Term		
35. Public Art Policy	Medium-Term		
36. Tourism-Focused Promotional Materials	Long-Term		



## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Daniela Dyck, Interim Chief Administrative Officer  
**SUBJECT:** NDIT - Economic Development Capacity Funding  
**REPORT #:** 20-22

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### **Purpose**

To request Council direction regarding the NDIT Economic Development Capacity funding application.

### **Recommendation**

THAT Council approve an application to NDIT's Economic Development Capacity Building fund for the purpose of contracting an Economic Development and Tourism position at \$25,000 and use the remaining \$25,000 for implementation of selected priority and short- term objectives from the newly developed Economic Development and Tourism Strategy.

### **Alternatives**

That Council choose a different option to capitalize on the available Economic Development Capacity funding stream from NDIT.

### **Discussion**

At the February 24, 2020 Regular Council Meeting, Council made the following motion:

*“That the NDIT Economic Development Capacity grant application recommendation Option 1, “Consider contracting an Economic Development and Tourism position at \$25,000 and use the remaining \$25,000 for implementation of selected priority and short-term objectives from the draft Strategy” be deferred to the next Council meeting to allow time for Council to review the provided information.”*

At the March 9, 2020 Regular Meeting of Council, Council deferred the report to be brought back at the March 23, 2020 Regular Council Meeting, and further that staff seek clarification regarding the 50/50 split for contracted services and project funding proposed for the grant application prior to Council consideration.

NDIT has confirmed that the proposed application meets funding requirements.

### **Strategic/Municipal Objectives**

Official Community Plan

### **Legislative Authority**

N/A

### **Financial Implications**

Grant funding available up to \$50,000

**Attachment Listing**

1. COTW Report NDIT Economic Development Capacity Funding

**Prepared by:**



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Daniela Dyck  
Deputy Corporate Officer

## STAFF REPORT TO COUNCIL – COTW

**DATE:** February 24, 2020  
**FROM:** DCO, Daniela Dyck  
**SUBJECT:** NDIT Grant Application for Economic Development Capacity Building Program  
**REPORT #:** 20-12

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### **Purpose**

To provide Council with an opportunity to discuss economic development opportunities for 2020 and provide options for the grant application.

### **Options:**

1. Consider contracting an Economic Development and Tourism position at \$25,000 and use the remaining \$25,000 for implementation of selected priority and short-term objectives from the draft Strategy. This position could also oversee the Visitor Info Centre, adding this function to the position will require adapting the funding allocation.
2. Keeping in mind capacity of staff time, select priority and short-term items from the Strategy for implementation with a budget not to exceed \$50,000. Caution – other items that have staff time allocated will need to come off the table to implement the objectives.
3. Other options proposed by Council. Caution – developing other directions reduces the effectiveness and purpose of the Economic Development Strategy.

### **Discussion**

The Northern Development Initiative Trust (NDIT) provides for communities in the NDIT region to apply for funding up to \$50,000 to assist with economic development initiatives. The application intake deadline is March 31, 2020.

### ***Eligible costs include:***

***Economic Development Wages*** – position must be at least 50% of workload.

*It appears that the Village of Ashcroft has used a portion of these funds in the past to hire a part time Economic Development position; however, the current Council approved budget does not provide for an economic development position.*

*Alternately, Council could consider to use a portion of the funds for a contracted position to complete the economic development and tourism function.*

### ***Economic Development Activities:***

*Projects, third party contracting and consulting services that align with a community's economic development plan and fits within the following categories:*

#### ***Economic Development Planning***

- *Developing Plans and Strategies*  
*Including but not limited to: developing economic development plans, business retention and expansion plans, community and downtown revitalization plans,*

*marketing plans and human capital/workforce planning*

- *Conducting Applied Research and Analysis to Support Planning/Priority Setting*  
*Including but not limited to: conducting sector or economic analysis, collaborative research studies or evaluations, feasibility studies and market research*

In 2019 the Village developed a new updated plan and strategy focusing on Economic Development and Tourism. Council has been provided with the draft plan to help guide us through the grant planning process (attachment 1). The final draft will most likely be presented to Council by the consultants in March.

### ***Economic Development Implementation***

- *Sector Development and Economic Diversification*  
*Activities and efforts aimed at diversifying the economy, expanding current sectors and attracting new businesses or sectors to a community*
- *Marketing and Promotion*  
*Marketing activities that promote a specific economic opportunity for investment ie. entrepreneurship attraction videos*
- *Business Retention and Expansion*  
*Conducting business retention and expansion activities and implementing specific action items identified from a business retention and expansion plan*
- *Business and Investor Hosting (max \$5,000)*  
*Hosting of trade missions and/or investor tours where business or investment attraction is the primary focus. Can include costs associated with transportation, accommodations and facility/venue rentals*

Although the Economic Development and Tourism Strategy is not yet adopted, it is the document that will guide the Villages future economic development and tourism initiatives. Council should consider the implementation of some “priority” and “short term” objectives identified in the draft Strategy as objectives to be added to the grant application.

