

Revelstoke and Area
Economic Development Commission

REGULAR AGENDA

February 8, 2017 - Commencing at 4:00 PM
Revelstoke Business and Visitor Information Centre
Boardroom

Page

1. CALL TO ORDER

2. ADOPTION OF AGENDA

3. ADOPTION OF THE MINUTES

2 - 5

- a. Adopt minutes from January 11, 2017

4. BUSINESS ARISING FROM THE MINUTES

5. ECONOMIC DEVELOPMENT STRATEGY REFRESH

6 - 8

- a. Economic Development Strategy Refresh

6. ACTIVITY REPORT

9 - 10

- a. Activity Report - Jan-Feb 2017

7. ECONOMIC DEVELOPMENT DATA

11

- a. Hotel Promotional Funding

8. NEW BUSINESS

9. ADJOURNMENT & NEXT MEETING DATE

**Revelstoke and Area
Minutes of the Economic Development Commission
Wednesday, January 11, 2017 at 4:00 p.m.
in the Revelstoke Business and Visitor Information Centre Boardroom,
301 Victoria Road West**

PRESENT: Members Brett Renaud, Connie Brothers, Loni Parker, Nicole Fricot, Mark Baron, Rob Elliott, Roberta Bobicki, Kevin Dorrius, Kira Wolf, Nathan Weston, Robyn Goldsmith, Tracey Buckley
Staff Alan Mason, Director of Community Economic Development
Brooke Burke, Recording Secretary
Allan Chabot, Chief Administrative Officer
ABSENT: Kristina Welch

1. CALL TO ORDER

Meeting was called to order by chair, Roberta Bobicki at 4:00 pm.

2. INTRODUCTIONS

Introductions were made by each member around the table. Members spoke on the passion they have for the community and what they bring to the table.

3. ADOPTION OF AGENDA

Moved by Kevin Dorrius

Seconded by Brett Renaud

THAT the agenda be adopted as presented.

CARRIED

3. ADOPTION OF THE MINUTES

Moved by Connie Brothers

Seconded by Loni Parker

THAT the minutes from December 7, 2016 be adopted as presented.

CARRIED

5. BUSINESS ARISING FROM THE MINUTES

Page 1 Item 5a – Action Item – Terms of Reference were given to Allan Chabot prior to the meeting.

Page 2, Item 5b – City Website – Alan Mason reported the motion was not put forward to council as the City’s website has been updated with a new look. The

Commission members were encouraged to have a look on the new website and any feedback should be forwarded to Dawn Low in City administration.

Page 2, Item 7 – Activity Report – Air Service – Alan Mason reviewed the test run with Pacific Coastal was successful. The company was happy with the airport facilities and lots of positive feedback was given. Regular scheduled service starts on January 26th. Loni Parker also noted some upgrades to be done to the airport building such as new seating, new floors, washroom upgrades, new paint and windows. Hoping for grant money to make some changes to outside of the building as well.

6. ALLAN CHABOT, CAO, CITY OF REVELSTOKE

Roberta welcomed Allan to the meeting. Allan gave a quick background on the various experience he has had. It was noted he has observed a very good relationship between the City's CED (Community Economic Development), Chamber, RAA (Revelstoke Accommodation Association) and CFDC (Community Futures Development Corporation) that is strongly community focused. Commission asked what role they play with the City. Allan noted the financial tie between the City and the CSRD (Columbia Shuswap Regional District) for the CED position, meaning the CSRD also gives money towards the position to oversee economic development in Area B. Loni added the Commission has given recommendations to the CSRD for any development going on. Hasn't been much over that past few years, mostly with the Revelstoke city limits.

Attention was brought to the terms of reference (TOR) with some discussion. It was decided to look at the TOR in more detail at a future meeting, as it seems updates need to be done.

Alan Mason noted he does an annual workplan that is presented to the Commission for review and approval. During the year it is reported back to the group giving updates. Any recommendations from the Commission are put into a report that Alan submits to council and then in turn reports back to the Commission after hearing from council.

Discussion turned to the CSRD and the involvement with the CED department. Loni gave a quick overview of where Area B covers and what her role encompasses.

