

NOTICE: That a Tourism and Economic Development Committee Meeting will be held at the District Hall, 4936 Barriere Town Road, Barriere, B.C. on January 11, 2010 at 6:30 p.m. for the transaction of business listed below.

Wayne Vollrath, Chief Administrative Officer

AGENDA

1. ADOPTION OF AGENDA

That the Committee approve the January 11, 2010 Meeting Agenda.

2. SWOT Analysis

Survey is available online through the District of Barriere website/Survey Monkey.

Survey is being sent out with the utility bill.

3. BUSINESS LICENSES

Business Licenses have been delivered to all businesses in Barriere.

Applications will be processed as they are received.

4. COMMERCIAL AND INDUSTRIAL PROPERTY INVENTORY

An inventory of all the commercial and industrial property in the District is being prepared.

5. 2010 Goals and Objectives Implementation and Funding

a. Gateway Signs – Welcome to Barriere

One sign to be located at the South boundary adjacent to the Tolko site. The second sign is to be located at the North end of Barriere close to the bridge.

Approximate cost per sign is \$25,000.

Potential grants and/or sponsors

b. Destination/Attraction Signs

Funds will be included in the 2010 Budget to provide identification signs in the District Parks.

The signs will be larger versions of the cemetery signs.

4' x 4' white reflective background with green lettering and border
\$312.85 each.

Initially six (6) signs will be ordered and installed.

c. Directional Signs

The District will investigate the feasibility of installing directional signs to direct people to the parks and shopping area.

Council will be asked to include \$1000. in the budget to cover the cost of making the signs and Argo will be asked to install the signs.

d. Parks, Recreation and Cultural Coordinator

The District will work with Barriere Employment Services to look for funding to have a Parks, Recreation and Cultural Coordinator on a part-time basis.

e. Community Asset Directory

District Staff will work with the North Thompson Volunteer Information Centre, the Yellowhead Services Society and the Barriere and District Chamber of Commerce to create the Directory.

f. Marketing Initiatives

- Website development (\$7500/yr – suggested)
- Trade shows
- NTV Travel Guide
- TOTA Tour Guide
- TOTA Tour Operator Guide
- Local CFJC TV advertising

g. Interpretive Area

Council and Staff to help facilitate the development of an Interpretive Area at the convergence of the Barriere River and the North Thompson River.

h. OCP

Council has recognized the critical importance of developing the OCP and Zoning By-law

Funds to be recommended for inclusion in the 2010 Budget. \$50,000. to be allocated.

i. North Thompson Trade Show

District will be participating in the trade show which is scheduled for April 17, 2010.

j. Street lighting on Barriere Town Road

Additional street lights can be installed along Barriere Town Road.

The District will investigate the cost of installing poles along Barriere Town Road that can be used to hold seasonal banners, plants and garbage bins.

6. TOURISM RESOURCE FOR LOCAL GOVERNMENT

UBCM has prepared a Tourism Resource Manual for Local Government.

7. OTHER BUSINESS

8. NEXT MEETING

Monday, February 8, 2010 at 6:30 p.m.

9. ADJOURNMENT



DISTRICT OF BARRIERE

Community SWOT Analysis Strengths, Weaknesses, Opportunities, Threats

The purpose of this Community SWOT Analysis is to help the Mayor and Council of the District of Barriere gauge community growth and progress. Your opinion and feedback is very important to Council. We thank you for your input.

If you prefer, this survey can also be accessed online:

Click on the 'Quicklinks' section of the website: districtofbarriere.com to submit your feedback electronically.

1. What does the community of Barriere do exceptionally well?

2. What advantages does the community of Barriere have?

3. What valuable assets and resources does Barriere have?

4. What could we, as a community, do better?

5. What improvements in the community would help you the most?

6. Where are we vulnerable as a community?

7. Do you know of any opportunities the community should act upon?

Proposed Outlines of Goals for Tourism/Economic Development 2010

A number of projects identified in the Schedule 'A' Committee Outline of Goals have been initiated or completed in 2009. They include:

TOURISM

2% Hotel Tax (AHRT) underway

Tourism Committee done set up as a Society will be the group to receive the 2% ARHT

Tourism web site www.norththompson.ca complete in New Year

Deficiencies and strengths (TBC Lower North Thompson Tourism Development Plan and Strategic Review)

ECONOMIC DEVELOPMENT

Business Licenses

By Laws (ongoing)

2010

Where do we go from here and what direction do we take to achieve Goals set by the Committee?

