

Pemberton Area Economic Development Collaboration Meeting #9

April 3, 2019 – 9:30am – 11:45am, Village of Pemberton

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

In attendance:

Ted Craddock, Councillor, Village of Pemberton

Russell Mack, Director, SLRD Electoral Area C

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

Mark Mendonca, President, Tourism Pemberton

Patricia Westerholm, Communications Coordinator, SLRD

Regrets:

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

Jeannette Nadon, Communications and Engagement Manager, SLRD

Jill Brooksbank, Senior Communications and Grants Coordinator, 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

Minutes

9:30am

1. Introductions

- a. Welcome to Councillor Ted Craddock who will serve as incoming Chair, starting meeting #10
- b. Thank you to Patricia Westerholm for attending on behalf of the SLRD, in Jeannette Nadon's absence.

2. Review last Meetings Minutes & Arising Actions

- a. Minutes reviewed with no changes: <https://www.pembertonchamber.com/wp-content/uploads/2019/01/191218-PembertonEconomicDevMeeting8Notes.pdf>
- b. Quick review of protocol for Minutes/Notes – minutes are circulated via email with request that any corrections made so they can be uploaded to website and available for public consumption, within two weeks of meeting: <https://www.pembertonchamber.com/charts/>
- c. **Stakeholder organizations are asked to provide alternates** to represent them, in the event their primary delegate cannot attend. Alternates for 2019:

- i. Chamber: Julie Kelly
 - ii. Village of Pemberton: Amica Antonelli
 - iii. Tourism Pemberton: TBD
 - iv. SLRD: Jan Kennett
 - v. Lil'wat Business Group: TBD
 - vi. N'quatqua: TBD
 - vii. Lower Stl'atl'imx Tribal Council: TBD
- d. A Summary Report/Project master list was prepared in the wake of Wendy Koh's suggestion last meeting. Reviewing and updating the status of these community economic development priorities was postponed until another meeting, in order to make as much time available as possible today to discuss the Rural Dividend Fund grant.
- e. We were notified March 22 that our application for \$100,000 in funding from the **BC Rural Dividend Fund was successful.**
- f. Discussion re Semaphore Lakes, Joffre Lakes, and the management plan for the Nlháxten/Cerise Creek Conservancy (adjacent to Joffre Lakes Provincial Park) had followed the December meeting. Stakeholders observed a general lack of communication between various agencies about parks, recreation, trails and backcountry and camping issues, and also noted concerns about the lack of facilities, traffic conflicts, and management challenge posed by the growing demand from recreation users to experience this region. It was noted that the signing of the Nlháxten/Cerise Creek Conservancy management plan is being celebrated by Lil'wat Nation tonight. It is not known whether the management plan is publicly available at this time. The overlapping jurisdictions and information gaps underscored the value of information-sharing tables like this.

3. Quarterly Updates

- **Lil'wat Business Group**
 - a. Concrete pour for Gas Station underway, with the hope to open mid May. Canada Post will have superboxes on site for mail delivery, and mail sortage will move to Pemberton post office.
- **Tourism Pemberton**
 - a. Tourism Pemberton's mission is to develop and market tourism in the Pemberton Valley to the benefit of visitors and residents. The organization's vision is to promote Pemberton and District as BC's premier adventure gateway community and to positively impact the District's economy.
 - b. The Economic impact of Tourism study undertaken by Pacific Analytics wraps up shortly. Tourism Pemberton will have the results over the next few weeks and the board will determine how we will release the information.

- c. Tourism Pemberton was successful in their grant application for Rural Development money to explore a source of sustainable funding. Cadence Strategies is moving forward with the initial analysis
- d. On April 6th Tourism Pemberton and the Pemberton Chamber are co-hosting PemberTON of Opportunities. The event provides an opportunity for all community groups and businesses members or not to network. Show what they have to offer. The hope is for this to become an annual event that is inclusive of all surrounding communities. Tourism Pemberton also plans to launch a loyalty rewards program that aims to create tourism ambassadors amongst locals, who can share what people can do while in Pemberton, and receive incentives by helping guests book activities through the Tourism Pemberton website.
- e. Tourism Pemberton's website has just migrated to wordpress.
- f. On April 9th Tourism Pemberton and Destination BC are cosponsoring a workshop on Google at the Pemberton Airport Terminal. 25 attendees have registered. Some spaces are available.
- g. Plans have begun for our 15th annual Slow Food Cycle Sunday and Farm Circle Tours
- h. Production of the Pemberton Visitor Guide for 2019 has just wrapped up and should be available shortly.