### **Previous Economic Development Capacity Funding Initiatives:**

- Ec. Dev. Brochures – resident attraction marketing
- Plein Air Project – develop vignette
- Ec. Dev. Intern
- Ec. Dev. Strategy Development – 2015 & 2019
- Advertising and Promotion
- Quest Upon
- Walking Map
- Heritage Tourism – Bronze Plaques
- Agra Tourism – Garden Tours
- Arts Tourism – Mosaics, Harmony Bell project
- Gold Country Visitor Guide
- Hotel Feasibility Study
- Roger Media Radio show Promotion

- Village Photograph Database
- Business Community Mixer

**Strategic/Municipal Objectives**

Aligns with OCP Economic Development Objectives

**Legislative Authority**

N/A

**Financial Implications**

Project budget is \$50,00

**Attachment Listing**

- 1 – Draft Economic Development and Tourism Strategy
- 2 – Implementation Matrix

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**Prepared by:**



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Daniela Dyck  
Deputy Corporate Officer

**Approved for submission to Council:**



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Anne Yanciw  
Chief Administrative Officer

## STAFF REPORT TO COUNCIL – OPEN MEETING

**MEETING DATE:** March 23, 2020  
**FROM:** Yogi, Bhalla, Chief Financial Officer  
**SUBJECT:** Purchase of Carbon Offsets  
**REPORT #** 20-08

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### Purpose

To inform council on the purchase of Carbon Offset Credits to achieve carbon neutrality.

### Recommendation

THAT Council approve the purchase of offset credits as required by the Province of British Columbia and the Climate Action Revenue Incentive Program through the offset organization Offsetters.

### Alternatives

N/A

### Background

In 2009 the Government of BC introduced the Climate Action Revenue Incentive Program (CARIP) to municipalities. Under this program, municipalities receive a refund of carbon taxes that are paid directly on items such as natural gas, diesel, propane and gasoline. In order to do so, the municipality must agree to the following terms and conditions:

- a. Sign on to the BC Climate Action Charter thereby committing to:
  - i. Being carbon neutral in their corporate operations
  - ii. Measure and report on their community GHG emissions profile
  - iii. Create complete, compact, energy efficient rural and urban communities
- b. Report publicly on their plan and progress toward meeting climate action goals, including progress toward carbon neutrality.

In 2013, the provincial government added the following condition:

“Local governments that intend to purchase offsets to be carbon neutral for 2012 must purchase their offsets prior to making their CARIP report public (deadline: March 8th, 2013) or have a signed agreement with a credible offset provider to purchase the offsets in place by no later than June 1, 2013.”

### Discussion

Offsets are typically achieved through financial support of projects that reduce the emission of greenhouse gases in the short- or long-term. The most common project type is renewable energy, such as solar, wind farms, biomass energy, or hydroelectric dams. Others include energy

efficiency projects, the destruction of industrial pollutants or agricultural by-products, destruction of landfill methane, and forestry projects.

Offsets can be achieved in three using three mechanisms defined in the Green Communities Carbon Neutral Framework:

1. Invest in GCC-supported community emission reduction projects
2. Invest in alternate community emission reduction projects
3. Purchase offsets

All three options envision offsets outside the corporate boundaries, i.e. areas the village is not directly responsible for such as sewer, water, roads, protection etc.

The village has historically used option #3 purchasing offsets as this is the most economical avenue while pursuing greenhouse reduction strategies at the village. The company used by the Village last year was Offsetters. The firm supplies higher quality offset projects with 25% Canadian content. The price of the offsets in the General Standard Portfolio that provides the best value has remained unchanged at \$20 per tonne.

The new provincial carbon credit calculation tool is not currently ready for use. Therefore we have estimated offset requirements instead and propose purchasing 290 units for a total cost of \$5,800. The carbon credit paid by the province will counterbalance this cost.

### **Strategic/Municipal Objectives**

Carbon neutrality.

### **Legislative Authority**

Financial Administration Act

### **Financial Implications**

Cost of \$5,800.

### **Attachment Listing**

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**Prepared by:**



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Yogi Bhalla,  
Chief Financial Officer

**Approved for submission to Council:**



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Daniela Dyck,  
Interim Chief Administrative Officer

## STAFF REPORT TO COUNCIL – OPEN MEETING

**MEETING DATE:** March 23, 2020  
**FROM:** Yogi Bhalla, Chief Financial Officer  
**SUBJECT:** Budget Requests for Assessment and Legal

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### Purpose

To request approval of budget in order to cover Water Treatment Capacity assessment and to cover legal costs of negotiation for entering into an agreement with Ashcroft Indian Band.

### Recommendation

THAT Council approve a budget of \$26,000 in order to cover costs of negotiations with the Ashcroft Indian Band regarding water provision.

