

Pemberton Area Economic Development Collaboration Meeting Notes

October 3, 2018 – 9:30am – 12:00 noon, Ts'zil Learning Centre

Chair: Graham Turner

Notes: Lisa Richardson (on behalf of the Pemberton & District Chamber of Commerce)

In attendance:

Jill Brooksbank, Senior Communications and Grants Coordinator, Village of Pemberton

Russell Mack, Director, SLRD Electoral Area C

Kerry Mehaffey, Chief Executive Officer, Lil'wat Business Group

Jeannette Nadon, Communications and Engagement Manager, SLRD

Graham Turner, President, Pemberton & District Chamber of Commerce, Retail Operations Manager for Lil'wat Business Group

Mark Mendonca, President, Tourism Pemberton

Regrets:

Karen Ross, Councillor, Village of Pemberton

Lucinda Phillips, Administrator, N'Quatqua

Sheldon Dowswell, Administrator, Lower Stl'atl'imx Tribal Council

Wendy Koh, Regional Manager, Economic Development, Ministry of Jobs, Trade and Technology (**as conference call facilities not yet available at Ts'zil**)

Agenda:

- 1. Introductions – none.**
- 2. Review last meeting minutes.**

Whistler, Squamish and Pemberton Chambers of Commerce joined a conference call with last meeting's guest, Darby Cameron, Senior Policy Analyst, Small Business Branch, Ministry of Jobs, Trade and Technology, to discuss a shared mobile business licencing unit. Local governments might be approached with a request for support after the 2018 elections.

3. Quarterly Updates

Lil'wat Business Group:

Lil'wat Nation and the Village of Pemberton filed their formal application to the Ministry of Forests for a **community forest**, under a separate company. All background work has

been completed, with letters of support from 12 community groups. Should be up and operational next year.

New **Lil'wat Gas station** construction started last week in earnest with a 6-7 month timeline, to be opened May 2019.

Lil'wat Nation's Whistler project will be more than a gas station. A new development permit is to be submitted next week, for an 80,000 square feet development with 42 residential units (resident-restricted rental), ground floor commercial and gas station (with gas station proposed for 2020).

Big renovation underway at **Tsipun Grocery Store** with a Loblaws' President Choice partnership being explored. The commercial kitchen will cater for the Gas Station and other places in Mount Currie.

Village of Pemberton:

Friendship Trail Bridge is being built – anticipate completion in the next few weeks.

At the October 2 Council meeting, as recommended by the Nuƙw7ántwāł Intergovernmental Relations Committee, Council resolved to dissolve the **Winds of Change Committee**, to focus those resources (money and people) on the Nuƙw7ántwāł Intergovernmental Relations Committee. (Lil'wat Nation was also scheduled to consider that resolution on October 2, as both need to agree to dissolve the Joint Winds of Change Committee.) Village of Pemberton Council will allocate \$4000 from 2019 budget to the Wellness Almanac, and \$500 to continue the bursary.

The Village has just launched **Pemberton ALERT**, an emergency notification system similar to SLRD Alert, enabling subscribers to receive notifications by email, phone and text, and to help the Village be aware of any household special needs in event of an emergency. Outreach and marketing is to commence shortly to encourage residents to sign up.

Local Government **2018 Election** is October 20 at the Pemberton & District Community Centre, with advance voting October 10 and 17 in Council Chambers.

On October 17, 2018, cannabis becomes legal across Canada. The Village will host a **public hearing** on October 16 at 7pm in Council Chambers to amend the zoning bylaw to include **Cannabis Retail** in the C1 zone of the Village.

There are exploratory discussions underway regarding regional transit, possibly to be funded by a gas tax.

A recent survey on **single use plastic items** was issued to gauge the interest of community and business members in having Council explore it further. The results

indicated a lot of community support to ban or levy plastic bags and straws. A recommendation went to Council to put funding aside in 2019 to do further outreach on that.

The soccer field is complete, but not playable until next year.

Tourism Pemberton

Had a very successful **Slow Food Cycle**, despite smoke, with 2000 participants. Some issues to discuss re vending (and use) of alcohol as a safety and management issue.

Tourism Pemberton submitted a funding application to **Rural Dividend Fund fifth intake**.

Tourism Pemberton lobbied the Village of Pemberton for better support and recognition of the value of tourism to the community, although at the moment, that value can't be quantified. **A lack of funding/resources** has stymied Tourism Pemberton from securing the research to do an economic impact assessment on tourism.

Squamish-Lillooet Regional District Area C

Congratulations to Director Russell Mack on being acclaimed as Area C Director.