Question was asked where the City is on hiring a new Community Economic Development director. Allan advised the closing for applications was Jan.9th and

they had received 41 applications. Should have a short list of applicants for the end of next week and he is hopeful they will find a successful candidate. Allan was then asked about a hiring committee for the position. This was discussed at length with council and it was decided that Mayor McKee, Allan Chabot and Loni Parker would oversee the hiring. Loni voiced the opinion that Alan Mason should be involved in the process to some degree as he knows the position the best. Discussion held. Allan Chabot responded he would be fine with having Alan Mason involved with the hiring committee.

Discussion went to the ICSP (Integrated Community Sustainability Plan) and how the Commission could help with input to update it. It was noted the ICSP was only received by a previous council and never passed as a motion to accept. With that being said the document is highly used by various groups in the community as well as the City. Questioned if the ICSP and OCP (Official Community Plan) could be streamlined together making it a bit more simplified. Allan responded saying it will be a community effort and would take about 10 months of solid meetings with input.

7. ECONOMIC DEVELOPMENT IDEAS FROM EDC MEMBERS

Was not reviewed by Commission.

8. ACTIVITY REPORT

Alan reviewed what information the activity report has for the new members. It was asked when the newly formed Tech Steering Committee members would be announced; this should be soon.

9. ECONOMIC DEVELOPMENT DATA

a) Hotel Promotional Funding

Alan reviewed to the new members the revenue shown in the chart is used for promotion and advertising Revelstoke for tourism.

b) Visitor Information Centre

Alan noted the visitor stats from 2016 and how they are up considerably. In the new location the centre is much more visible and just more people coming to the community.

10. NEW BUSINESS**a) Appointment of Vice-Chair**

Roberta noted a vice-chair needed to be elected for a one year term.

Moved by Nicole Fricot

Seconded by Tracey Buckley

THAT Brett Renaud be elected Vice-Chair of the Economic Development Commission for one year.

CARRIED

b) Revision to Terms of Reference related to quorum

Decided to table to a future meeting.

c) Avalanche System at 3 Valley Gap

Brett noted the new avalanche system the Ministry of Highways installed at 3 Valley Gap. He would like to find out if the Ministry could change the time they close the highway for blasting. As it holds up many people coming to Revelstoke to go to the resort. Discussion held.

Action: Allan Chabot will speak with Mike Thomas about contacting the Ministry to enquire about the blast times and if they could be changed.

11. ADJOURNMENT

Next meeting is February 1st.

Nicole Fricot moved to adjourn meeting at 5:50 pm.

Roberta Bobicki, Chair

**DIRECTOR OF COMMUNITY ECONOMIC DEVELOPMENT
WORKPLAN**

**INTEGRATED COMMUNITY SUSTAINABILITY PLAN
ECONOMIC DEVELOPMENT OBJECTIVES (2013)**

- OBJECTIVE 1: MAINTAIN A DIVERSE AND STRONG
COMMUNITY ECONOMY
(ICSP 3.7.1; Council Objective #4)**
- OBJECTIVE 2: RETAIN AND ATTRACT A SKILLED
WORKFORCE, AND LOCALLY BASED
EMPLOYMENT SUPPORT SERVICES AND
SKILLS DEVELOPMENT
(ICSP 3.7.2; Council Objective #4)**
- OBJECTIVE 3: STRENGTHEN RETAIL OPPORTUNITIES AND
ACTIVITIES
(ICSP 3.7.3; Council Objective #4)**
- OBJECTIVE 4: RETAIN A STRONG FOREST SECTOR BY
CONTINUING TO IMPLEMENT SAFE,
SUSTAINABLE FOREST PRACTICES AND
EXPLORE OPPORTUNITIES TO ADD VALUE TO
PRODUCTS
(ICSP 3.7.5; Council Objective #4)**
- OBJECTIVE 5: BUILD ON THE GROWING TOURISM SECTOR
BY EXPANDING MARKETING AND
PROMOTION, IMPROVING INFRASTRUCTURE,
DEVELOPING NEW OPPORTUNITIES AND
INCREASING SHOULDER SEASON VISITATION
(ICSP 3.7.5; Council Objective #4)**
- OBJECTIVE 6: STRENGTHEN HIGHWAY, RAIL AND AIR
TRANSPORT LINKS BETWEEN REVELSTOKE
AND DESTINATIONS BEYOND TO IMPROVE
THE SAFETY, RELIABILITY AND COST OF
TRANSPORTATION TO REVELSTOKE.
(ICSP 3.7.6; Council Objectives #1 and 4)**