### Alternatives

N/A

### Discussion

We have had some preliminary discussion through our engineers and AIB engineers. We are optimistic on the probability of an agreement as we have consensus on a number of issues. \$6000 is set aside to review the capacity of the village system to meet future demand so that we are confident in meeting the village needs as well as able to supply AIB. \$20,000 is being asked to cover future legal costs for future negotiations.

### Strategic/Municipal Objectives

Collaborations with NF's

### Legislative Authority

N/A

### Financial Implications

\$26,000

### Attachment Listing

1. Urban System estimate to conduct a water capacity assessment.
- 

**Prepared by:**



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Yogi Bhalla,  
Chief Financial Officer

**Approved for submission to Council:**



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Daniela Dyck,  
Interim Chief Administrative Officer

## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Daniela Dyck, Interim Chief Administrative Officer  
**SUBJECT:** Outdoor Burning Bylaw Report  
**REPORT #:** 20-14

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### **Purpose**

At the January 27, 2020 Regular Council Meeting, Council resolved for staff to research Outdoor Burning Bylaws, regulations and alternatives and report back to Council. This report is the end result of the research.

### **Recommendation**

*No Recommendation*

### **Alternatives**

1. *“That Council receive this report for information and no further action be taken.”*
2. *“That Council approve staff to draft a new Outdoor Burning Bylaw and bring it to Council for consideration.”*
3. *“That Council amend the current Outdoor Burning Bylaw No. 811, 2017 to include conditional backyard burning.”*
4. *“That Council implement a chipping and composting program as alternative measures for dealing with yard waste.”*

### **Discussion**

At the January 27, 2020 Regular Council Meeting, Councillor Anstett presented a Notice of Motion for Council to consider amending or re-writing the existing Outdoor Burning Bylaw No. 811, 2017 to include permitted annual backyard burning. Community safety was the driving force and intent for the Notice of Motion. Changing the bylaw to allow outdoor burning at certain times during the year, provides an opportunity for residents to burn yard waste and reduce the fire fuel load in the community.

The current Bylaw does not allow backyard burning of yard waste; however, permits may be issued for the sole purpose of interface fuel reduction on private property with the approval of the Corporate Officer and Fire Chief. The Fire Department is also permitted to conduct controlled burns for the purpose of reducing fire fuel loads. The only other burning permitted is for ceremonial purposes.

The Fire Department is concerned that fuel loads are building in the community as it is increasingly difficult and expensive to dispose of yard waste at the transfer station. The Fire Chief advocates in favour of outdoor burning of yard waste providing a permit is required, strict guidelines and safety measure are established and the Fire Department is aware of all issued burning permits.

The Public Works department is concerned that recent changes to the land fill and transfer station could result in inappropriate disposal of yard waste. Although the Village provides spring and fall cleanup days specifically for yard waste, the new Transfer Station restrictions and increased charges for Commercial tipping fees (Village is classed “commercial”) there is concern that these fees will

impact the Village's sustainability in continuing to provide this service. If the service were to be interrupted, fuel loads accumulation could increase in the community.

Burning of yard and garden waste to safeguard the community from fire hazards is supported by public works and fire departments with some conditions:

- Requires a permit from the Village
- During the months of April and October, only during low risk conditions
- Safety protocols must be in place
- Only for burning of dry natural yard and garden waste
- To reduce interface fire fuel load

Allowing backyard burning during certain times throughout the year could reduce fire fuel loads and risk of interface wildfires to the community. Some neighbouring communities with similar landscape allow backyard burning during certain times of the year. Cache Creek, Clinton, Lytton and Chase are examples of these.

The Open Burning and Smoke Control Regulation is the legislation that establishes guidelines around open burning. The Province encourages alternate means of yard waste disposal, burning should be used as a last resort.

Before resorting to burning the Province advocates to consider these options:

- Recycle through your local program or at a collection facility
- Check what other disposal options are available for the material you want to burn
- Compost instead of burning leaves and clippings
- Hire tree trimming companies to dispose of land clearing debris
- Woody material could be turned into wood chips, particle board, wood pellets, or fuel for cogeneration plants
- Make sure the weather and venting conditions are appropriate for burning
- Don't burn prohibited materials

Lighting a fire contributes to smoke-caused air pollution. If you are going to light a fire, here are some important ways you can help keep the air clear:

- Burn only during good venting conditions
- Burn efficiently by lighting a quick burning and hot fire that produces a minimum of smoke
- Don't starve the fire of oxygen and don't burn wet material
- Make sure the material has been dried for at least six months
- Check the Ventilation Index conditions and municipal and provincial regulations before burning.

