

Pemberton Area Economic Development Collaboration Meeting #11

October 9, 2019 – 9:30am – 12:00, Village of Pemberton Council Chambers

Chair: Ted Craddock, **Minutes:** Claire Fuller

Meeting Convened at 9.31am

In attendance:

Ted Craddock, Councillor, Village of Pemberton

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

Nikki Gilmore, Chief Administrative Officer, Village of Pemberton

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

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

Patricia Westerholm, Communications Coordinator, SLRD

Mark Mendonca, President, Tourism Pemberton

Wendy Koh, Lower Mainland, Regional Economic Operations, Ministry of Forests, Lands, Natural Resource Operations and Rural Development

Veronica Woodruff, Pemberton Area Economic Development Strategy and Plan Project Manager, Clear Course Consulting

Maxine Bruce - Councillor for Lil'wat Nation, 9.45am arrival

Regrets:

Russell Mack, Director, SLRD Electoral Area C

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

Lisa Richardson, Collaborative Administrator

Lucinda Phillips, Administrator, N'Quatqua

Motion to approve the agenda

- Addition to have a review of the meeting at the end

1. Introductions

- The Chair welcomes Veronica Woodruff as our Project Manager for the Pemberton & Area Community Economic Development Strategy and Plan
 - Veronica founded Stewardship Pemberton and over a 25 year career has driven initiatives in volunteer programs, Pemberton wildlife association, fish habitat restoration, environmental consulting, emergency management, the resort municipality, grant writing and project management in a variety of sectors.
 - Veronica outlined four key values she proposes to incorporate into ongoing discussions:

- respect is our guide
- balancing air time
- maintaining open communication
- minimize distractions - be present

2. Review last Meetings Minutes & Business Arising/Actions

- Alternates are all forwarded with contact information
 - Amica Antonelli is alternate for Ted Craddock
 - Lisa Richardson has the complete list of alternates

ACTION: Lisa Richardson to forward list of Alternates to Veronica

3. Quarterly Update

Lil'wat Business Group

- Gas station completed and opened Aug 26th, grand opening was Sept 18th
- Community forest licence application is complete and processing is underway. Management plan has been accepted and put in for review. Licence should be established in due course pending requirements
- An offer of purchase to Province to acquire remaining phase of Benchlands development has been signed. Awaiting conditions to be removed. Rezoning application will be submitted to the Village
- Successful grant application for pre-development fund with BC Housing on lands adjacent to reserve
- Elections took place 27th July. 9 councillors re-elected, chief re-elected. New cultural chief and a couple of new councillors

N'Quatqua

- no representative present

Village of Pemberton

- Roadworks almost complete. It's been a tough 4 months for business
- Sidewalk expansions are a big improvement, end result has been worth the effort. Landscaping almost finished. New light poles to follow
- North end of barn has new paved parking area. Considering a coating inside the barn to be discussed in the fall for budget consideration
- Thank you to staff. Great to see the stormwater ponds working in recent rainfall
- New soccer field open on Pemberton Farm Road East. \$4.5million grant applied for a field house and 2nd field and more parking. Will be advised in December 2019 if we were awarded the funds
- Friendship trail to open in October, official opening November
- 28 new houses have been built between Tiyata and Sunstone
- New apartment building (Orion) January 1st opening, sold all but 4

- Village staff participated in orange shirt day assembly with Councillor Helena Edmonds on 30th September. It gave students a profound and moving experiential learning ceremony which they shared with the rest of the student body. <https://thewellnessalmanac.com/2019/10/04/what-local-high-school-students-learned-this-past-orange-shirt-day-2019/>
- Council has approved the Village to apply for up to \$3mill for daycare spaces, submission next month
- 20th October is a downtown event on Frontier Street with family friendly activities to celebrate the end of the project. Details still coming together, requests out to Chiefs and Council
- RFP for the Village's Economic Development Strategy and Action Plan
 - Distinction between regional and local strategies is:
 - Council's main intent for RFP is looking at alternate revenue generation and job creation
 - It gives village residents an opportunity to inform council of potential projects with community buy-in, for revenue sources
 - There will be opportunities to collaborate between the 2 processes, communication should be open between all parties
 - Council would like to see the report before putting their contract out so as to not cloud one over the other. \$25,000 to be spent by Council on the report
 - Request for clarity/modification on the names of the regional and local development projects to get clear distinctions between the two
 - Funds were allocated in the 2019 budget for the local development plan - funded through Province budget community works gas tax money
 - Council to review bids before finalising
 - The process is a consultation with all stakeholders: find out values, aspirations surrounding economic growth, to help guide decision making at Council level. Find common themes (eg. RV park, new non-competitive business ideas, hydro plant on Pemberton creek). How can we find other sources of revenue that is not taxation.
 - It must be community informed!