OTHER TASKS

- A. MAINTAIN LINES OF COMMUNICATION WITH LOCAL EMPLOYERS AND BUSINESSES
(ICSP 3.7.1; Council Objective #4)**
- B. MAINTAIN ACTIVITIES TO ADDRESS SOCIAL ISSUES IN THE COMMUNITY
(ICSP 3.2; Council Objectives #1, 2 and 4)**
- C. WORK TOWARD INCREASING SUPPLY OF AFFORDABLE HOUSING
(ICSP 3.2.2; Council Objectives #1 and 4)**
- D. WORK ON INITIATIVES TO DEVELOP THE HIGH TECH SECTOR IN REVELSTOKE
(ICSP 3.7.1; Council Objective #4)**
- E. ADDRESS COMMUNITY FOOD RESILIENCY ISSUES
(ICSP 3.2.1; Council Objectives #1, 2 and 4)**
- F. DEVELOP SUSTAINABLE PLAN FOR THE REVELSTOKE GOLF COURSE
(ICSP 3.2.1; Council Objectives #1 and 4)**

ONGOING TASK AND DUTIES:

Activities	Outcomes	Estimated completion date
<ul style="list-style-type: none"> Assist local businesses and entrepreneurs as required (ICSP 3.7; Council Objective #4) 	Respond to requests for assistance as required	Ongoing
<ul style="list-style-type: none"> Update city and CSRD economic databases and documents as required (especially population, economy and visitors) (ICSP 3.7; Council Objective #4) 	Update data at least once per year	Ongoing
<ul style="list-style-type: none"> Represent city at various consultative processes (e.g. BC Hydro turbine projects, caribou recovery meetings, CBT meetings) (ICSP 3.7; Council Objective #1-4) 	Attend meetings as required	Ongoing
<ul style="list-style-type: none"> Attract and provide support for a college/university level program in Revelstoke (ICSP 3.7; Council Objective #4) 	Continue to liaise with staff from education institutions	Ongoing
<ul style="list-style-type: none"> Support small/home based businesses (ICSP 3.7; Council Objective #4) 	Develop plan to assist small/home based businesses	Complete by December, 2017
<ul style="list-style-type: none"> Prepare Community Development newsletter three times per year to communicate activities and achievements to public (ICSP All goals; Council Objectives #1 and 4) 	Prepare 3 newsletters	Complete March 31, September 30 and December 5, 2017
<ul style="list-style-type: none"> Participate in regional initiatives to promote community economic development e.g. Imagine Kootenay, ED Practitioners Network (ICSP 3.7; Council Objective #4) 	Participate in 6 meetings	Ongoing

**COMMUNITY ECONOMIC DEVELOPMENT
ACTIVITY REPORT JANUARY-FEBRUARY 2017**

AFFORDABLE HOUSING

Work with Housing Society, city staff and funding agencies on affordable housing issues (ICSP Sustainable Community Action Plan: Item 3.2.2)

LABOUR MARKET STUDY

Work BC coordinating this initiative. Community partners continue to implement recommendations from the Labour Market Survey on an ongoing basis; attend quarterly LMI Committee meeting (3.7.2)

DEVELOPMENT INQUIRIES

Discussions with developers regarding business opportunities/challenges in Revelstoke. (3.7.1)

RESORT MUNICIPALITY ACTIVITIES

Prepare and submit reports to Province; ongoing work with groups to implement projects and work with groups to submit new applications to Tourism Infrastructure Committee (Dirt Bike Club, ATV Club, Cycling Club, Greenbelt Society, Visual Arts Centre, Performing Arts Centre, Arts Council, Alpine Ski Club, Firefighters Museum, Golf Club; Parks Canada); prepare press releases for projects (3.7.5)