### **Risk**

Since the 2017 Wildfire, many residents have increased anxiety in regard to burning, also, air quality and environmental impacts are a concern for many residents. Smoke is a significant source of air pollution, most common contributors are outdoor burning like land clearing fires, wildfires and indoor appliances like wood stoves and fireplaces. It is a serious health hazard breathing in the particulate matter in smoke causes many kinds of health effects, including heart and lung problems.

Climate Change has impacted weather patterns and they are not as predictable as they used to be, unexpected sudden weather changes and severe wind can occur. This raises the concern of fires getting away from residents and putting private property and the community at risk. MIA confirms that

the liability risk is with the property owner that has taken out the burning permit. It is the property owners fire insurance that will be responsible for any liability; however, a resident may attempt to deflect liability to the Village as the permit provider for the burning of yard waste.

### **Conclusion**

This report is intended for Council to consider all aspects of backyard burning prior to making a decision regarding the Notice of Motion. Backyard burning has been practiced for many years throughout British Columbia, and is considered by many rural residents as common practice; since the implementation to Bylaw 811, 2017 many residents have embraced other ways of disposing backyard waste.

A further consideration is the Provinces environmental initiatives including the recently revised (2019) Open Burning Smoke Control Regulations (OBSCR) which identifies all municipalities in British Columbia to be in High Smoke Sensitivity Zones. The regulation does not generally prohibit burning but rather aims to ensure that open burning is conducted with minimal risk to air quality. While facilitating some necessary open burning practices, the new regulation also maintains air protection measures and alternatives to burning are strongly encouraged.

Council is tasked with weighing the odds between Village disposal of backyard waste, allowing backyard burning, alternative measures for backyard waste removal (ie: chipping), consider environmental risks, health risks, as well as the overall safety of the community and the reduction of wildfire fuel loads and fuel load build up on residential properties.

### **Strategic/Municipal Objectives**

Corporate Governance – Bylaw and Policy ongoing review and updates

### **Legislative Authority**

Open Burning Smoke Control Regulation

### **Financial Implications**

N/A

### **Attachment Listing**

1. Open Burning Smoke Control Regulation Fact Sheet

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### **Prepared by:**



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Daniela Dyck,  
Interim Chief Administrative Officer

Under the *Environmental Management Act*, a new **Open Burning Smoke Control Regulation (OBSCR)** came into effect on September 15, 2019. This factsheet summarizes the main requirements for burning under the OBSCR.

## Does OBSCR apply to your open burning?

- OBSCR applies to open-fire combustion of vegetative debris generated from a range of activities, such as:
  - ✓ Land clearing
  - ✓ Forestry operations
  - ✓ Agriculture and silviculture
  - ✓ Community wildfire risk reduction
  - ✓ Wildlife habitat enhancement
  - ✓ Utility right of ways
- OBSCR does not apply to:
  - ✗ Fires for training purposes under the *Fire Services Act*.
  - ✗ Resource management open fires or fire control (S.9) under the *Wildfire Act*.
  - ✗ Burning of leaves, foliage, weeds, crops or stubble for domestic or agricultural purposes or in compliance with the *Weed Control Act*.
  - ✗ Campfires.

## What other requirements apply to your open burning?

- Open burning must also meet any bylaw requirements set by local governments.
- Open burning may also require:
  - A permit from the local fire department.
  - A Burn Registration Number from the B.C. Wildfire Service: **1 888 797-1717**
- Open fires must comply with any:
  - Open burning prohibition issued by the Ministry of Environment and Climate Change Strategy.
  - Ban from a fire department, local government, or an improvement district.
- Burning is not authorized contrary to the *Wildfire Act*.

### Smoke Sensitivity Zones (SSZ)

Under OBSCR, the province is divided into three categories of Smoke Sensitivity Zones.

- **High:** areas in and around communities.
- **Medium:** areas around smallest communities, rural locations, transportation corridors.
- **Low:** areas distant from communities.

Burning requirements are strictest in high SSZ and are less strict in medium and low SSZ.

To find out the zone of your location, you can view the SSZ maps [online](#) or contact a Ministry office.

### Key Definitions for Open Burning

**Start Time:** when piles are first ignited.

**End Time:** when each pile has ceased flaming and is emitting smoke from no more than 10% of its burnt surface area.

**Seasoned Vegetative Debris:**

- Dry-basis moisture content within 30%, or
- piled for at least 4 months, or
- originated from standing dead timber.

### Ventilation Forecasts

- Required to determine if local atmospheric conditions are favourable for dispersing smoke.
- Can be obtained as a Ventilation Forecast or as a Custom Ventilation Forecast.
- Provide a Ventilation Index as *Good, Fair or Poor*.
- Ventilation Index requirements under OBSCR vary by smoke sensitivity zones and according to certain open burning purposes.

#### Ventilation Forecast

- Afternoon forecast issued by Environment Canada.
- Obtained on the same day, but before, burning starts.
- Available [online](#) for 40 venting index zones.

