



**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 6:00 PM ON MONDAY, NOVEMBER 27, 2023**

Please be advised that the HUB Online Network will record and broadcast or live stream today's Council meeting.

**CALL TO ORDER**

*"Mayor and Council wish to acknowledge that the meeting today is held within the traditional territory of the Nlaka'pamux people."*

**1. ADDITIONS TO OR DELETIONS FROM THE AGENDA**

**2. MINUTES**

2.1	<b>Minutes of the Regular Meeting of Council held Tuesday, November 14, 2023</b> M/S <i>THAT, the Minutes of the Regular Meeting of Council held Tuesday, November 14, 2023 be adopted as presented.</i>	P. 1-6
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**3. DELEGATIONS**

3.1	<b>Chris Rottluff – Dawson Road Maintenance – Winter Program Maintenance</b>	P. 7
3.2	<b>David Wang – Westland Living – Presentation on the 1500 Government Street Project</b>	

**4. PUBLIC INPUT**

*All questions and comments will be addressed through the Chair and answered likewise. Please state your name and address prior to asking a question or commenting, no more than 2 minutes per question.*

**5. BYLAWS/POLICIES**

5.1	<b>CAO Report – OCP and Zoning Amendment Bylaw for Lot 1, District Lot 378, KDYD, Plan 6889, 1500 Government Street</b> M/S <i>THAT Official Community Plan Amendment Bylaw No. 864, 2023, be introduced and read a first time by title only.</i>  M/S <i>THAT Official Community Plan Amendment Bylaw No. 864, 2023 be read a second time and taken to Public Hearing in conjunction with a regular Council meeting.</i>	P. 8-12
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	<p>M/S <i>THAT Zoning Amendment Bylaw No. 865, 2023, be introduced and read a first time by title only.</i></p> <p>M/S <i>THAT Zoning Amendment Bylaw No. 865, 2023, be read a second time and taken to Public Hearing in conjunction with a regular Council meeting.</i></p> <p>M/S <i>THAT neighbourhood notification be sent to property owners within 100m of the subject property to advise of a proposed OCP Amendment (in addition to Public Hearing notification).</i></p> <p>M/S <i>THAT Council issue “Notice of Intent” to consider approval of Development Variance Permit No. DVP-2023-04 for 1500 Government Street (Lot 1, District Lot 378, KDYD, Plan 6889).</i></p>	
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## 6. STAFF REPORTS

<b>REQUEST FOR DECISION</b>		
6.1	<p><b>CAO Report – Council Meeting Schedule 2024</b> M/S <i>THAT Council adopt the proposed Council Meeting Schedule for 2024 as presented or amended.</i></p>	P. 13-14
6.2	<p><b>CAO Report – Branding</b> M/S <i>THAT Council includes a review of the current Ashcroft “Wellness Awaits You” brand during Strategic Planning and consider rebranding as a strategic priority.</i></p>	P. 15-17
<b>FOR INFORMATION</b>		
6.3	<b>CFO Report – Verbal Update on the Village’s Financial Position</b>	

## 7. CORRESPONDENCE

<b>FOR ACTION</b>		
7.1	<p><b>Ashcroft HUB Society – Request to Close Railway Avenue from 2<sup>nd</sup> to 7<sup>th</sup> Streets for the Santa Parade December 1, 2023 from 5:30pm – 7:00pm</b> M/S</p>	P. 18
7.2	<p><b>Faye Morrell – Ashcroft Academy of Skating – Request to have Arena remain open an extra week at the end of the season to accommodate the Academy’s Ice Show March 16, 2024</b> M/S</p>	P. 19



7.3	<b>Peter Julian, MP New Westminster-Burnaby – Requesting Support for Private Member’s Bill C-273 – An Act to amend the Criminal Code (<i>Corinne’s Quest and the protection of children</i>)</b> M/S	P. 20
<b>FOR INFORMATION</b>		
7.4	<b>School District No. 74 – News Release – Superintendent of Schools, Theresa Downs, Resignation to take on Superintendent of Schools at Maple Ridge and Pitt Meadows</b>	P. 21
7.5	<b>School District No. 74 – News Release – David Dumont is the new Vice Principal at Desert Sands Community School effective January 8, 2024.</b>	P. 22

**8. UNFINISHED BUSINESS**

8.1	<b>Task Manager – Motion Tracker</b>	P. 23
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**9. NEW BUSINESS**

9.1		
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**10. REPORTS/RECOMMENDATIONS FROM COMMITTEES, COTW, and COMMISSIONS**

10.1		
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**11. COUNCIL REPORTS**

11.1	<b>Mayor Roden</b>	
11.2	<b>Councillor Anstett</b>	
11.3	<b>Councillor Clement</b>	
11.4	<b>Councillor Davenport</b>	
11.5	<b>Councillor Lambert – Report</b>	P. 24

**12. RESOLUTION TO ADJOURN TO CLOSED MEETING**

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

12.1		
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**13. RESOLUTIONS RELEASED FROM CLOSED MEETING**

13.1		
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**14. ADJOURNMENT**



**THE CORPORATION OF THE VILLAGE OF ASHCROFT**  
**REGULAR MINUTES**

**FOR THE MEETING OF COUNCIL HELD IN COUNCIL CHAMBERS OF THE VILLAGE OFFICE AT  
 6:00 PM ON TUESDAY, NOVEMBER 14, 2023**

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**PRESENT:** Mayor, Barbara Roden  
 Councillor, Jonah Anstett – via Zoom  
 Councillor, Jessica Clement  
 Councillor, Nadine Davenport  
 Councillor, Doreen Lambert

CAO, Daniela Dyck  
 CFO, Yogi Bhalla  
 DPW, Brian Bennewith

**EXCUSED:**

Media – 1  
 Public – 8

**CALL TO ORDER**

Mayor Roden called the Regular Meeting for Tuesday, November 14, 2023, to order at 6:00 pm.