POTENTIAL COLLEGE/UNIVERSITY PROGRAMS

N/A (3.7.1 and 3.2.3)

BUSINESS RETENTION AND EXPANSION PROJECT

Community partners continue to implement recommendations from the Labour Market Survey on an ongoing basis (3.7)

RESORT SHUTTLE SERVICE

Work with partners and operator on service delivery; manage process of importing new bus for the service (3.7.5 and 3.3.2)

TECH STRATEGY

Meeting with BC Tech Summit staff and local stakeholders to plan for pre-Summit outreach activities in Revelstoke in early 2017; meetings with Tech Strategy Coordinator; organize first meeting of Tech Advisory Committee (3.7.1)

SOCIAL DEVELOPMENT

Meetings with Social Development Coordinator. (3.5.5)

POVERTY REDUCTION

N/A

GOLF COURSE

Meetings with Golf Club staff and Board (3.5.3 and 3.7.5)

TRANSIT

Deal with customer/operator issues related to Transit service (3.3.2)

AIR SERVICE

Ongoing discussion with RMR, RAA and Everything Revelstoke re-service; promotion and advertising service underway with flights scheduled for January-March 2017; meet Coastal Pacific staff during test run on January 4th (3.7.6)

FOOD SECURITY

Attend meeting with Food Security Steering Committee to discuss Community Food Action Initiatives program (3.2.1 and 3.7.1)

REGIONAL CED ACTIVITIES

Participate in Columbia Basin Economic Development Practitioners Network meeting, Imagine Kootenay and Columbia Basin Development Corporation meeting (3.7)

ENVIRONMENTAL COORDINATION

Discussions with City Environmental Coordinator re-various issues. (3.1 and 3.4)

SIGNAGE

Deal with various signage issues (3.7.1)

PROMOTIONAL ACTIVITIES

Review various advertising projects for efficiency (3.7.1)

INVESTMENT READINESS ASSESSMENT

N/A (3.7)

HIRING PROCESS FOR NEW DIRECTOR OF CED

Participate in hiring process (3.7)

FORESTRY

Discussions re-potential use of waste wood in community (3.7)