#### Custom Ventilation Forecast (CVF)

- Specific to local conditions in a geographic area.
- Obtained the day before or on the same day, but before, burning starts.
- Issued by an approved forecaster and submitted before burning to the Ministry by email:

[OBSCRCVF@gov.bc.ca](mailto:OBSCRCVF@gov.bc.ca)

## General Requirements for Open Burning

### Before open burning

- Every reasonable alternative must be used to minimize burning amounts by reducing, reusing or recycling vegetative debris.
- All reasonable efforts must be taken to minimize smoke by following best practices for open burning, such as:
  - Minimizing soil content, maximizing seasoned vegetative debris
  - Constructing any debris piles in a way that maximizes air flow
- Vegetative debris can be moved only within 5 km from its original location.
- No prohibited materials are allowed in any open burning. Prohibited materials are listed at the end of this factsheet.

### Starting or continuing an open burn

- Even if all OBSCR requirements are met and the *forecasted* venting conditions are favourable, open burning must not be started nor continued if the *actual* venting conditions are unfavourably causing or will likely cause smoke to:
- negatively impact a nearby population centre or a work camp,
  - be a navigation hazard for nearby airports or highways.

### Setbacks for open burning

All open burning that fall under OBSCR must meet the minimum setback distances away from specified properties.

- General setbacks apply for most open burning.
- Reduced setbacks apply for *one-day* open burning that:
  - starts not earlier than one hour after sunrise,
  - ends by the later of 4 p.m. or two hours before sunset,
  - meets all the **specific conditions for reduced setbacks**.

Property Type	General Setback	Reduced Setback
Residence or business buildings	500 metres	100 metres
Nearest property line of schools, hospitals & community care facilities	1000 metres	500 metres

#### Specific Conditions for Reduced Setbacks

- All vegetative debris is seasoned.
- All vegetative debris is put in piles.
- For each pile, the largest horizontal dimension is not greater than twice the vertical dimension.
- No stumps are included, and diameter of the largest part of each separate debris portion is less than 50 centimetres.
- If ventilation or custom ventilation forecasts are available, the forecast is *Good* for the open burning day.
- Written record of when debris was piled is available.
- No later than 24 hours before open burning starts, reasonable efforts are made to notify all residences, businesses, schools, hospitals and community care facilities within 500 metres of the open burning location.

### Open burning requirements for domestic or agricultural purposes

OBSCR applies to open burning for domestic or agricultural purposes according to the following requirements:

- All of the vegetative debris is branches or other pieces of vegetative debris, with or without leaves.
- Open-burning requirements are based on the diameter of each branch or piece.

As with any other purpose, open burning for domestic or agricultural purposes must also follow any local, regional or other bylaws.

Diameter	Requirements
Less than 3 cm	Total exemption, OBSCR does not apply.
Between 3 cm and 10 cm	Three OBSCR provisions apply: <ul style="list-style-type: none"> <li>▪ Vegetative debris must not be moved more than 5 km from its original location.</li> <li>▪ Prohibited materials are not allowed.</li> <li>▪ Open burning must adhere to any burn ban.</li> </ul>
Greater than 10 cm	No exemptions, OBSCR fully applies.

## Specific Requirements Based on Smoke Sensitivity Zones

### Allowable number of periods for open burning

#### Within or partially within High Smoke Sensitivity Zone

For open burning on a **private parcel of land** that is **smaller than 64 hectares**, allowable number of burning days are:

- 12 days or portions of days in each calendar year, and
- 6 days in each calendar month.

#### Within Medium or Low Smoke Sensitivity Zone

There is no limit to the overall number of days for open burning.

#### Private Parcel of Land Under OBSCR

- *Parcel of land* means a lot, block or other area in which land is held or into which land is subdivided.
- *Private land* means land in respect of which a person other than Her Majesty the Queen holds a fee simple or leasehold interest.

### Open burning for less than one day

If ventilation conditions are favourable only for one day in a High or a Medium Smoke Sensitivity Zone, open burning can be conducted within one day subject to a number of requirements.

SSZ	Vegetative Debris	Ventilation Index	Start Time	End Time
High	Seasoned	<i>Good</i>	One hour after sunrise or later	Later of 4 p.m. or 2 hours before sunset
Medium	NA			

### Open burning for more than one day

If ventilation conditions are favourable for more than a day, burning requirements vary with Smoke Sensitivity Zones.