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

**1. ADDITIONS TO OR DELETIONS FROM THE AGENDA**

N/A

**2. MINUTES**

2.1	<b>Minutes of the Regular Meeting of Council held Monday, October 23, 2023</b> M/S Clement / Anstett <i>THAT, the Minutes of the Regular Meeting of Council held Monday, October 23, 2023 be adopted.</i>	CARRIED. Unanimously. R-2023-154
2.2	<b>Minutes of the Special Meeting of Council held Monday, October 30, 2023</b> M/S Lambert / Clement <i>THAT, the Minutes of the Special Meeting of Council held Monday, October 30, 2023 be adopted.</i>	CARRIED. Unanimously. R-2023-155

**3. DELEGATIONS**

<p>3.1</p>	<p><b>Cpl. Denise Bendfeld – Introductions and Policing Update</b> Council received an update on policing services from Corporal Bendfeld. Cpl. Bendfeld noted, the Ashcroft detachment has an average of 1850 files this has been consistent for the last 5 years. Corp. Bendfeld provided a break down of the calls for service noting a decrease in mental health files – COVID caused an increase, but numbers are coming down to pre-pandemic levels The Ashcroft detachment has a full complement of constables; however, the Sargent position is vacant, and the traffic division has 2 vacant constable positions. Cpl. Bendfeld also noted:</p> <ul style="list-style-type: none"> <li>• Vehicle thefts are down – people are locking car doors and not leaving valuable in their vehicles.</li> <li>• Fraud files are on the decline with 29 files last year and is reduced to 12 files so far this year.</li> <li>• Cpl. Bendfeld warned of a Bitcoin investment fraud going around, and for residents to be aware.</li> </ul> <p><b>Q&amp;A</b> Cpl. Bendfeld noted in response to Mayor Roden’s question should people be calling the local detachment if scam calls are being received? The Detachment would like to know and although they do not handle scam files at the detachment, they will forward the complaint to the appropriate office. Council welcomed Cpl. Bendfeld to the community.</p>	
<p>3.2</p>	<p><b>Al Midgley, President, Bonaparte Watershed Stewardship Society – Seeking grants available and other funding options to move forward</b> Mr. Midgley thanked Council for the opportunity to present his concerns regarding the Bonaparte Watershed and ongoing flooding situation. Mr. Midgley noted several members of the society were present in the gallery to support the initiative. The Society is looking for solutions and has been in the back country assessing the Battle Creek, Scotty Creek and Cache Creek basins and are alarmed at the lack of vegetation in the area since the recent fires, noting there is nothing there to hold the water back in extreme weather events or freshet. Mr. Midgley suggested it would be helpful if the flow of the water could be slowed down by 2 – 3 weeks, noting this could be accomplished by installing gravel berms to hold the water back. Gary Winslow, a society member presented images of the Scotty Creek basin coming over the Arrowstone Hills. Cache Creek basin is massive and with the lack of ground cover to hold back the water, it will continue to flood. Mr. Midgley noted his presentation is for information only; however, the Society will be asking for letters of support once grant funding sources are identified.</p> <p><b>Q&amp;A</b> Mayor Roden thanked Mr. Midgley for his presentation. Councillor Lambert thanked Mr. Midgley commending him for being such a strong water steward.</p>	



**4. PUBLIC INPUT**

*All questions and comments will be addressed through the Chair and answered likewise. Please state your name and address prior to asking a question or commenting, no more than 2 minutes per question.*

**5. BYLAWS/POLICIES**

5.1		
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**6. STAFF REPORTS**

<b>REQUEST FOR DECISION</b>		
6.1		
<b>FOR INFORMATION</b>		
6.2	<b>CAO Report – Deputy Mayor Appointment</b> Mayor Roden thanked Councillor Anstett for his service as Deputy Mayor noting she was confident Councillor Clement will be equally capable.	
6.3	<b>CAO Report – Short Term Rental Legislation</b>	
6.4	<b>CAO Report – Anne McKague Delegation</b>	
	Reports received for information.	

**7. CORRESPONDENCE**

<b>FOR ACTION</b>		
7.1	<b>BC Dragit Challenge 2024 – BC’s only Drag n Drive event – Request to Close Railway Avenue June 23, 2024 from 4-8 pm for meet and greet.</b> M/S Clement / Lambert <i>THAT, Council approves the request from the BC Dragit Challenge to close Railway Ave. on June 23, 2024 from 4-8 pm to host the Drag and Drive event.</i> <b>Comments</b> Councillor Clement wondered if staff is concerned that Railway Ave. would be closed for a large portion of that day due to the Farmers Market closure in the morning. Staff noted the evening road closure is less disruptive for commercial traffic as they can access the Arrow Yard from Hwy 97C.	CARRIED. Unanimously. R-2023-156
7.2	<b>Fire Underwriters Survey – Petition in Support of Bill C-310 - Volunteer Firefighters and Search and Rescue Personnel – Sign Petition</b> Mayor Roden noted that Council members could go online and sign the petition individually if they feel compelled to do so.	
7.3	<b>Northern Woods &amp; Water Highway Association – Request to have Village join the Membership</b> Direction to staff - forward request to EDTC to determine if this fits within Ashcroft’s advertising mandate and budget.	