Moving forward, the Committee should consider current economic/political/community capacity and buy in/Municipal revenues and existing financial commitments in setting realistic deliverable goals and objectives with reasonable time frames.

The original Schedule 'A' Committee Outline of Goals should be amended to reflect the following going forward:

TOURISM

Barriere Town Map: Complete in two years after surveying and Municipality has all property plans in place. This initiative should be moved to Economic Development. Move to 2011.

Signage: The Municipality 2010 budget should include Welcome to Barriere signs for the north and south ends of town looking for matching or other funds for this project. If this is not an achievable project due to lack of funding, the District should consider setting up a reserve fund for this project to be accomplished in the near future. It is very important to both Economic and Tourism Development that this project is a commitment from the District to complete sooner than later.

The District has started with visible attractive Municipal signage at the Cemetery. Continue this project identifying Barriere public areas and develop way finding signs to these Public amenities at high

traffic locations within the Community. If the District adopts moving forward with this initiative the District 2010 Budget should allow for the sign expenditure. Possible co funding should be explored.

This initiative is not only a Tourism initiative but also an Economic Development matter.

How do we bring people into the Parks/Promote Sports Activities/Collaborate events and Community Activities/ Promote Sports activities (under Economic Development): None of these initiatives should be considered in either Tourism or Economic Development at this time? The District might consider hiring an individual or group to create the position of an activities director to deal with this/ these matter. The roll should be geared to creating ways and means to increase the use and awareness of public or community areas within Barriere. Initially market to the local Barriere and surrounding market (specifically seniors and youth), attract and promote activities in the arts, theatre, culture, heritage, sports, music, First Nations etc. As the use of these spaces grows locally then expanding to the outside Tourism market would be automatic.

The initial funding for this position should come from Federal/Provincial makes work programs or other Service Canada programs available at the time. The District Administration should work through Barriere Employment Services to determine eligibility etc.

Asset Mapping/ What are our deficiencies? strengths? What partnerships and other support services do we have (Economic Development): Change the name for a better understanding by the Committee of what this initiative will deliver. New name: COMMUNITY ASSET DIRECTORY. Move initiative to Economic Development. Have Community Futures prepare a proposal to prepare a list and directory of existing assets within the Community by group, partnership, services and or individual. The Asset Directory is for everyone's use, the outside world (tourist/ business potential) to learn what we have to offer within the Community and for the Community to know what's available at home themselves. The Asset Directory will also identify what we do not have within our Community and identify opportunities for businesses and services as well as social and human resources we may be lacking.

Web connection to the finished Asset Directory will be linked or connected to the District of Barriere, NTV web and the Barriere and District Chamber of Commerce. Possibly this initiative could be co funded with Community Futures/ District of Barriere and the Barriere District Chamber of Commerce.

Market – how do we get people here? With respect to Tourism we have had positive results in “getting people here” over the past 5 years, with accommodation occupancy levels up annually and retail sales at AG, BC Liquor store, Petro Can and restaurants up as much as 75%. The positive results are due to web site development and continual upgrading and updating (contract services), trade shows on the BC Coast and in Alberta, the 30,000 distribution of the high quality NTV Travel Guide through GoBrochures.com to Info Centres across BC and western Alberta, TOTA Tour Guide, TOTA Tour operator guide and local CFJC-TV advertising of Barriere and District. Continued advertising is necessary to continue the growth as the Area is beating the Provincial averages of tourism business/economy with our 2009 flat or slightly higher occupancy levels.

Economic Development has been riding the shirt tail of Tourism as it comes to "how do we get people here", the retailers have seen the results. Effective, interactive, informative, heavily linked user friendly Web site development with an exciting photo galley and regular committed updating and upgrading is the most effective way to commence the business of "getting people here". The District should set aside \$5,000.00 annually for outside web designers/ consultants to upgrade the District of Barriere site and \$2,500.00 per year in updating the web monthly beyond what the District administration does. This web site is NOT a tourism web but the entry portal to the District of Barriere of which Tourism is only a part as a result should be moved to Economic Development.

