

Pemberton Area Economic Development Collaboration Meeting

December 12, 2018 – 9:30am – 12:00, Village of Pemberton

Chair: Graham Turner, **Minutes:** Lisa Richardson

In attendance:

Amica Antonelli, Councillor, Village of Pemberton

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

Wendy Koh, Regional Manager, Economic Development, Ministry of Jobs, Trade and Technology

Russell Mack, Director, SLRD Electoral Area C

Mark Mendonca, President, Tourism Pemberton

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

Kerry Mehaffey, Chief Executive Officer, Lil'wat Business Group (at 11:04am)

Regrets:

Ted Craddock, Councillor, Village of Pemberton

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

Jeannette Nadon, Communications and Engagement Manager, SLRD

Lucinda Phillips, Administrator, N'Quatqua

Agenda

9:35am

1. **Introductions**
2. **Review last Meetings Minutes & Actions**
 - a. Secretariat funding confirmed
 - b. Chair Person for 2019
 - i. **Councillor Ted Craddock has accepted the role of Chair.** Graham Turner will Chair the first meeting of 2019, to provide a smooth transition.
 - c. Rural Dividend Fund grant status - a decision is still pending.
 - i. Unless announcements are made the week of December 17, grants won't be confirmed until 2019.
 - ii. In the event it gets declined, the Collaborative may need a Strategic Planning meeting to explore:
 1. its ongoing role,
 2. the overlap with the Nuk'w7ántwal',
 3. whether the right people are at the table (eg representatives from all major drivers of the

economy, such as forestry, Farmers Institute/agriculture ,and construction),

4. if mandate is purely collaboration and sharing, and
5. to secure a commitment from participants to delegate an alternate and advise in advance if can't make it

3. Quarterly Updates

· Lil'wat Business Group:

- a. The **new Gas Station** is moving along, with targeted completion date of **mid-April**. Tanks arrived today, 12 December. The former Gas Station will become a cardlock, for public works vehicles, school buses, and Lil'wat's forestry partners.
- b. The Nation's collaboration with Murphy Construction was highlighted in the Dec/Jan 2018 issue of **BC Business magazine**:
<https://www.facebook.com/PembertonCofC/photos/pb.225311862627.-2207520000.1545090380./10156883198412628/?type=3&theater>
- c. **Tsi'pun Grocery store celebrated its re-opening**, and they now feature Loblaws, PC and No Name brand, and a new kitchen. A restructure with staff is underway.
- d. **140 hampers**(and 240 turkeys) are going out to Lil'wat and N'quatqua tomorrow, 13 December, with support and contributions from Lil'wat Retail Group
- e. Construction in **Function Junction** is planned for next year
- f. Lil'wat are awaiting a formal invitation from the Ministry of Forests to apply for tenure, as part of a **forestry application** that would allow Lil'wat to manage a cut near the **Rutherford**. It's a similar process as the community forest, about 3 months behind.

· Tourism Pemberton:

- a. Tourism Pemberton had approved the funding for an Analysis on Tourism and the Impact of Tourism, in district – Area C, Area A, N'quatqua, Lil'wat Nation, and at the 12 December Board meeting, would pivot to **explore** an alternative, lesser-priced option - an **Economic Impact Study of Tourism in the Valley**, which will provide GDP, not just beds (which is what previous study was constrained to), and employment figures. It will require the collaboration of local businesses sharing their financial data in confidence with the consultant and has not been conducted in Pemberton and the region before. Area A of the SLRD completed a similar study in 2018. Along with the Wedding Study of 2015, Tourism Pemberton believes this Economic Impact Study of Tourism in the Valley will provide the data to arm them with the case to become a funded line item in the local municipal budget.

- b. Are awaiting a decision from Village of Pemberton Council on **their request for \$4000 in Community Initiative and Opportunities Fund (CIOF)** funding
- c. The SLRD Electoral Area Directors (EAD) Committee agreed to provide \$5000 to Tourism Pemberton, plus \$4000 in matching funds to match the \$4000 requested of the Village of Pemberton
- d. The Tourism Pemberton Board has a new director, Will Miller, from the BeerFarmers, representing agritourism and farming.