7.4	<p><b>Legion BC/Yukon – Request Support for 2024 Military Recognition Book</b></p> <p>We have participated in this publication for many years – cost \$385.</p> <p>M/S Clement /Lambert <i>THAT, Council supports the purchase of a business card for \$385.00 in the 2024 Military Recognition Book.</i></p>	CARRIED. Unanimously. R-2023-157
7.5	<p><b>Ashcroft &amp; Area Community Resources Society – Christmas Hamper Fund seeking monetary donations</b></p> <p>Mayor Roden noted last years donation was \$500 and that staff has confirmed a similar donation was affordable within the budget.</p> <p>M/S Lambert / Clement <i>THAT, Council approves the Ashcroft &amp; Area Community Resources Society – Christmas Hamper Fund request for financial support with a donation of \$1000 for 2023.</i></p> <p>Mayor Roden noted the Society is unable to accept nonperishable food donations this year due to a lack of storage space and is only accepting monetary donations for the drive. Councillor Lambert noted as the Society is unable to accept food donations, she would like to increase the donation for 2023. CFO Bhalla cautioned that the Village should not be regarded as a grant funding organization, the Village’s mandate is to provide municipal services.</p>	CARRIED. R-2023-158  OPPOSED. Councillor Anstett.
7.6	<p><b>SILGA Community Excellence Awards – Nomination Information</b></p> <p>For information</p>	
7.7	<p><b>Historic Hat Creek Ranch – Request for a Letter of Support for RFP to the Province</b></p> <p>M/S Lambert / Anstett <i>THAT, Council forwards a letter of support to the Historic Hat Creek Ranch in support of the RFP to continue as operators of the site.</i></p> <p>Mayor Roden noted the Macabee Fossil beds are included in the RFP and will be operated with Hat Creek Ranch by the successful applicant.</p>	CARRIED. Unanimously. R-2023-159
7.8	<p><b>School District No. 74 – Upcoming Community Consultation regarding School Trustee Electoral Boundaries</b></p> <p>Mayor Roden encouraged Council members could go online and complete the survey individually if they feel compelled to do so.</p> <p>Mayor Roden commented that the electoral area changes do affect the Ashcroft electoral boundary, noting if the changes are implemented all students in the electoral boundary change will be represented by the Ashcroft Trustee, currently some are represented by the Lytton Trustee.</p>	

FOR INFORMATION		
7.9	<b>Ashcroft Hospice Society Ducks Committee – Thank you</b>	
7.10	<b>TNRD Board Highlights – October 26, 2023</b>	
7.11	<b>Ownership Matters: Building Community Wealth in Canada – Invitation to Speaker Series</b>	
7.12	<b>Minister of Housing – Support for Local Government Housing Initiatives</b>	
7.13	<b>TNRD – Board Chair and Vice Chair Acclaimed for Upcoming Year Mayor Barbara Roden acclaimed as Chair; Mayor Robyn Smith acclaimed as Vice-Chair</b>	
7.14	<b>Association of Interior Realtors – Media Release – Kamloops Residential Real Estate Market Activity Lower than Usual</b>	
7.15	<b>School District No. 74 – Invitation to discuss issues of mutual interest.</b>  Mayor Roden noted, at this time Council does not have any mutual interest issues to discuss but a meeting can be requested in the future.	
7.16	<b>MP Brad Vis – Cannabis Act Review</b>	
Items 7.9-7.16 Received for Information		

#### 8. UNFINISHED BUSINESS

8.1	<b>Task Manager – Motion Tracker</b> Receive for Information	
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#### 9. NEW BUSINESS

9.1		
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#### 10. REPORTS/RECOMMENDATIONS FROM COMMITTEES, COTW, and COMMISSIONS

10.1	<b>EDTC Meeting Notes of October 11, 2023</b> Councillor Lambert requested clarity in regard to way finding signage Councillor Clement was able to address the questions and concerns	
10.2	<b>EDTC Meeting Notes of November 8, 2023</b> Mayor Roden noted she is looking forward to the Art and History Map	

#### 11. COUNCIL REPORTS

11.1	<b>Mayor Roden</b> Mayor Roden noted she was speaking with Al DeGenova regarding the Honour Ranch's recent win of a customized Land Rover which will have 8 seats, winch, pump hose to pump water from creeks and additional lights. Chief White helped Honour Ranch to make the video for the contest entry and Honour Ranch has kindly made their resources available to Fire Chief White if needed in an emergency.	
11.2	<b>Councillor Anstett</b>	
11.3	<b>Councillor Clement</b>	





11.4	<b>Councillor Davenport</b>	
11.5	<b>Councillor Lambert - Report</b>	
	Reports Receive for Information.	

**12. RESOLUTION TO ADJOURN TO CLOSED MEETING**

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

12.1		
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**13. RESOLUTIONS RELEASED FROM CLOSED MEETING**

13.1		
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**14. ADJOURNMENT**

Mayor Roden adjourned the Regular Meeting of Council for Tuesday, November 14, 2023, at 6:40 pm.

Certified to be a true and correct copy of the Minutes of the Regular Meeting of Council held Tuesday, November 14, 2023.

\_\_\_\_\_  
Daniela Dyck,  
Chief Administrative Officer

\_\_\_\_\_  
Barbara Roden,  
Mayor

## INFORMATION FOR DELEGATIONS

In order to appear before Council as a delegation, please take the time to complete this form. It will help you in providing Council and staff with an overview of your presentation and the key points you wish to bring to their attention. We ask that you keep your presentation to a MAXIMUM of ten (10) minutes so that there will be a reasonable amount of time for Council to address any questions that may arise. Delegations are generally scheduled for Committee of the Whole meetings that are held on the 4<sup>th</sup> Monday of the month, however exceptions are reviewed on a case by case basis.

1. Name of Organization or Group (if applicable): DAWSON ROAD MAINTENANCE
2. Name(s) and title(s) of Person(s) making presentation: CHRIS ROTTLOFF

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3. The topic of your presentation: WINTER PROGRAM - ROAD MAINTENANCE

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4. What are you seeking from Council as a result of your delegation's presentation? (i.e. funding, a letter of support, a change in a bylaw or policy, to provide information only):  
INFORMATION ONLY

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5. If you or your group are seeking some form of financial assistance, please explain why you feel that the Village should be funding your request:  


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6. If seeking financial assistance please attach a budget for your project and expected sources of revenue.
7. If you require a power-point projector or other presentation tool, please advise staff in advance. Paper copies of your presentation should be brought as back up in case of system failure.
8. If you have additional printed materials that you would like Council to read as support for your presentation, please have 7 copies delivered to the office NO LATER THAN the Thursday morning prior to your date of presentation. This will ensure that all Council members receive your materials prior to the meeting and can be better informed as to the background of your presentation.
9. Date requested to make presentation: NOV 27 /23  
 Alternate date (if necessary): DEC 11 /23
10. You should not expect a decision from Council the same night as your presentation unless it is a time sensitive item.