Be a tourist in your own town: The Chamber will work with the businesses in Barriere to arrange a series of 2010 FAM Tours (visit our resorts/campsites/motels/activity centres, to start this program off. Once the store front folks in the Community are familiar with what we have available in the Area then we can move to the next step and work with the "be a tourist in your own town".

Commercial Space: This is an Economic Development matter. Move

Downtown Core: This is an Economic Development matter. Move

Chamber Initiatives underway 2010: \$10,000.00 funding approved from Tourism BC to redevelop/design the North Thompson Travel Guide (advertising and First Nations additions to existing Guide) and develop a Fishing Guide for the Lower North Thompson Valley, both projects are underway. Attend Abbotsford and Edmonton Boat and Sportsmen's Shows (February/March 2010). Through a 2010 makes work project co ventured with Barriere Employment Services, redevelop and upgrade recreation sites and clean existing trails in the Lower North Thompson Valley.

Proposed District of Barriere Initiatives 2010: Work with the Simpcw First Nations to establish an eco/ heritage/ nature interpretive area/centre at the convergence of the Barriere River and The North Thompson River.

ECONOMIC DEVELOPMENT

Become a credible Business Partner: At this time The District of Barriere are being directed to be cautious of co venturing with any for profit organization as it is not in accordance with the Municipal Charter. Below are some ways that the District can become a "Credible Business Partner":

Promoting development/investment within the Community and communicating this to the public through its web site and ongoing announcements of infrastructure projects etc underway by the District.

Presently, there is reasonable demand for commercial and residential development within Barriere. Commercial investors/users are however VERY wary of anything within the downtown area as a result of the existing mix of uses/zoning. Establishing a District of Barriere OCP as soon as possible will reduce this reluctance. The OCP is a requirement of the District of Barriere to be completed within the next 3 years. The OCP process is a large part of the District of Barriere becoming a credible business partner within

Barriere and to the potential outside investor/user to Barriere. If there are no funds currently available for this initiative, then in the 2010 Budget the District should set aside half the required funding needs to accomplish this project and half in 2011 for a completed OCP by year end 2011.

In an effort to promote the area business south from Valemount to Kamloops, The Barriere and District Chamber of Commerce will be hosting the second North Thompson Trade Show on April 17, 2010. The District may wish to consider having a booth at the Trade Show or co sponsor the event with the Chamber.

WHAT PARTNERSHIPS AND OTHE SUPPORT SERVICES DO WE HAVE? WHAT ARE OUR DEFICIENCIES AND STRENGTHS? ASSET MAPPING: See comments above in Tourism. This is a project that falls under Economic Development and can be identified as Community Asset Directory.

Website: See comments above under Tourism Market. The District of Barriere website is the web being referred to here. The District should consider setting up an annual \$5,000.00/year web site upgrading program with a 3rd party web designer/implementer and another \$2,500.00 for monthly updating program. In 2010, working with the designer and the Chamber, the District could develop an economic development section in its web site and upgrade to be more accessible (user friendly to all the market) to all minutes/ agendas/ meetings minutes/ business license applications and terms of reference etc.

Comment: At the recent TOAT AGM/ Summit a number of guest speakers addressed the 150 attendees and in every case they all touched on the necessity of developing a highly credible web sites with as much information available and with as dynamic a design/picture gallery as possible as the web **IS** the way to the overall market and its usage continues to grow at an incredible rate annually. The reminder by all speakers is we are designing for the market today BUT the real market should be the future market as it reaches maturity replacing what is the market today in less than 5 years...the crowd/populace of the 20 year old who will replace the Baby boomer and the X and Y generations in 5 years as the market, this market is the future and they ALL use the web as their decision vehicle.

Signage: See Tourism comment above, this both Tourism and Economic Development.

Map: See Tourism comment above, this is both Tourism and Economic Development

Promote Sports Activities: Belongs in Tourism above refer to Comments above and delete under Economic Development.