- **Village of Pemberton:**

- a. Council discussed the **closure of the downtown bathrooms** at their December 11 meeting. The train-station bathroom is closed for the season due to biohazard issues, and this non-availability is recognized as being impactful to tourists. Council has determined that resolving this is a priority.. Because of Pemberton's modest tax base, a 1% tax increase only generates \$11,000 for the Village, so there are budget hurdles to consider. The two imminent infrastructure grant funding opportunities already have priorities attached to them. Councillor Antonelli raised the option of creating a **Business Improvement District** to fund a bathroom.
- b. The Village's Downtown RFP, for **stormwater management and climate change resiliency**, has been re-issued, closing at the beginning of January.
- c. **Flood-mapping** is complete and animations were presented about potential breach and the changing vulnerability of the community. The report outlined the need to shift our energy and focus from mitigation to adaptation and emergency preparedness, given the increasing risk. (See the report at <https://www.slrd.bc.ca/inside-slrd/news-events/updated-floodplain-mapping-report-identifies-changes-flood-hazard-pemberton-valley>)
- d. The Village of Pemberton, SLRD and Lil'wat Nation have collaboratively applied for **evacuation route planning**, which will feed into the **integrated flood response plan** to be initiated in January.
- e. **New street banners** (and forthcoming wraps for the BC Hydro boxes) will feature the artwork of Lil'wat artist Levi Nelson. The place name for Pemberton in Ucwalmictws will also be included, thanks to assistance from Lois Joseph and the Lil'wat Language, Culture, and Heritage Authority.

- **Squamish-Lillooet Regional District Area C:**

- a. **Friendship Trail** construction is ongoing with fences going up now. Dealings with one landowner are ongoing but Plan B, a tight turn under the highway bridge to stay on MOT 30 foot right of way, is viable.
- b. **Sea to Sky's Regional Transit** proposal is currently with the province, with a Cabinet decision on the proposed funding formula (of a 3-7 cents/litre gas tax) anticipated last week.

- **Pemberton + District Chamber:**
 - a. The dates for the **next round of Superhost training** will be set on 14 December
 - b. The Chamber/Visitor Information Centre's \$4000 CIOF funding from the Village of Pemberton expires in 2018, leaving **Chamber/Visitor Info Centre without any funding moving forward into 2019**. The Chamber needs to write letter, approach the SLRD, and possibly explore a Service Establishment Bylaw at the SLRD, to be ready for May opening.
 - c. Kerry Mehaffey will speak at the **Pemberton Chamber AGM January 9, 11:30am**, at Town Square on the many initiatives the Lil'wat Business Group is working on.
 - d. Completion date for **Data Portal** back-end (for ease of updating the data) is December 31.
 - e. **Board of Governance training** offered through the Whistler Chamber of Commerce is February 21 in Whistler for **any nonprofits or Boards** at the Aava.
 - f. It was noted that many local businesses have seen **employee attrition to the growing cannabis industry**.

- **Economic Development, Ministry of Jobs, Trade and Technology:**
 - a. The **Rural Dividend Fund**– a \$25 million fund that started in 2016, with twice-yearly intakes, has offered three streams of funding: \$10,000 for project planning, \$100,000 for projects and \$500,000 for partnership projects - is **currently under review** by Deloitte, so that the Ministry of Forests, Lands and Natural Resources (FLRNO) can gauge how it's working – there may be more opportunity to access funds for different aspects of "economic development" ie to help a business community improve their emergency preparedness. A report is expected in New Year. Upon approval, some revisions based on its recommendations would be incorporated into the 6th intake.
 - b. **A Sixth intake is expected – and likely to be in May, with a two month window for applications to be prepared.**
 - c. In our region, Rural Dividend has funded part of Friendship Trail, Nuk'w7ántwal' gatherings, the Chamber-led Data Portal. Several asks under the 5th intake are under consideration, including the Chamber-led request for \$100,000 for regional strategic planning for economic development, Tourism Pemberton's request for funding for an MDRT strategy, and a Lil'wat Nation project.
 - d. If the \$100,000 Economic Development plan request proves unsuccessful, we are advised to speak with the branch manager, and find out the rationale for the rejection – whether the program was simply oversubscribed, or how the application might be adjusted.

e. **Upcoming one-off funding opportunity:** Pemberton area qualifies for two infrastructure programs currently on offer under the **Investing in Canada program:**

- i. Community, Culture and Recreation program, and
- ii. the Northern and Rural Communities program,
(excludes Capital and regional District and Metro).