Thank you for taking the time to prepare yourself and Council members for your presentation. This form and attachments can be dropped off at the Village Office or emailed to [admin@ashcroftbc.ca](mailto:admin@ashcroftbc.ca)

**TO:** Mayor and Council **MEETING DATE:** November 27, 2023  
**FROM:** Daniela Dyck, Chief Administrative Officer  
**SUBJECT:** **OCP and Zoning Amendment Bylaw for Lot 1, District Lot 378, KDYD, Plan 6889, 1500 Government Street**

**RECOMMENDATION:**

1. **THAT Official Community Plan Amendment Bylaw No. 864, 2023, be introduced and read a first time by title only.**
2. **THAT Official Community Plan Amendment Bylaw No. 864, 2023, be read a second time and taken to Public Hearing in conjunction with a regular Council meeting.**
3. **THAT Zoning Amendment Bylaw No. 865, 2023, be introduced and read a first time by title only.**
4. **THAT Zoning Amendment Bylaw No. 865, 2023, be read a second time and taken to Public Hearing in conjunction with a regular Council meeting.**
5. **THAT neighborhood notification be sent to property owners within 100m of the subject Property to advise of a proposed OCP amendment (in addition to Public Hearing notification).**
6. **THAT Council issue a “Notice of Intent” to *consider* approval of Development Variance Permit No. DVP-2023-04 for 1500 Government Street (Lot 1, District Lot 378, KDYD, Plan 6889).**

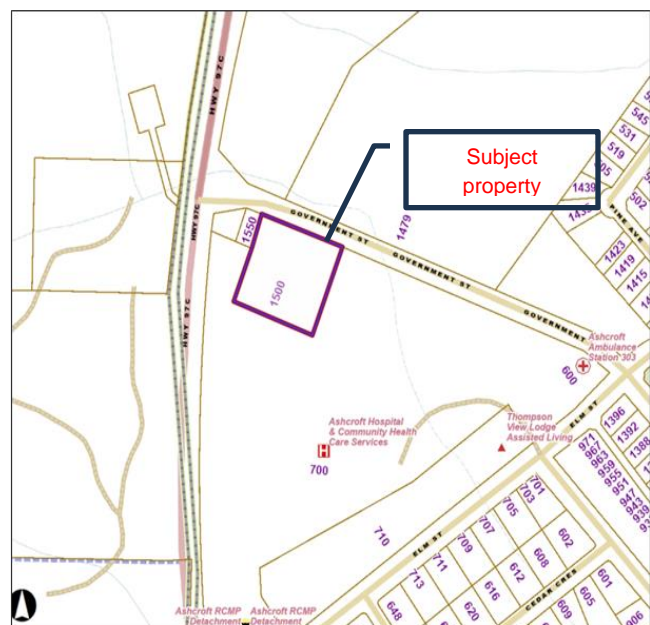


Daniela Dyck,  
 Chief Administrative Officer

**PURPOSE:**

This report is to consider the following:

1. Amending the OCP and Zoning bylaws on a site-specific basis to allow a maximum density of 124 units per hectare (72 dwelling units total) in the case of Lot 1, District Lot 378, KDYD, Plan 6889 (1500 Government Street) only.
2. A variance to enable a reduced front setback of 5.49m, reduced interior side setback of 2.17m, and reduced number of parking stalls (63 off-street and 9 on-street stalls to be provided).



**SUMMARY:**

The new owners of 1500 Government Street wish to construct a second apartment complex on the same parcel as the existing Hillside Apartments. However, the OCP and Zoning Bylaws do not allow the density required to meet the proposed development. The existing apartment contains 35 units, and the proposed new development will include 37 units for a total of 72 units at the subject property.

The Official Community Plan requires a site-specific amendment to allow a maximum density of 124 units per hectare for the subject property (the current density is 75 units/hectare).

The Zoning Bylaw requires an amendment to permit a site specific density increase in the RM 1 (Residential Multiple Dwelling Unit 1) zone.

In addition to the OCP and Zoning amendments a variance is also required for project which varies section 8.1 of the RM1 zone of Zoning Bylaw No. 823 to permit a reduced front parcel line setback of 5.49 m (where 7.5 m is the minimum), and to permit a reduced east interior side parcel line setback of 2.17 m (where 3 m is the minimum); and, to reduce the number of total parking stalls to 63 off-street and 9 on-street.

**BACKGROUND:**

The new owners of 1500 Government Street have hired Westland Living to look at ways of developing the site to meet community rental housing needs and while increasing density and revenues for the owners. Austin Zhang and David Wang met with Mayor Roden and CAO Dyck in May to discuss the potential for development to learn what hurdles need to be overcome and began working on solutions with their development and architect team. In July the first architectural rendering was submitted for review by the Approving Officer. The first rendering did not provide off street parking for each unit, the developers were asked to revise the rendering to include at minimum one parking stall per unit (OCP requires 1.4/unit).

A second rendering was submitted which did provide 1 parking stall per unit; however, 21 were on-street. Once again, the developers were asked to make some changes, reducing the off-street parking from 21 to 9 parking stalls. The initial on street parking faced the apartment complex and would require vehicles to back onto Government Street, concerns were raised regarding snow removal and public safety, the developers adjusted the plan to include 9 parallel on street parking stalls which alleviates the safety and road maintenance concerns.