Support Lobby for High Speed Internet: District of Barriere to comment. Is this still an issue or not. Certainly it is an issue in Area O.

Write up for Business Development: Part of the District web site re development. The Chamber and web designer to assist the District completing this initiative.

Bylaws: Ongoing with the District..consider some weed control (overgrown properties) and derelict vehicles removal program in an effort to clean up the Town.

Commercial Space/Downtown Core: Moved from Tourism. Through the efforts of the Chamber, the District should consider the formation of a Downtown Association, who as a group come to the District with programs/ ideas/ promotions/ development schemes etc as it relates to the Barriere Town Road properties they are either an owner or a tenant. The group would be involved with the OCP and with a collective voice they are able to voice "buy in" or concern and then work together effectively to remedy any issues.

Street lighting along the Town Road should be increased for security and as a draw for evening trade. Possibly a beautification program can be worked into this increased lighting initiative by providing the light standards with banner/hanging basket attachment holders. This is a long term project but could be Budgeted into a reserve fund annually and worked through over the years ahead. Possibly the District could consider a smaller 2010 project downtown to assist in beautification and way finding of the downtown and community lands (planters/lights/banners/signs).

Commercial space: Until commercial space rents in Barriere exceed the current level of between \$6.00 (most common rent) to a maximum of \$15.00 per square foot new commercial development is unlikely as the return to the developer is too low (needs to exceed \$20.00/sq.ft. to be viable). Rent is a result of sales, with a small population in Barriere low sales are the result of this population. The close proximity to Kamloops unfortunately creates another dilemma called "slippage", sales lost to another geographical area out of the Barriere market.

To assist in future Commercial Development, the District can help by assisting in the increase in residential properties in the marketplace. Promote residential land development by supplying suitable infrastructure and create DCC's for return against infrastructure costs.

Chamber Initiatives 2010: North Thompson Trade Show April 17th, 2010, add an economic development link to the www.norththompson.ca web site, establish a Barriere Downtown Association and commence with idea sharing with the Tourism Economic Development Committee.

Proposed District of Barriere Initiatives 2010: District web site enhancement, create an economic development link in District web, consider joint sponsorship with Chamber in NTV Trade Show, budget or reserve budget for OCP in 2 years, budget or reserve for downtown additional or alternative street lighting allowing for banners/hanging baskets and consider a 2010 downtown beautification way finding initiative and budget 2010 accordingly.

DEC 23 2009

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PRESIDENT
HARRY NYCE

EXECUTIVE DIRECTOR
GARY MACISAAC

To: UBCM Members
From: Community Economic Development Committee
Date: October 9, 2009
Re: **New Tourism Resource for Local Governments**

We are very pleased to present to our members, a copy of a new tourism resource for local governments!

This resource provides helpful information for our members, particularly those facing economic challenges, who are looking for opportunities to diversify their economies through maximizing tourism potential in their communities.

Transforming Communities through Tourism: A Handbook for Community Champions, features sections on getting started, industry facts, ingredients for success, tools for analysis and tips on creating a community tourism plan and implementation. It also features inspirational profiles of community champions who charted a course for tourism success in their regions.

Officially launched at the 2009 Convention, this Handbook was created by Link BC, in partnership with UBCM, Tourism BC, 2010 Legacies Now and the Aboriginal Tourism Association of BC. We are providing each local government with 1 complimentary hard copy. Should you require more, please download an electronic copy from this address:
http://linkbc.ca/torc/downs1/TCTT_Web_a.pdf

If you have any questions or comments about this document, please contact either Terry Hood, General Manager, LinkBC at terry@linkbc.ca, or Marie Crawford, Associate Executive Director and staff support for the Community Economic Development Committee at mcrawford@ubcm.ca.

Thank you and we hope you find this Handbook helpful!

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Mayor and Council;

The North Thompson Volunteer and Information has been working on a resource directory of the many support groups available in and around the Barriere area. We will be publishing this directory prior to our Support Group Awareness Luncheon that will take place on Sunday January 17, 2010. We would be happy to share the information we have acquired to assist you with any asset mapping projects you are or may be working on.

Sincerely;

Kathy Dunn NTVIC