There is no maximum amount, the project must be for infrastructure and benefit residents of your community, and the strongest candidates will be those with a specific location and some homework/research/budgeting numbers and even technical details and engineering costs. Eligible applicants include local government, regional districts, First Nations and non profits. The deadline is January 23. The applications are rigorous. Wendy has already facilitated a call between Jill Brooksbank and her ministry colleague, for some straight-talking feedback, and is happy to do that to help vet other possibilities. Wendy strongly encourages all small communities to apply, as this bilateral funding opportunity is not likely to be repeated. (The Village of Pemberton is exploring applying for a second soccer field for the recreation grant, and a park and ride paired with an Ag park for northern fund.) The ministry staff contact is Laird McLachlin from the Ministry of Municipal Affairs and Housing. Laird can be reached at Tel: 778 698-3247 or email at Laird.McLachlin@gov.bc.ca

f. **A Regional Entrepreneurship Pilot Project** was launched last week – part of Provincial Nominee Program (PNP) from Ministry of Jobs, Trade and technology. It's a pilot for communities, more than 30km from an urban centre, with a population under 7500, **to attract foreign entrepreneurs** who have a certain amount they need to invest in order to land. It's a good program for communities whose economic development strategy has identified this target group as desirable investors. If communities enroll in the pilot project, they'll receive a lot of support in terms of training, webinars, etc. **Communities must enroll by January 18. (See: <https://www.welcomebc.ca/immigrate-to-b-c/bc-pnp-entrepreneur-immigration/entrepreneur-immigration-regional-pilot>)**

4. Presentations

- Nuk'w7ántwal' Intergovernmental Relations Committee met December 10.
 - *To update the group's new members:*
 - **Nuk'w7ántwal'** is an assembly of senior staff and elected officials coming together in the spirit of **relationship-building and reconciliation, identifying projects of mutual benefits** – such as, emergency planning, and how to bring reconciliation to our communities on a more grassroots level.
 - Jeannette Nadon is currently putting together an **engagement strategy** to share the intent of Nuk'w7ántwal' and involve the community

- **Nuk’w7ántwal** shares a similar format as the Economic Development Collaborative, with members providing roundtable updates, and there is economic discussion there, as well as discussion about the inter-relation and overlap of the two groups.
- After three previous meetings, the December 10 meeting was the first “official meeting” under Terms of Reference, so a media release will be prepared for the New Year, to announce **Nuk’w7ántwal** and invite the community into the process.
- **Nuk’w7ántwal** needs to secure funding, which has currently come from Rural Dividend, to continue. But currently, the commitment from participants is genuinely driven by a goal of relationship-building and reconciliation.

· **Spel’kumtn Community Forest Update**

- A corporation has been formed, jointly with Village and Lil’wat Nation, and the corporation applied for forestry licence in November 2018
- **Open houses** were held on November 19 in Pemberton and November 20 in Mount Currie – the Forest Stewardship Plan, storyboards and an FAQ prepared for these Open Houses can be viewed at <https://www.pemberton.ca/government/news/post/community-forest-info-session-materials-now-available>
- Comments are invited on the **Forest Stewardship Plan by January 4.**
- The Village of Pemberton initiated this process in 2001.
- The revenue potential for the community could be as much as \$100,000 shared between the two partners, to fund community projects, annually (if the entire allowable cut is taken)
- The community forest sites come from annual allowable cut that came available in 2003, when the province pulled back 20% of its cuts from larger operators. It’s a finite resource, with no more “cut” available to be applied for.
- The 2019 Harvest Plan map is available, and overlaps with the Community Wildfire Protection Plan

5. **New Business**

- Municipal Election results
- Grant writer, and secretary, Lisa Richardson received to participate in the Rural Dividend Fund review survey and provided feedback through that mechanism
- A ongoing Child Care Survey closed December 10 to inform a Child Care Needs Assessment and Strategy for Pemberton, Mt Currie and N’quatqua, initiated by the Sea to Sky Putting Children First Initiative and SPARC BC, and launched November 26, with \$7000 in funding support from the SLRD Area C.
- Tourism Pemberton has been approached for a letter of support for a taxi licence applicant
- **Discussion about the value of the Collaborative:**

Attendees expressed ongoing support for the Collaborative, even should the funding for an economic development strategy be unsuccessful.