Front view

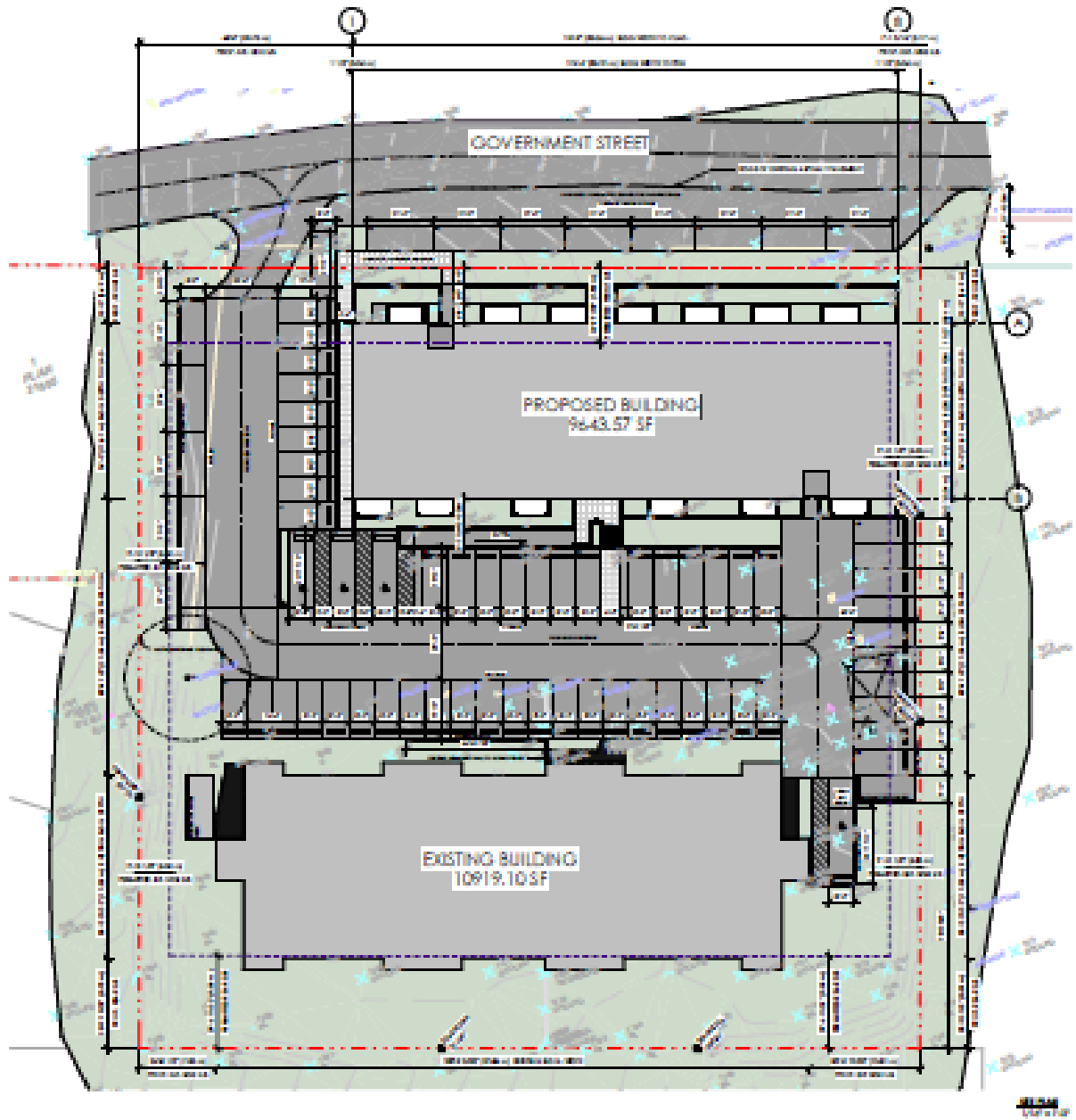


Street view



Elevations





**DISCUSSION:**

The Village of Ashcroft like many communities in BC is lacking rental housing stock. This development project is the first in many years that aims to construct new rental units in the community. It is not uncommon for municipalities to approve OCP/Zoning amendments and development variances to move a project forward. The concern is that these provisions should not impede the way of life for neighbouring property owners or citizens walking, biking, or driving along Government Street.

Through the OCP/Zoning amendment and variance process there is an opportunity for property owners within 100 metres of the development to provide input and voice their concerns.

Many municipalities are amending off street parking requirements, setbacks, and density in an effort to move development forward and increase housing stock. The developers are asking Council to consider the same for this proposal.

In accordance with s. 475 of the *Local Government Act*, Council must consider whether additional consultation is necessary for an OCP amendment. Administration has included a recommendation to provide an additional mail out (100m radius) to notify neighbours of the proposed OCP density amendment in addition to the required public hearing notification.

In closing, administration supports the proposed OCP and Zoning amendments and the Variance application as it meets the goals in the OCP and Housing Needs Assessment.

**REFERRALS:**

Referrals have been sent to:

Public Works,

Ashcroft Fire Rescue, and

MoTI.

**Strategic/Municipal Objectives**

Housing Needs Assessment

**Legislative Authority**

**Financial Implications**

**Attachment Listing**

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**TO:** Mayor and Council  
**FROM:** Daniela Dyck, Chief Administrative Officer  
**SUBJECT:** Council Meeting Schedule 2024

**MEETING DATE:** November 27, 2023

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**RECOMMENDATION:**

1. **THAT Council adopt the proposed Council Meeting Schedule for 2024 as presented or amended.**



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Daniela Dyck,  
Chief Administrative Officer

**PURPOSE:**

To provide Council with an opportunity to review, discuss and propose changes to the 2024 Council Meeting Schedule

**DISCUSSION:**

In accordance with Sections 94 and 127 of the Community Charter and the Village of Ashcroft Consolidated Council Procedure Bylaw No. 834, 2020, the Clerk must post on the Notice Board the schedule of times and place for Council Meetings.