SSZ	Vegetative Debris	Consecutive Period	Ventilation Index	Start Time	End Time
High	Seasoned	Within 2 days	<i>Good</i> on 1 <sup>st</sup> day	One hour after sunrise or later	4 p.m. on last day
Medium	NA	Within 4 days	<i>Good or Fair</i> on 2 <sup>nd</sup> day	on 1 <sup>st</sup> day	
Low	NA	Within 6 days	<i>Good or Fair</i> on 1 <sup>st</sup> day <i>Good or Fair</i> on 2 <sup>nd</sup> day	NA	

SSZ	Igniting Unlit Piles	Adding Unlit Debris to Ignited Piles
High	On 1 <sup>st</sup> day: <ul style="list-style-type: none"> <li>➤ Starting 1 hour after sunrise</li> <li>➤ Ending 4 hours before sunset</li> </ul>	
Medium	On 1 <sup>st</sup> day: <ul style="list-style-type: none"> <li>➤ Starting 1 hour after sunrise</li> <li>➤ Ending 2 hours before sunset</li> </ul>	On 1 <sup>st</sup> and 2 <sup>nd</sup> days: <ul style="list-style-type: none"> <li>➤ Starting 1 hour after sunrise</li> <li>➤ Ending 2 hours before sunset</li> <li>➤ Ventilation Forecast or CVF obtained on 2<sup>nd</sup> day, <i>Good or Fair</i></li> </ul>
Low	NA	

## Miscellaneous Requirements

### Prohibition on open burning

If the Ministry determines that pollution is occurring, or is likely to occur, from open burning in a geographic area, the Ministry may temporarily prohibit open burning in that area. A prohibition or “burn ban” may include the following:

- All open burning must be extinguished
- No vegetative debris may be ignited or added to ignited piles

If pollution in the area is no longer occurring, the Ministry may end the prohibition on open burning.

### Records and reporting

A record must be made if the open burning includes:

- One or more Category 3 open fires <sup>1</sup>
- One or more air curtain incinerators

A record must be kept, retained and submitted upon request as specified in the regulation. Based on that record, the Ministry may further require submission of a report with specific information. Details of record keeping and reporting requirements can be found in the regulation.

### Enforcement

Violations of the Open Burning Smoke Control Regulation may result in fines of up to \$200,000.

The Open Burning Smoke Control Regulation is enforced by the BC Conservation Officer Service.

Open burning violations can be reported through the Ministry’s **Report All Poachers and Polluters (RAPP)** hotline:

<https://forms.gov.bc.ca/environment/rapp/>      1 877-952-7277

### Looking for more information?

This factsheet contains a summary of the main requirements for open burning under OBSCR. Additional specific requirements can be found in other factsheets and guidance documents. For complete regulatory requirements, please refer to the [Open Burning Smoke Control Regulation](#).

#### OBSCR Website:

<https://www2.gov.bc.ca/gov/content/environment/air-land-water/air/air-pollution/smoke-burning/regulations/openburningregulation>

Contains further information on the regulation, links to [Smoke Sensitivity Zone Maps](#) and [Venting Index Interactive Map](#).

OBSCR Questions:      Ventilation Index online: <http://www.env.gov.bc.ca/epd/epdpa/venting/venting.html>

[OBSCR@gov.bc.ca](mailto:OBSCR@gov.bc.ca)      Fire Bans and Restrictions: <http://bcfireinfo.for.gov.bc.ca/hprScripts/WildfireNews/Bans.asp>

Ventilation Index and burning bans: 1 888-281-2992

### The following prohibited materials must not be burned

- |   |  |                                    |
|---|--|------------------------------------|
| × Animal carcasses and waste from animal slaughtering | × Domestic waste                                 | × Plastics                         |
| × Asphalt or asphalt products                         | × Electrical wire                                | × Polystyrene foam                 |
| × Batteries   | × Fibreglass and other fibre-reinforced polymers | × Railway ties                     |
| × Biomedical waste                                    | × Fuel and lubricant containers                  | × Rubber                           |
| × Carpets   | × Furniture and appliances                       | × Tar paper                        |
| × Construction waste*                                 | × Hazardous waste                                | × Tires                            |
| × Demolition waste                                    | × Manure   | × Treated or painted wood products |
| × Drywall   | × Paint and varnish                              | × Used oil                         |

*\*Other than lumber not treated with wood preservatives or other chemicals and not coated with paint, varnish, oil or other finishing material*

<sup>1</sup> Open fire that burns: material concurrently in three (3) or more piles each not exceeding 2m in height and 3m in width, or material in one or more piles each exceeding 2m in height or 3m in width, or one or more windrows.

## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Brian Bennewith, Public Works Foreman  
**SUBJECT:** Spring and Fall Yard Clean Up  
**REPORT #:** 20-25

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### **Purpose**

To request Council consideration regarding spring and fall backyard waste cleanup.

### **Recommendation**

*No Recommendation*

### **Options**

1. That Council approve moving forward with the annual spring and fall yard clean up.
2. That Council not approve moving forward with the annual spring and fall yard clean up.
3. That Council consider alternative methods of spring and fall yard clean up.

### **Discussion**

Spring is hopefully around the corner and with that yard clean up and tree pruning has begun and some residents are starting to make waste piles.

The Village has been informed by TNRD that we are classified as a commercial supplier for all waste including recyclable materials. The refuse we collect during our spring and fall special clean up, will be subjected to tipping fees.