- It's a valuable opportunity to share updates with one another - information helps staff and Council make better decisions, and it's low-input as far as staff time and meeting space investment.
- The influence the group has to secure letters of support from all our communities for funding applications is great evidence of a growing ability to work together.
- It's worth exploring the possibility of inviting presenters to future meetings, to share informed insights and hard data.
- **The Summary Report**(May 2017) from the Pemberton Area Economic Development Collaboration Meeting is a useful tool and reference to keep in front of the group, and a way to identify the next project for the group to tackle collectively. The report can be edited into clusters, added to, updated, to be a breathing document. The Village of Pemberton offered to print out a copy for a large display board, for future meetings.
- The group has missed having the input N'quatqua and the Lower Stat'limx communities and is eager to explore what we can do to ensure participating in the Collaborative is meaningful or of value to everyone.
- **Having each organization/delegate identify an alternate, for 2019**, might help share the load and ensure the Collaborative's impact throughout the region is strong.

6. Correspondence received:

- a. Letter from Village of Pemberton regarding the Council appointees to the Collaborative

7. Actions

- **All delegates** are requested to **please identify an alternate representative** to the Collaborative for 2019 in advance of our March meeting
- **Graham and Lisa to update the Summary Report** (include Terms of Reference, add Downtown Bathrooms, cluster recommendations under themes inc Training, Business Development), share with Collaborative for Status Updates, and **send to Jill for printing** for the March meeting.

For reference:

- Flood-mapping:
<https://www.slrld.bc.ca/inside-slrld/news-events/updated-floodplain-mapping-report-identifies-changes-flood-hazard-pemberton-valley>

- Community Forest and Stewardship Plan:
<https://www.pemberton.ca/government/news/post/community-forest-info-session-materials-now-available>
- Child Care Needs Assessment and Strategy:
<https://thewellnessalmanac.com/2018/11/25/child-care-survey-underway-be-sure-to-add-your-voice-kick-off-info-night-and-workshop-monday-nov-26-7-830-the-rec/>

Forthcoming Events/Deadlines/Bring Ups

January 4, 2019: Comments on **Spel'kumtn** Community Forest Stewardship plan due:
<https://www.pemberton.ca/government/news/post/community-forest-info-session-materials-now-available>

January 9, 2019: Chamber of Commerce AGM, 11:30am, with guest presenter Kerry Mehaffey, Town Square restaurant

January 18, 2019: Entrepreneur Immigration regional pilot—enrolment due:
<https://www.welcomebc.ca/immigrate-to-b-c/bc-pnp-entrepreneur-immigration/entrepreneur-immigration-regional-pilot>

January 23, 2019 Canada infrastructure programs(due January 23):

Community, Culture and Recreation Program:

<https://www2.gov.bc.ca/assets/gov/driving-and-transportation/funding-engagement-permits/grants-funding/investing-in-canada/icip-community-culture-and-recreation-program-guide.pdf>

Northern and Rural Communities Program:

<https://www2.gov.bc.ca/assets/gov/driving-and-transportation/funding-engagement-permits/grants-funding/investing-in-canada/rnc-program-guide.pdf>

February 21, 2019: Board of Governance training for nonprofits and Board members offered through the Whistler Chamber at the Aava Hotel in Whistler:

<https://business.whistlerchamber.com/events/details/board-governance-training-1563>

March 14, 2019: Pemberton and Area Economic Development Collaborative meeting #9

Next quarterly meeting: Thursday, March 14, 2019, location TBD, 9:30 – 12:00
N'quatqua will be invited to host. Village of Pemberton offered to be alternative.
An emergency meeting will be called before March 14, should we receive Rural Dividend Funding.

8. Meeting Adjourned. At 11:47 am.