Staff has prepared the proposed schedule in compliance with the Community Charter, Village Bylaws and Policies.

Of note, due to UBCM there is only one scheduled Council meeting in September and the first meeting in October isn't until the 15<sup>th</sup>, would Council like to amend the schedule and add a Regular Council Meeting for September 23<sup>rd</sup> or leave the schedule as presented and administration could call a Special Meeting of Council if required?

Attached to this staff report is the proposed schedule of Council Meeting Dates for 2024.

**Strategic/Municipal Objectives**

Transparent governance

**Legislative Authority**

Community Charter

Consolidated Council Procedures Bylaw No. 834, 2020

**Financial Implications**

**Attachment Listing**

Draft Council Meeting Schedule

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**2024  
ASHCROFT COUNCIL MEETING SCHEDULE**

DATE	REGULAR MEETING	TOWN HALL / COMMUNITY FORUM
JAN. 8	6:00 PM	
JAN. 22	6:00 PM	
FEB. 12	6:00 PM	
FEB. 26	6:00 PM	
MAR. 11	6:00 PM	
MAR. 25	6:00 PM	
APR. 8	6:00 PM	
APR. 22	6:00 PM	
<b>APR. 30–MAY 3</b>	<b>SILGA CONVENTION</b>	<b>KAMLOOPS</b>
MAY 13	4:30 PM	TOWN HALL
MAY 13	6:00 PM	
MAY 27	6:00 PM	
JUN. 10	6:00 PM	
JUN. 24	6:00 PM	
JUL. 22	6:00 PM	
AUG. 26	6:00 PM	
SEPT. 9	6:00 PM	
<b>SEPT. 16-20</b>	<b>UBCM CONVENTION</b>	<b>VANCOUVER</b>
OCT. 15 (Tues)	6:00 PM	
OCT. 28	6:00 PM	
NOV. 12 (Tues)	6:00 PM	
NOV. 25	6:00 PM	
DEC. 9	6:00 PM	

*Planning Sessions and Community Forum to be held at the discretion of Council.*

*Committee of the Whole Meetings to be held at the discretion of Council.*

Nov. 2023

**STAFF REPORT TO COUNCIL – OPEN MEETING**

**DATE:** November 14, 2023  
**FROM:** Daniela Dyck, Chief Administrative Officer  
**SUBJECT:** Branding

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**RECOMMENDATION**

*THAT, Council includes a review of the current Ashcroft “Wellness Awaits You” brand during Strategic Planning and consider rebranding as a strategic priority.*

**Prepared by:**



Daniela Dyck,  
Chief Administrative Officer



Margaret Moreira,  
Economic Development & Tourism Coordinator

**PURPOSE:**

This report is to consider the following:

1. Does Council wish to continue with the Ashcroft “Wellness Awaits You” brand? or
2. Does Council wish to consider rebranding during the Strategic Planning process?

**DISCUSSION:**

The Economic Development working group is working on several sign projects which will be placed throughout the community for years to come. Prior to moving forward with the project, the working group is seeking direction from Council regarding Ashcroft’s brand.

Last year two highway signs were commissioned and installed depicting the imagery of a river with Experience Ashcroft “Oasis in the Desert” as the tagline.



During the billboard design phase, the working group felt the color scheme for the “Wellness Awaits You” brand blended into the surroundings and did not stand out to attract tourism. As such the working group developed several other designs, throughout the process, of which the “Experience Ashcroft, Oasis in the Desert” emerged and became the favorite of the working group. The design was brought to Council for consideration and was approved.

As the working group moves forward with the wayfinding signage for Ashcroft, we find ourselves in a conundrum, should the new signs embrace the design of “Experience Ashcroft, Oasis in the Desert” and be consistent with the highway signage or should Ashcroft’s current brand Ashcroft “Wellness Awaits You” be the design for the new wayfinding signs?

To resolve the issues, the working group tried to marry the “Oasis in the Desert” with the “Wellness Awaits You” brand while keeping the vibrant blues and greens that pop in the desert landscape; however, changing the existing brands color scheme adds another layer of complexity and ambiguity. The following images are a variation of the designs.



option 1 - 72" w x 48"



option 2 - 72" w x 48"



option 3 - 72" w x 48"



option 4 - 72" w x 48"

Custom Street Signs



42" w x 10.75" h aluminum sign



30" w x 10.75" h aluminum sign

\*signs are available in 6" increments to fit the various sized names

\*the sign text is 4" in height, please verify min requirements

option 1 - 72" w x 48"



option 2 - 72" w x 48"



During recent preliminary Strategic Planning discussions, Council indicated there may be a desire to consider updating Ashcroft's Brand. The Economic Development and Tourism working group strongly encourages Council to consider a brand review prior to the new signage being purchase and installed.

In closing, administration supports the review of the current brand Ashcroft "Wellness Awaits You" and include rebranding as a strategic priority in the strategic plan being developed for 2024-2026.

**Strategic/Municipal Objectives**

**Legislative Authority**

**Financial Implications**

Unknown

**Attachment Listing**



To: Mayor and Council

From: The Ashcroft HUB Society

Re: Santa Parade

The Ashcroft HUB is pleased to announce we will that we will be hosting a Santa Parade again this year On Friday, December 1st. The goal of the parade is to benefit the downtown businesses and for the community to enjoy.

We are requesting the closure of Railway Ave from 2nd to 7th for the event between 530 and 700 pm, and the use of barricades along each of the side streets.

We look forward to celebrating all the Christmas season has to offer with the whole community.

If you have any questions, please contact us at 250 453 9177 or via email at [office@ashcrofthub.com](mailto:office@ashcrofthub.com).