- **Village of Pemberton**

- a. Downtown Enhancement is underway, with an anticipated completion by the end of September. Disruption will impact Village. Communications about the works is ongoing with downtown businesses and community. The project is being funded by a \$5.3 million grant from the federal government, with an additional \$1 million contribution from the Village, and will bring sidewalks to entire core, impact and improve water flow/drainage and will change the flow of traffic through downtown. Streets will be repaved, green spaces added and retention ponds for water incorporated into the enhancement.
- b. Tiyata is moving ahead, with phase 2 underway. Lots of construction in town, and Sunstone and the Ridge are also full steam underway.
- c. The Spel'kumtn Community Forest, joint project between Lil'wat Nation and the Village of Pemberton, hopes to have its licence in place soon, with harvesting commencing June/July.

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

- a. The Friendship Trail is being worked on
- b. Logging has been underway all winter at Gates Lake, Poole Creek, and Birken, and Squamish Mills are now getting underway at the Upper Valley, moving their equipment in to position. This has proven challenging with the downtown works taking place. Massive equipment was diverted down Collins and Urdal. It was suggested that the traffic management

plan for the Downtown Enhancement project be specifically shared with logging industry stakeholders, like Squamish Mills, Ray Shier Logging, Lizzie Bay Logging, Lil'wat Forestry

- c. Wildfire season is already underway – with Monday's 3.5 hectare fire in the upper Squamish Valley growing to 50 hectares, another wildfire being managed at Seton, and another on the Lake Road. The SLRD is looking at reorganizing their website to give Emergency Management information, including wildfire information, more prominence.
- **Pemberton + District Chamber –**
 - a. The final report to the Rural Dividend for the Data Portal phase 2 was submitted January 21 – that grant of \$10,000 helped migrate the platform to Wordpress so the backend is accessible to all stakeholders to update. While no new Census information will be available this year, the Data Portal will be updated with some year over year numbers.
 - b. The 2019 Board of Directors were elected at the January AGM at which speakers Kerry Mehaffey, Lois Mamaya7 Joseph, Maxine Bruce & Klay Tindall shared a very informative update from the Lil'wat Business Group.
 - c. 2019 Directors:
 - Graham Turner - President - Lil'wat Business Group
 - Julie Kelly - Vice- President - Mountainview Storage
 - Jacaranda Kruckewitt – Murphy Construction
 - Blair Kaplan - Blair Kaplan Communications
 - Steve McCloskey - Base Technologies
 - Doug Smith - Retired
 - Marian O'Shaughnessy - Visitor Centre Manager
 - Mark Grosjean - HR Manager
 - d. The Pemberton & District Chamber is working on a Strategic Planning Workshop this spring with Deb McClelland to restructure the Board of Directors into a Governance Board and ultimately hire a paid Executive Director to guide the board
 - e. Events: Past
 - a. Chamber Directors attended Governance Training on Feb 20th
 - b. Chamber hosted SuperHost Certified Training Workshop at Ts'zil - March 7th
 - c. Chamber hosted Pamela Goldsmith Jones in Pemberton for an Informative Après on March 28th with a diverse group in attendance to advocate for and discuss Fish Conservation, Access to Childcare, Inter-Community Transportation, Flood Mitigation, Agriculture, Affordable Housing, Labor Shortage, Rural Community Internet and Infrastructure.
 - f. Events: Upcoming
 - a. Supporting partner for the PemberTON of Opportunities this Saturday April 6th

- b. Date: April 17th Time: 12-1:30pm Topics: **Productive Conflict OR Communication Skills** with Christine McLeod

4. **New Business**

- a. The group confirmed their commitment to the values that inform the parallel Nuk'w7antwal process – which is to be integrated into the development of the economic development strategy, under the grant. The group affirmed the importance of helping each other to find the way, and working to support one other's priorities and our relationships. A discovery of what “economic development” means for each stakeholder, and how this group can serve that, is an important part of the grant project.
- b. BC Parks has launched a public survey regarding Joffre Lakes and a Visitor Use Management Strategy that is currently underway in collaboration with the Lil'wat and N'Quatqua nations and through consultation with local government, recreational users and other stakeholders:
<http://www.env.gov.bc.ca/bcparks/survey/joffre-lakes/> (At this point, the SLRD had not been consulted.) The survey is open until April 30.
- c. Tourism Pemberton will invite Alistair McCrone, Recreation Officer for the Sea to Sky District, to share an update on what is happening in the region with respect to Recreation Sites and Trails. Tourism Pemberton will invite members of this table to attend, and share the insights here.
- d. The Village and Chamber contributed to Destination BC's plan for the region. We can make a copy of this final plan available on the Data Portal.
- e. The SLRD Trail Master Plan is currently with Lil'wat Nation for consultation.

5. **BC Rural Dividend Program 2019 Economic Development Strategy and Plan**

The Pemberton & District Chamber of Commerce was advised on March 22 that our request of August 1 2018 for \$100,000 funding from the fifth intake of the Rural Dividend Fund was successful. (Project reference #2018080049) A public announcement can take place after the province has formally announced the recipients for the program.