Director Mack advised that discussions are underway to fund **regional transit** with a gas tax, and that the District of Squamish, Resort Municipality of Whistler, Village of Pemberton and SLRD are all fully engaged on the topic. The hope is to double the current service (4 buses a day) between Pemberton and Whistler, and also to provide interlinked service between Whistler and Squamish, and Squamish and Vancouver. Local government officials met with the province at UBCM. Director Mack noted some challenges with the current proposal (e.g. rural residents would pay a premium on their gas, but still have to drive to central bus stops.) Director Mack would like Park n Rides to be considered for residents in outlying areas.

The Friendship Trail is not quite finished, but generally usable. One outstanding question to be resolved is where its northern terminus will be. Ullus? Ts'zil? Gas Station? The route through the Industrial Park still needs to be finalized to complete the connection – and hopefully it will be fully open and operational within a couple of months, although it's unlikely the trail will be cleared of snow through the winter. This will allow time for the trail to settle.

Director Mack attended the Grand Opening of the **Innergex Upper Lillooet IPP**.

Jeannette Nadon advised that the SLRD Electoral Area C Zoning Amendment Bylaw No 1549-2017, regarding **agricultural regulations on ALR land in Area C** was adopted at the

SLRD's September 26 meeting. Bylaw 1549 had been split off from the main Area C OCP and Zoning Bylaw review – the latter will be revisited in 2019.

Funding is being pursued to conduct an updated **Agricultural Land Use inventory** for Area C. The last Agricultural Land Use Inventory was completed in 2009, based on older data. If the grant request is successful, the SLRD will be providing matching funds and staff resources to update the Inventory.

The Pemberton and Area C Recreational **Trails Master Plan** Update was delayed. New completion date is hopefully the end of 2018.

Phase 3 of **Children's Nature Play Park** at the Pemberton & District Community Centre is complete.

Picnic shelter at Gates Lake is due to be up by the end of this month.

Transfer of management of the **Recreation Service** from the SLRD to the Village of Pemberton is ongoing.

2018 has seen ongoing meetings of the **Nukw7ántwał Intergovernmental Relations Committee**, with most recent meeting taking place September 20. The current phase is the development of a communications and engagement strategy, to broaden the scope of Nukw7ántwał beyond elected leadership and senior staff and roll into out into the community, through community partnerships with organizations like the Chamber of Commerce, Tourism Pemberton, Stewardship Pemberton, etc. The hope is to have a draft of the plan completed in November, to start to roll out communications by the end of 2018.

A new grant program, **ICIP (Investing in Canada Infrastructure Program)** has several funding streams that may be of benefit to our region– including Community, Culture and Recreation Program, to fund capital projects, and a Rural and Northern Communities Program that funds disaster mitigation, green infrastructure etc. Intake deadline is January 23 2019.

The SLRD put forward several **resolutions to the UBCM** Caucus last month which were supported by UBCM, endorsing:

1. A need for the province to provide support to ongoing reconciliation programs and more sustained initiatives, rather than just one-off initiatives.
2. A need for the province to provide increased funding for staffing and services in provincial recreation areas, commensurate with increased visits as a result of provincial marketing efforts

The Village of Pemberton's resolution regarding backcountry tourism was also endorsed.

Pemberton + District Chamber

The **Visitor Information Centre** is now closed and data is being compiled with the visitation statistics.

Phase 2 of the Data Portal is to be completed by December 31 – the focus of this phase is to ensure the Data Portal can be easily updated. Work on that back-end solution is currently underway with Custom Fit.

2019 membership can be secured with the Pemberton + District Chamber of Commerce at a 10% discount, if it's secured online before October 15.

The Chamber is also working to switch their **website over to wordpress** and to streamline the content so its more member-focussed.

Jill noted that the Village of Pemberton has been having ongoing discussions with Krista at Pemberton Secondary School on ways to students with what they're doing. Perhaps there's an opportunity to involve students in updating the portal.

The Chamber's **SuperHost training** launched yesterday, October 2 with the first training session underway in the Ts'zil Learning Centre with Cindy Coughlin, right now. Coughlin is the only certified Superhost trained in the corridor. Currently 15 staff with the Lil'wat Retail operations Ts'zil Learning Centre are undertaking two 3hour sessions, with test and certifications. More courses can be run in the spring if the local business community engages in the opportunity, to raise overall service standards. Lil'wat Retail operations will be surveying customers to get the Net Promoter Score as an ongoing metric to monitor.

The **Skwxwú7mesh Líl'wat Stl'atl ímc Business Start-up Program** hosts its Business Pitch Event tonight at the Squamish Lil'wat Cultural Centre, with a panel of judges (including Graham) awarding \$5000 for the best pitch.

The Chamber is hosting an **All Candidates meeting October 10** – down to five candidates, with Mayor acclaimed.

The Chamber's next **Lunch and Learn in November will cover Business Fundamentals** - how to read a financial document and the basics of HR and employee retention.