Sincerely

Jessica Clement

Executive Director, Ashcroft HUB

**From:** Faye Morrell <[f\\_morrell@hotmail.com](mailto:f_morrell@hotmail.com)>

**Sent:** November 20, 2023 1:04 PM

**To:** Mayor, Village of Ashcroft <[mayor@ashcroftbc.ca](mailto:mayor@ashcroftbc.ca)>; Jessica Clement <[jclement@ashcroftbc.ca](mailto:jclement@ashcroftbc.ca)>; Jonah Anstett <[janstett@ashcroftbc.ca](mailto:janstett@ashcroftbc.ca)>; Nadine Davenport <[ndavenport@ashcroftbc.ca](mailto:ndavenport@ashcroftbc.ca)>; Doreen Lambert <[dlambert@ashcroftbc.ca](mailto:dlambert@ashcroftbc.ca)>

**Cc:** Ashcroft Skating <[ashcroftskating@gmail.com](mailto:ashcroftskating@gmail.com)>

**Subject:** Ashcroft Academy of Skating

Dear Mayor Roden and Councillors of the Village of Ashcroft:

I, Faye Morrell, a director of the Ashcroft Academy of Skating am sending this email on behalf of the children, parents and coaches of the Ashcroft Academy of Skating, to address our request to you. This is the first year that our skating club has been operating out of our local arena here in Ashcroft. Our skating club has close to 70 children from the community (and other local communities) enjoying a dedicated coaching staff teaching them fundamental skating skills. Some of these young skaters will be competing at a Skate Canada 2024 BC/YT Super Series STARSkate Final in Kelowna in March 2024. However, the remainder of the skaters, will have no opportunity to showcase what they have learned this year to our very supportive community. Hence, We would love to put on an Ice Show for the community in March at the end of the season. We understand that the first two weekends in March are booked for hockey tournaments and wonder if council would consider keeping the ice rink open until the next weekend so we could do the ice show that Saturday the 16th. We will have all our skaters put on little programs in groups, trios, duets and solos, we will also have out of town competitive skaters coming as well as our synchronized skating team....we feel this will give our children something to look up to and be excited for and see that this is totally possible for even small towns. We are a nonprofit club and don't have the wherewithal to pay 4 hours each day of ice costs to keep it open that extra week, but of course, we would rent the rink for that Saturday for the day. Please, please consider our request at your next council meeting and support our club and the local children!

Sincerely,

Faye Morrell  
778-809-7338

Sent from my iPhone

**From:** Julian, Peter - Riding 1D <[peter.julian.c1d@parl.gc.ca](mailto:peter.julian.c1d@parl.gc.ca)>

**Sent:** Thursday, November 23, 2023 8:07 AM

**To:** Julian, Peter - Riding 1D <[peter.julian.c1d@parl.gc.ca](mailto:peter.julian.c1d@parl.gc.ca)>; Julian, Peter - M.P. <[peter.julian@parl.gc.ca](mailto:peter.julian@parl.gc.ca)>

**Subject:** BC - Private Member's Bill C-273 | Projet de loi d'initiative parlementaire C-273

Mayor and Council,

I am writing to urge you and your organization to support my Private Member's [Bill C-273](#) - *An Act to amend the Criminal Code (Corinne's Quest and the protection of children)*. It is appalling that physical punishment of children is still legal in Canada, even though more than [sixty countries](#) around the world have banned the practice. [Bill C-273](#) seeks to repeal section 43 of the Criminal Code, which allows for physical punishment of children. If it passes in Parliament, Bill C-273 will help to end the legalized physical punishment of children in Canada.

It is important to note that Bill C-273 is a response to the [Truth & Reconciliation Recommendation Call to Action #6](#). Nearly [700 Canadian organizations](#) signed a [Joint Statement](#) to end physical punishment of children and youth. Child and youth advocates across Canada, such as [Justice for Children and Youth](#), [Spirit of the Children Society](#), [Indigenous Watchdog](#), and the [Canadian Coalition for the Rights of Children](#), continue to fight for the repeal of Section 43. We have also received endorsements by [BC Association of Social Workers](#) and [First Call Child and Youth Advocacy Coalition](#).

"This Bill (C-273) holds great importance in the development and well-being of all children. Children need to be permitted to live in an environment free from violence and fear. At Spirit of the Children Society, it is our goal to empower and strengthen Indigenous families by providing support and resources through a model of love, caring, and understanding. This is accomplished by teaching the parents, and children, that hurting a person to get their way is not the appropriate way of child rearing; mindfulness, communicating, and role modeling is the ideal way to raise a child. Through this model a child will develop into an individual who is able to learn from their own successes and mistakes and not be fearful of challenge", Ruth Weller, Executive Director of Spirit of the Children Society.

Bill C-273 will be coming up for first hour of debate at the end of November in the House of Commons. **There are two ways to support this legislation:**

1. **Sign my petition:** [https://www.peterjulian.ca/support\\_bill\\_c\\_273](https://www.peterjulian.ca/support_bill_c_273)
2. **Write to your MP:** [https://www.peterjulian.ca/write\\_to\\_your\\_mp\\_section\\_43](https://www.peterjulian.ca/write_to_your_mp_section_43)

If you have any questions, please contact my staff, Doris Mah, [peter.julian.c1d@parl.gc.ca](mailto:peter.julian.c1d@parl.gc.ca).

Sincerely,

Peter Julian,  
MP – New Westminster-Burnaby  
[Peter.julian@parl.gc.ca](mailto:Peter.julian@parl.gc.ca)  
613-992-4214

*I acknowledge that I work on the unceded traditional territory of the Algonquin, Haudenosaunee and Anishinabek peoples.*

*New Westminster is located on the unceded and traditional territory of the Halq'eméylem speaking Coast Salish peoples. This includes the nations of the Qayqayt, q'w'a:n̓l'ə́n̓ (Kwantlen), Katzie, kwikwə́łwə́m (Kwikwetlem), xʷməθkʷəy̓əm (Musqueam), Stó:lō, sc̓əwəθn məsteyəxʷ (Tsawwassen), and Tseil-Waututh.*

*Burnaby is [located on the ancestral and unceded homelands](#) of the [hən̓q̓əmin̓əm](#) and [Skwxwú7mesh](#) speaking peoples as well as all Coast Salish peoples.*



# School District No. 74 (Gold Trail)

Our Goals: Success ♦ Reconciliation ♦ Team ♦ Communication ♦ Sustainability

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## NEWS RELEASE

### Superintendent of Schools

Superintendent of Schools Teresa Downs has provided notice of resignation to the Gold Trail Board of Education, as she moves to a new role as Superintendent of Schools at Maple Ridge and Pitt Meadows School District. Her last day in the office will be February 14, 2024.