The project we received funding for is described below:

The Pemberton & District Chamber of Commerce, in collaboration with the Pemberton Area Economic Development Collaborative established in February of 2018, seeks to develop a Regional Economic Development Strategy, and support its directives with a dedicated Economic Development Project Manager.

This strategy will create a foundation for economic growth and will improve community vibrancy, by bringing the region's agencies and stakeholders together to explore common ground and identify a shared vision, thanks to a neutral

dedicated office able to drive the project forward.

The Pemberton Community Economic Development Strategy and Plan will develop, over two years from the project start date, with energetic community consultation, a dedicated project manager, and professional consulting expertise, an overarching Community Economic Development Strategy and Plan that will identify and engage key community/regional partners, to:

- 1. Establish an initial picture of the community economic development landscape in the Pemberton Area (ie the current reality, who is doing what, identification of key sectors, capacity assessment, SWOT and gap analysis);*
- 2. Create an integrated vision for all the partners involved in the Economic Development Collaborative, and identify the community's overall priorities;*
- 3. Identify key economic development projects, partnerships and mutually supported initiatives to pursue;*
- 4. Fold in other plans and strategies now getting underway, identify priorities for future development and develop the processes and preparations (creative briefs, engagement, community identity work) required to move forward on the key projects, including, possibly the development of a community brand, and way finding and signage strategy;*
- 5. Develop and present a strategy for funding an ongoing community economic development position.*

The proposed approach will devote \$65,000 to the development of the Community Economic Development Strategy which will include Nuk'w7ántal' ("We help each other") Community and Territory engagement, the region's current reconciliation and relationship building initiative. The Strategy process will collectively create a vision, a definition of community economic development, funding models/plans and a strategy for the long-term funding for an EDO, and \$30,000 per year, for two years of support from a dedicated project manager.

Next steps have been identified as follows:

1. Partner Notification & Acknowledgement
 - Project charter
 - Letter of support reminder
 - Level of involvement (Fully involved vs. Updated as needed)
2. Develop Hiring Committee
3. Create Project Manager Job Description, Expectations & Reporting Structure.
4. Write Project Manager Job Posting & or RFP and Post
5. Review Ec Dev Collab TOR & Structure for the next two years

6. Press Release & Elevator Speech (dependent on province, plus next steps shared)

Project Manager's first steps

- Project Timeline / Gantt Chart
- Project detailed budget
- Stake Holder registry
- Measures of Success – every quarter report to the Ec Dev table
- Articulate what the final product looks like.

A Task force comprised of Graham, Lisa, Patricia and Jill will tackle these initial actions, with Ted committing to the Village of Pemberton's assistance specifically on the crafting and posting of the job descriptions.

Interim reports are required on 31 May and 30 November of each year of the Project duration and a final project report is required upon project completion, before March 22 2021.

5. Actions

- Graham Turner to attach action dates and lead actor to next steps identified for the Rural Dividend Fund
- Lisa Richardson to ask Wendy Koh when we can anticipate an official provincial announcement.
- Mark Mendonca to invite Alistair McCrone to attend next Tourism Pemberton meeting
- Village of Pemberton requested to share traffic management plan and workplan and contact number for Downtown Enhancement with logging industry stakeholders (Squamish Mills, Ray Shier Logging, Lizzie Bay Logging, Lil'wat Forestry)
- Members invited to provide copies of any of the following documents, for uploading to the Data Portal:
 - a. Destination BC plan
 - b. Nlháxten/Cerise Creek Conservancy management plan

For reference: Upcoming Dates

April 3: Celebration dinner for signing of Nlháxten/Cerise Creek Conservancy management plan

April 6: PemberTON of Opportunities, 12- 4, Pemberton & District Community Centre Great Hall

April 16: Nuk'w7antwal' Organizing Committee meeting

April 17: Chamber luncheon with guest speaker Christine McLeod: 12-1:30pm Topics: Productive Conflict OR Communication Skills

April 23-26 Lil'wat Nation hosts Community Clean up Week
(<https://www.facebook.com/LilwatNation/photos/a.266633549779/10157033162084780/?type=3>)

April 30: Joffre Lakes public use survey closes
(<http://www.env.gov.bc.ca/bcparks/survey/joffre-lakes/>)

May TBD: Sixth intake for Rural Dividend Fund like to be in May, with a two month window for applications to be prepared.

May 31: First interim report to Rural Dividend Fund due

July 3: Next Economic Development Collaborative meeting

August 18 : 15th annual Slow Food Cycle Sunday and Farm Circle tours

Next quarterly meeting: Wednesday July 3, 2019, 9:30am – 12:00, location TBD

6. Meeting Adjourned at 11:45am