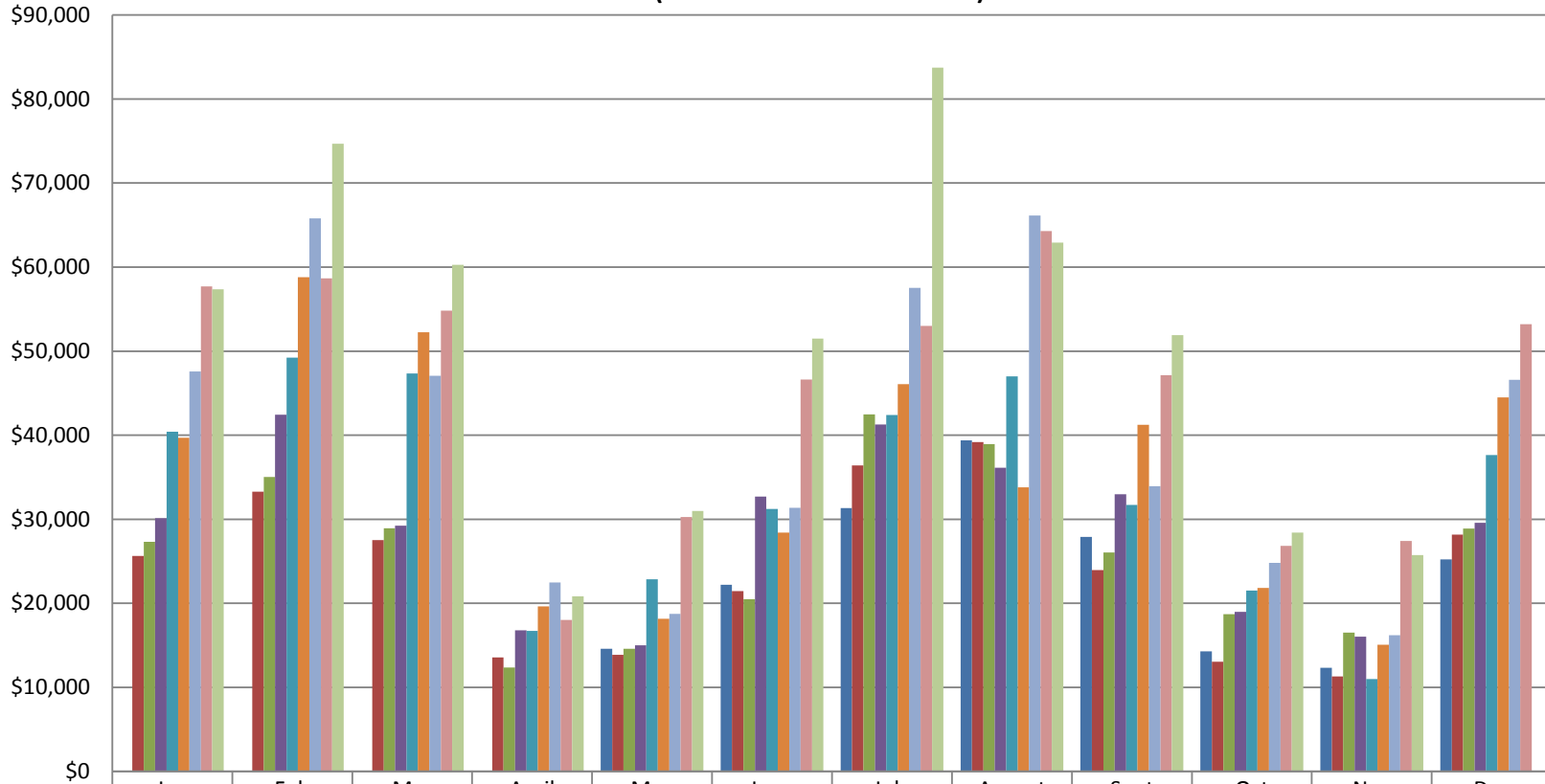
MANAGE COMMITTEES

Economic Development Commission, Enhancement Committee, Tourism Infrastructure, Social Development, BC Innovation Council, (Process-impacts all of Part 3)

ATTEND MEETINGS

Council, Community Futures, City staff meetings, with RMR to discuss development projects, with RAA, with BC Hydro re-Revelstoke Turbine 6, Food Security group (Process-impacts all of Part 3)

Hotel Promotional Funding (2% of Total Hotel Revenue)



	Jan	Feb	Mar	April	May	June	July	August	Sept	Oct	Nov	Dec
■ 2008					\$14,588	\$22,202	\$31,320	\$39,401	\$27,886	\$14,282	\$12,338	\$25,206
■ 2009	\$25,622	\$33,271	\$27,505	\$13,574	\$13,870	\$21,451	\$36,398	\$39,194	\$23,958	\$13,040	\$11,281	\$28,174
■ 2010	\$27,302	\$35,027	\$28,911	\$12,345	\$14,573	\$20,496	\$42,458	\$38,952	\$26,035	\$18,696	\$16,514	\$28,905
■ 2011	\$30,127	\$42,430	\$29,224	\$16,790	\$15,001	\$32,708	\$41,274	\$36,141	\$32,964	\$18,977	\$16,043	\$29,592
■ 2012	\$40,418	\$49,245	\$47,342	\$16,732	\$22,857	\$31,213	\$42,398	\$47,017	\$31,708	\$21,512	\$10,984	\$37,652
■ 2013	\$39,680	\$58,795	\$52,254	\$19,643	\$18,158	\$28,418	\$46,059	\$33,811	\$41,253	\$21,812	\$15,060	\$44,484
■ 2014	\$47,597	\$65,781	\$47,071	\$22,489	\$18,739	\$31,352	\$57,521	\$66,155	\$33,922	\$24,803	\$16,203	\$46,601
■ 2015	\$57,707	\$58,675	\$54,818	\$18,011	\$30,266	\$46,630	\$53,017	\$64,283	\$47,136	\$26,831	\$27,401	\$53,213
■ 2016	\$57,348	\$74,672	\$60,264	\$20,832	\$30,986	\$51,480	\$83,739	\$62,916	\$51,909	\$28,409	\$25,724	