4. Presentation: Rural Dividend 5th intake Grant Application Update – Lisa Richardson

The Pemberton & District Chamber of Commerce's application for \$100,000 funding

from the Fifth intake of the BC Rural Dividend Fund for an economic development strategy and project manager, was submitted July 31 2018.

Financial and in-kind support was committed to meet the \$25,000 matching required, by the Village of Pemberton, SLRD, and Lil'wat Nation, splitting the contribution three-ways (\$4167 in cash and \$4167 in staff hours/in kind). N'Quatqua also committed \$1000 in-kind in staff time to the project.

We encountered a hiccup on the project: we were notified that we did not provide the proper audited financial statements to support our application.

It was not practical for the Pemberton and District Chamber of Commerce to secure the audited financial statements.

With advice from Wendy Koh at FLNRO and the Rural Dividend Program office, the Village of Pemberton was asked to step in as lead applicant. Village of Pemberton Council resolved to support this at the October 2 Council meeting, and the resolution was provided to the Rural Dividend Office today, to complete the application.

5. New Business

- Chair Person to be chosen for 2019 – Jill Brooksbank expressed a willingness to undertake the role, pending approval from her CAO
- Letter from Village of Pemberton regarding the Collaborative – received.
- Director Mack offered financial support to secure ongoing Secretariat Services from Lisa Richardson for the Collaborative in 2019 and the final meeting of 2018.

Possible topics & presenters for the next meeting – Strategic meeting discussion.

The purpose of the Collaborative was reviewed and possible topics and presenters for forthcoming meetings discussed.

The Collaborative agreed it would be helpful to hear from various industries and experts as **guest speakers** to ensure the Collaborative is more representative of the entire economic sector and see how it can be more useful – such as Lisa Pedrini on the Village of Pemberton's OCP and current development situation, Anna Helmer from the Pemberton Farmers Institute, the cannabis medical facility on its scale, forestry representatives.

As the next meeting will be dedicated to discussing how to proceed with – or without – the grant, it was agreed to hold off on guest speakers until 2019. With the help of a consultant, we can make more informed judgments on which are the biggest industries for our region.

The **Nuƙw7ántwał Intergovernmental Relations Committee** and the Pemberton + Area Economic Development Collaborative both share similar mandates and purposes, as well as similar membership make-up. It may be worth considering how to avoid duplication and tie-in to that process.

The communications and engagement strategy is looking at the structure of the **Nuƙw7ántwał Intergovernmental Relations Committee** and how to support community groups to do things aligned with the objectives. Perhaps the Economic Development Collaborative would have a role as a Working Group.

Jeannette Nadon is attending a meeting on the **future of non-profits** in Lillooet, on November 4, arising to redress the challenge of volunteer power. This may be a worthy topic of conversation to raise at the Collaborative table.

BC Hydro's proposed 8 hour shut down on October 14 has a massive impact on the community and local business. (For example, a small business like Mark's will have to spend \$1000 on a generator for the day. (\$600 for the generator and \$400 for the electrician to connect it.) Businesses have expressed major concern about their frozen goods inventory. The Village of Pemberton has been inundated with community comments, after sharing the advisory. Jill Brooksbank will follow up with Jerry Muir to clarify whether or not this work is in fact for tree-trimming, and will provide the contact information at Hydro to this group.

Pemberton crosswalks and the complete deterioration of line markings on the roads has been an issue that Village of Pemberton, SLRD, and the RCMP have been raising regularly with MOTI. A contractor has been hired by MOTI but they are delayed by another project, and wet weather.

6. Actions

- Graham to send Jeannette the rates to rent out Ts'zil spaces/meeting rooms (one classroom has a removable wall and can accommodate up to 100 people)
- Jeannette to share the circulars and links about the ICIP funding opportunity, re the Cultural and the Rural and Northern Communities stream
- Jeannette to share link to UBCM resolutions for anyone interested
- Jill to send the Civic Info link.
- Graham to send an update on web traffic to the Data Portal
- Graham to share some info about SuperHost training
- Lisa to send copy of the grant application to all partners.
- Jill to ask RDP when we're likely to hear about grant.
- Graham/Lisa to send a meeting request for December 12 meeting
- Jill to request approval from Nikki to serve as Chair
- Lisa to submit Scope of Work for secretariat to Graham, to be requested from Russell

- Jill to confirm with Jerry Muir wither Hydro shutdown is tree-trimming, alterable, and to share contact info with this group.

Next quarterly meeting: December 12, 2018, Village of Pemberton Board Room, 9:30 – 12:30

Agenda items to be included:

- Jeannette Nadon to report on learnings from November 4 meeting on the future of non-profits in Lillooet
 - Confirmation of grant and next steps.
-
- Meeting Adjourned. At 11:37am