Providing this service to the residents of Ashcroft requires allotting a minimum of two days of Public Works staff time. Often, the refuse collection has required extra days (1 – 3) to complete the clean. Village trucks haul a total of ten (10) loads per day, and average 20 loads per spring or fall clean up. We are also dealing with stricter enforcement relating to the load size causing more trips to the ECO Depot to complete the task. These restrictions risk potential fines for our operator's.

The cost to the Village of Ashcroft per load is \$20.00 multiplied by a minimum of 20 loads per season is an estimated cost of \$400 per seasonal clean up. The annual budgeted expense is \$5000, this includes staff time, fuel costs, wear on equipment, rising costs and stricter regulations in regard to transporting the waste.

I respectfully submit this report for Council consideration and direction relating to spring and fall yard clean up.

### **Strategic/Municipal Objectives**

Public Safety and Community Cleanliness

### **Legislative Authority**

N/A

### **Financial Implications**

Not to exceed \$5000

**Attachment Listing**

N/A

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**Prepared by:**

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Brain Bennewith,  
Public Works Foreman

**Approved by:**



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Daniela Dyck,  
Interim Chief Administrative Officer

## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Daniela Dyck, Interim Chief Administrative Officer  
**SUBJECT:** Social Media for Pool  
**REPORT #:** 20-24

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### **Purpose**

Request Council approval to move forward with the development of a Social Media Policy that will enable the Pool staff to use various platforms for promotion and marketing of Pool events and activities.

### **Recommendation**

*That Council approve the development of a Social Media Policy for the Ashcroft Pool.*

### **Alternatives**

1. *That Council not approve the development of a Social Media Policy for the Ashcroft Pool at this time and that it be addressed in the to be developed Communications Plan.*

### **Discussion**

The Pool staff has been asking for approval to have a social media presence to engage with the community and promote events at the Ashcroft Pool.

In the past, Social Media has not been an approved platform to engage with the community, the Pool staff advocate that that most pool users are on social media and have requested that a site be developed. The social media site would only be for information sharing, promotion and marketing purposes and not as a dialogue platform. The development of a Policy provides guidelines regarding social media access, use and public engagement.

### **Strategic/Municipal Objectives**

Public Communication

### **Legislative Authority**

N/A

### **Financial Implications**

N/A

### **Attachment Listing**

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**Prepared by:**



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Daniela Dyck,  
Interim Chief Administrative Officer

## STAFF REPORT TO COUNCIL – OPEN MEETING

**DATE:** March 23, 2020  
**FROM:** Daniela Dyck, Interim Chief Administrative Officer  
**SUBJECT:** COVID-19 Update – For Information

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### Purpose

To provide Council with an update regarding Village actions relating to COVID-19

### Current Actions

- Public Notices are being posted at the Post Office, on the Village website and on the Mayors Social Media site.
- The Village office will be closed to the public beginning Monday March 23, 2020 at 8:00 am,
- Staff will be in the office to answer phones, emails and continue with business as usual.
- Work from home protocols are established.
- Video conferencing for Council meeting will be completed by Thursday March 26, 2020.
- Staff will have weekly meetings to keep everyone informed and be able to provide consistent messaging to the public.
- Public works is fully operational and cross training is ongoing for the Sewer Treatment Plant. All employees have access to cleaning supplies and hand sanitizers.
- Office and PW cleaning measures increased.
- Sanitizers have been ordered and will be installed at both playgrounds as soon as they arrive.
- Planning is ongoing for staff social distancing and work safe practices.
- The website is updated with links to IHA, BC Centre for Disease Control, Health Canada and Ministry of Health.
- Staff participate in the daily (Mon – Fri) COVID-19 EMBC calls.
- Planning is ongoing for seasonal staff and options available.
- Staff is in touch with the local business community regarding supply chain and demand.
- Priority is staff and public safety, encouraging compliance with the direction given by the Provincial Health Officer.
- Participating in Regional COVID-19 meetings and collaborations
- Monitoring TNRD EOC activities is ongoing,
- EOC process are being researched and prepared for activation if necessary.

### Strategic/Municipal Objectives

Communication

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**Prepared by:**



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Daniela Dyck,  
Interim Chief Administrative Officer

## COUNCIL COMMITTEE AND LIAISON REPORT

**DATE:** March 23, 2020  
**TO:** Council  
**FROM:** Mayor Roden

**Assigned Committees:**

Finance Committee  
 Gold Country Communities Society (GCCS)  
 Historic Hat Creek Ranch  
 Cache Creek Environmental Assessment  
 TNRD  
 Municipal Insurance Association (MIA)

**Alternate:**

Heritage  
 Communities in Bloom (CiB)

**March 3, 2020: Community to Community meeting with AIB**

All of council (apart from Coun. Anstett), Interim CAO Dyck, CFO Bhalla, Foreman Bennewith, and Chief White met with staff and one council member from the Ashcroft Indian Band. The meeting was facilitated by Mike Simpson of the Fraser Basin Council, and a draft Memorandum of Understanding between the Village and the Band was prepared. There was a tour of the new seniors' residence, and discussion of items of shared interest/concern, including tourism, heritage, emergency preparedness, economic development, and shared services, particularly water for the Ashcroft Reserve.