The board is grateful for Teresa's outstanding transformative educational leadership and unwavering dedication to students, staff, families and all communities in Gold Trail over the past 13 years.

The board has engaged long-serving BC superintendent and education leader Anne Cooper as a consultant to support the recruitment of a new Superintendent of Schools, as she has supported the district's recruitment efforts in the past. The position will be advertised in the weeks to come.

**For more information contact:**

**Co-Chairs Larry Casper and Carmen Ranta**

[lcasper@sd74.bc.ca](mailto:lcasper@sd74.bc.ca)

[cranta@sd74.bc.ca](mailto:cranta@sd74.bc.ca)

**16 November 2023**

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*Gold Trail respectfully acknowledges that the land on which we gather is the unceded and traditional territory of the Nlaka'pamux, St'at'imc and Secwépemc First Peoples.*





# School District No. 74 (Gold Trail)

Our Goals: Success ♦ Reconciliation ♦ Team ♦ Communication ♦ Sustainability

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## NEWS RELEASE

### **David Dumont Vice-Principal of Desert Sands Community School**

The district is pleased to share that David Dumont will be Vice-Principal of Desert Sands Community School effective January 8, 2024. Mr. Dumont has been a valuable member of the Gold Trail team since 2014. During his years in the district he has shown a commitment to integrating the First Peoples Principles of Learning, land-based learning, experiential learning and community Elders and partners into his practice to ensure students have meaningful and relevant learning experiences. He is currently pursuing a Masters of Educational Leadership with Vancouver Island University. Mr. Dumont looks forward to the opportunity to contribute to and support the staff and students of Desert Sands Community School.

**For more information contact**

**Teresa Downs**

**Superintendent of Schools**

**Phone: 250.453.9101**

**[tdowns@sd74.bc.ca](mailto:tdowns@sd74.bc.ca)**

**17 November 2023**

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*Gold Trail respectfully acknowledges that the land on which we gather is the unceded and traditional territory of the Nlaka'pamux, St'at'imc and Secwépemc First Peoples.*

Actionable Motion and Task List Tracker

November

Motion No.	Motion	Staff Responsible	Comments	Time line	Status
<b>2023 MOTIONS</b>					
R-2023-06	THAT, Council direct administration to contact the artists Daniel Collett and Marina Papais and request their participation through the Public Art Policy #A-01-2021 to develop a maintenance plan for art on public property.	CAO	CAO met with Daniel on Feb 23, 2023. Daniel took a copy of the Public Art Policy with him to review and detail. Daniel will schedule a future meeting (spring) to discuss policy participation		On hold - Agreement forwarded to Artists. Artists are having a legal review of the agreement completed by their lawyer.
R-2023-72	THAT, Council direct staff to review current Cannabis legislation and bring a draft bylaw permitting the retail sale of legalized cannabis products in Ashcroft; and further that Zoning Bylaw No. 823, 2018 be amended permitting Retail Cannabis operations.	CAO	To be considered as a Zoning amendment or Bylaw update. Wait for Dstrategic Planning to be completed.	CAO phone meeting with regional Cannabis inspector. Bylaw research complete. Waiting for direction after strat planning.	On hold - till Strat Planning is complete
R-2023-156	THAT, Council approves the request from the BC Dragit Challenge to close Railway Ave. on June 23, 2024 from 4-8 pm to host the Drag and Drive event.	EA	Email BC Dragit Challenge advising approval and advise Commercial trucks of impending closure closer to the event.		completed
R-2023-157	THAT, Council supports the purchase of a business card for \$385.00 in the 2024 Military Recognition Book.	EA/CFO	Email Council's approval of the ad and a cheque request be submitted for payment.		completed
R-2023-158	THAT, Council approves the Ashcroft & Area Community Resources Society – Christmas Hamper Fund request for financial support with a donation of \$1000 for 2023.	EA/CFO	Write a letter advising approval including cheque for \$1000.		completed
R-2023-159	THAT, Council forwards a letter of support to the Historic Hat Creek Ranch in support of the RFP to continue as operators of the site.	CAO	A letter of support be written to Historic Hat Creek Ranch in Support of their RFP.		completed

## COUNCIL COMMITTEE AND LIAISON REPORT

**DATE:** November 27, 2023  
**TO:** Council  
**FROM:** Councillor Lambert

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**Deputy Mayor** – November 1, 2025 – October 31, 2026

**Assigned Committees/WG:**

Ashcroft Fire Rescue  
Communities in Bloom  
Finance Committee  
Seniors  
Water to AIB

**Alternate:**

Cache Creek Environmental Assessment  
HUB Society

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### **November 16: Ashcroft-Cache Creek Seniors AGM**

The New Executive is as follows:

President: Ray Conway  
Secretary: Lorraine Shwaluk  
Treasurer: Beverly Campbell  
Directors: Patricia Russo, Martina Duncan, Muriel Scallon

There will be a Christmas Luncheon for members on December 20<sup>th</sup> at the seniors' hall. Mayors from Ashcroft and Cache Creek will be invited.

### **November 22: Thompson View Manor Society**

November 17<sup>th</sup> was the deadline to have the proposal for the extension of the Manor submitted. 180 proposals were submitted.

Respectfully submitted,

Doreen Lambert,  
Councillor