Lower Stl'atl'imx Tribal Council

- no representative available

Squamish-Lillooet Regional District Area C

- Alternative Approval Process, seeking approval for Arts Culture and Recreation Service, and Pemberton and District Economic Development Service - to replace the Pemberton Community and District Fund. To support non-profits and initiatives. See more <https://www.slrld.bc.ca/www.slrld.bc.ca/PembertonDistrictArtsCultureEconomicDevelopment>
 - Village of Pemberton and Area C electors (except Wedgewoods) can submit objections by Nov 12th
- At the recent Rural dividend recent intake, 3 applications submitted for Area A, B and C. However, this program has been suspended indefinitely/temporarily - funds being diverted to forestry support.

- Additional note from Wendy Koh: The Rural Dividend Fund is committed to 2020 so we await further notice on these moving forward. Potential to source alternative funding (Federal and Provincial) for ongoing RDF projects - Wendy Koh can advise
- Additional note from Kerry Mehaffy: there is less impact on forestry in Pemberton than in the interior so these diverted funds will mostly be going to the interior. Locally the largest issue is on prices of lumber

Pemberton and District Chamber

- Growing demands on organizations and volunteer groups in town. Chamber to focus on transition to a Governance Board:
 - Review by-laws and policies, review budget. Look at getting an executive director
 - Attempts to bring in political representatives to an All Candidates Meeting, challenging to bring everyone to one meeting
 - Consider priorities, look at capacity, consider options on funding and ways to create a stronger Chamber for business
 - Aspirations for a job posting for an Executive Director by AGM in March 2020. Currently Pemberton Chamber is all volunteer run
 - Looking at hiring consultant to expedite a plan in order to keep this on track

Tourism Pemberton

- Board meeting tonight, volunteer run
- Presentation on economic impact of tourism on Pemberton & Area C given to Village Council yesterday, see public access
- Cadence Consulting to write a business plan, completion 4-5 weeks

ACTION: Mark Mendoca to follow up with link to presentation

Other Items

- All candidates meeting in Whistler tonight
- Discussion surrounding the effects of Rural Dividend Program and support for Interior forest workers

4. Planned Presentations

Update on Regional Economic Development Strategy

Selection of the consultant

- Eco Plan proposal on the table, contract not yet signed
- Steering committee sourced 3 proposals, meeting municipal standards. Proposals from Eco Plan, Van Struth and Whistler Centre. Proposals available for reference upon request
- Evaluation used scoring system based on
 - clarity
 - workplan
 - indigenous experience
 - economic development experience

- Eco Plan scored highest
- Decision was made to use RFP (not open submission) because consultant and project manager roles are intertwined closely, invitations were more appropriate
- Discussion on the importance of Lil'wat Nation being involved and representing at all stages, to have representation on all committees
- VoP has \$25,000 for a strategy. Both sides are looking for an opportunity to share resources across the 2 strategies, collaborative aspects within both projects. There is an opportunity for EcoPlan to separately submit to Village also
- Budget handling and reporting to follow

EcoPlan Economic Development Plan Strategy Presentation

Defining Roles and Expectations driven from the RFP in 4 phases, draft schedule

- where are we now?
- where do we want to go?
- how do we get there?
- have we arrived?