**March 3, 2020: Health Planning Table meeting**

The new Manager of Clinical Operations, Mike Morrill, was introduced. He is responsible for Ashcroft, Clinton, and Logan Lake, and has recently moved to Ashcroft. Also present was Dr. Stefan Akinkunmi, who has finished his Practice Ready Assessment training and joins the Ashcroft Medical Clinic on March 16. He has a wife and two children who will be joining him from Ontario. The terms of reference for the group were agreed on, access to primary care providers was discussed, and there was also talk about the need to begin collecting data and research to support our needs regarding a Primary Care Network (expressions of interest in a PCN will be accepted in November 2020).

**March 6, 2020: CHNL radio interview**

Interview with CHNL Radio in Kamloops regarding the CAO resignation and other items to do with the Village.

**March 10, 2020: Rural Health Site visit**

The Rural Coordination Centre is meeting with all rural communities in B.C. to discuss health care needs, hear about initiatives in different communities, listen to concerns, get an overview of each community and the health care that exists there, and more. Coun. Anstett, CFO Bhalla, and I met with the three people conducting the research and spoke about health care in our community and

region: our challenges and successes, our concerns, etc. At the end of the process, the data will be compiled and submitted to the Province to show patterns, trends, common areas of concern and pressure, and more.

**March 11, 2020: Thompson-Nicola Invasive Plant Management Committee meeting**

The Elephant Hill Wildfire Invasive Plant Management Program will continue for a second year (of three). After a successful seeding program in 2019, the plan for 2020 is to control larger infestations of invasive species on private lands and highways while ensuring that smaller infestations are controlled. There will also be roadside treatment along the Highway 1 and 97 corridors adjacent to the wildfire area.

**March 12, 2020: Regular TNRD board meeting**

Items of local interest included a \$1,000 grant to the Chamber Musicians of Kamloops, to support the group in producing its non-profit chamber music concert series in Kamloops and outlying communities in 2020/21 (they held a concert in Ashcroft on Feb. 14, 2020). A Temporary Land Use Permit was issued to a property owner in Tobiano allowing a portion of an existing building to be used as a convenience store selling household items and groceries, and a Zoning Amendment Bylaw to allow development of a mobile home park at Boston Flats was given first and second reading; it will now go to a public hearing.

**March 13, 2020: CBC radio interview**

Interview with CBC Radio in Kamloops about the possibility of sharing facilities and resources with the Village of Cache Creek, as raised at the Ashcroft council meeting of March 9.

**March 17, 2020: Provincial conference call about COVID-19**

The conference call was between mayors and regional district board chairs and the Provincial Health Officer, the Minister of Health, and the Minister of Municipal Affairs and Housing, to hear updates about the COVID-19 crisis and address questions and concerns from elected officials. One common question/concern was the need for many municipalities to change their procedures bylaw—a lengthy process—to enable them to hold council/board meetings remotely. It was asked if anything could be done at a provincial level to allow this sort of meeting, without municipalities having to amend their bylaws. The conference calls will continue to be held weekly starting on March 26.

**March 17, 2020: COVID-19 Area Meeting**

The meeting was organized by the Mayor and CAO of Cache Creek and hosted at the AIB roundhouse by Chief Greg Blain. Representatives from Ashcroft and Cache Creek councils, the AIB, the TNRD, BCEHS, Interior Health, and Ashcroft IDA Pharmacy were there to discuss a coordinated response to the COVID-19 crisis by jurisdictions in the area, the importance of the jurisdictions communicating decisions to each other, the need to emphasize to the public that local governments must follow provincial and federal direction (we do not have authority over any facilities other than our own), emergency resources (existing and possible) in the communities, and the safety of the pharmaceutical supply chain.

**March 18, 2020: Historic Hat Creek board meeting**

The Friends of Historic Hat Creek Ranch met via teleconference and approved the 2020 budget, discussed a list of funding projects to submit to the Heritage Branch, talked about staffing for the 2020 season and how to address staff concerns, and whether or not to continue to plan for a May 1 opening, It was decided to leave that date in place for the time being, acknowledging that it could change.

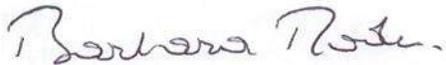
**Meetings cancelled due to COVID-19**

March 19: Sign bylaw meetings (two)

March 19: Seniors' Advocate meeting

March 20: Film meeting with Culture Minister Lisa Beare

Respectfully submitted,



Barbara Roden,  
Mayor