Involvement of the Collaborative

- Timeline for completion August 2020, 1st meeting late November 2019
- Schedule dictates more than quarterly involvement from the collaborative, closer to 6 weekly meetings. Minimum 4 meetings Nov 2019 to Aug 2020
- Involvement is to help guide the process to be sure we are meeting the objectives of the collaborative
 - Steering committee would be meeting more regularly
- Draft strategy proposed to be ready for June 2020. Engagement pieces will be informing the draft
- Grant goes through to March 2021 so there is opportunity to roll into the actions of the preliminary implementations. Also an opportunity to use the process to leverage further funds
- Important to loop back to absent members of any meeting to ensure communication flows to all stakeholders at all stages
- Rebranding. Looking for a leading group name for this initiative. Formal decision not made but looking at permissions and appropriateness of using Nukwantwal. It needs to have clarity and meaning to those people using it. Consideration of the scale of the area geographically

Roles and responsibilities of PAEDC

- Share information, improve communication, collaboratively advocate on issues and opportunities, participate in the development of the regional economic development plan,

keep respective organizational leadership informed of discussions, present options, coordinate and implement projects as directed

- Major decisions must be made by the leadership of the organizations involved

Roles and responsibilities of Project Manager

- Independent from the outcome, process based, work closely with the consultant, develop timelines, budgets, measure success, report to rural dividend fund, building relationships. Looking for feedback from all organizations involved at all times

Roles and responsibilities of Pemberton and Area Chamber of Commerce

- Grant is under the VoP but PACC is responsible for moving it along

Discussions

- Who owns this finished document? Discussion surmising that it will be shared ownership by all stakeholders
 - This can be used as a tool for accessing funds
 - Implementation committees have been used elsewhere in projects, potential to have similar options here
- Data portal - Veronica will be updating this using data brought forward by the consultant. Community Foundation Vital Signs report is a good example
- Visitor use management report for Joffre coming out and under way for Upper Lillooet. These may be valid for the consultant to look at.
- Discussion surrounding the potential challenges of delivering the strategy; having authority to deliver the proposals, possible need for funding of an Economic Development Officer, ensuring all stakeholders have a shared vision.
 - The process intends to find common themes and visions, with a view to having all stakeholders on board. It should generate results of a shared vision of all partners.
 - The VoP RFP will also feed into this shared vision
- Cultural awareness and community connection is an important theme for all stakeholders. Relationship building is as important as the Economic aspirations

Roles and responsibilities - Village of Pemberton

- Lead applicant and part of the steering committee

Roles and responsibilities - Steering Committee

- This is a quick response action group who are readily available for decision making and feedback. Option to add more members to be involved: Maxine Bruce and Kerry Mehaffey, alongside existing members
- Media enquiries should be directed to Veronica to pass on to the appropriate representative or respond directly, especially as she has the overview and management

ACTION: Homework from Consultant - to collate a stakeholder and agency list of PAEDC and everyone involved

Summary Points

- Important to keep the involvement up, have actionable items, keep things succinct and on point

Motion: To approve Eco Plan as the consultant selected to deliver the RDP

- Moved by Ted Craddock, Seconded by Mark Mendoca
- Motion approved

5. New Business

- **Wendy Koh.** A networking event is being planned for EDOs to discuss economic development in the Sea to Sky corridor. Meeting planned Oct 21st, Squamish Municipal Hall. Attendees include Local Government economic development officers, representatives from Indigenous communities, Chambers of Commerce, and invited guests to bring together an ecdev meeting for the whole community

ACTION Veronica Woodruff invited to come along and member from VoP Jill Brooksbank

- **Northern Economic Development Initiatives Committee was recently** invigorated. Next meeting in Lillooet next Wednesday
- **Wooden signs** at village entrances are owned by Chamber of Commerce. CoC is looking to transfer ownership to the Village
- **Acknowledgement statement** to open the meeting - consideration as to the wording to include all the communities in the surrounding area.

6. Actions

- Lisa Richardson to forward list of Alternates to Veronica Woodruff
- Mark Mendoca to follow up with link to presentation on economic impact of tourism on Pemberton & Area C
- All stakeholders - **Homework from Consultant** - provide stakeholder and agency list
- Veronica Woodruff and Jill Brooksbank to attend networking event in Squamish October 21st 2019
- Veronica Woodruff to consult with EcoPlan to set date for the next collaborative meeting

Next quarterly meeting date: To be confirmed after consultation with EcoPlan.

- Location tbd

Meeting Adjourned at 11.40am