

DISTRICT OF BARRIERE
MINUTES OF A TOURISM & ECONOMIC DEVELOPMENT COMMITTEE

Held on April 19, 2010
In the Council Chambers at Municipal Hall
4936 Barriere Town Road,
Barriere, BC

Present: Councillor Ward Stamer – Chair
Councillor Virginia Smith
Councillor Glen Stanley
Mayor Fennell
Mr. Bill Kershaw
Mr. Lorne Richardson

Also Present: Wayne Vollrath, Chief Administrative Officer
Nora Johnson, Financial Officer
Pam Rudd, Administrative Assistant

Chair Stamer called the meeting to order at 6:30 p.m.

1. ADOPTION OF AGENDA

Moved by Councillor Smith
Seconded by Councillor Kershaw
That the Committee approve the April 19, 2010 Meeting Agenda.

2. SWOT ANALYSIS

- a. Mr. Vollrath provided the final survey results of the SWOT analysis. He indicated that a great deal of the respondent's ages were 55 and higher.
- b. The Committee chose a draw entry winner. Mr. Martin Matthews will receive a gift certificate for dinner for two at a local restaurant.

3. TRADE SHOW

Mr. Richardson indicated that the trade show was really successful and that indications are that it is to become an annual event. Mr. Richardson indicated that funding was received this year from NTEDS, although it will not be available next year. He indicated he is sending a Q&A for feedback from show participants and that the verbal feedback had been very positive. He indicated approximately 500-600 people went though.

Mr. Vollrath indicated the District of Barriere booth was received very positively.

Councillor Stanley indicated the PA system needs improvement.

Mr. Richardson indicated that internet access is near impossible in the curling rink. Councillor Stamer questioned if there was any way to improve the internet access. Mr. Richardson indicated that Barb Gordon will be beginning to plan for next year immediately and will be looking into adjoining dates for a number of activities going on next year as well as investigating parking issues.

4. PLANNING SESSION – February 24, 2010

Mr. Vollrath provided a detailed list of strategy review and planning item from Community Futures rated from high medium to low. He indicated the Official Community Plan, tax base and public transportation were rated as high priorities.

Councillor Stamer questioned if any further information had been received from BC Rapid Transit. Mr. Richardson indicated the last correspondence he saw indicated the study was supposed to have it completed by the end of this year. Mr. Vollrath indicated he would contact the TNRD and BC Transit.

Mr. Richardson indicated that high speed internet and transit are two concerns potential property owners indicate is a problem when considering relocating to Barriere. Mayor Fennell indicated that Tim Pennell was successful in getting high speed internet into Vavenby. Mayor Fennell indicated he would contact Mr. Pennell for further information.

MOVED by Councillor Stamer
Seconded by Councillor Stanley
THAT staff contact the TNRD area O representative to try and expedite the provision of high speed internet services.

CARRIED.

5. BUSINESS LICENSE BYLAW – Update

Mr. Vollrath indicated there have been 56 business license applications to date. . Forty-six have been processed or are in process and Mr. Vollrath indicated in the next 2 weeks the bulk of the business licenses will be issued. Mr. Vollrath indicated the next steps will be to send letters out regarding missing applications, giving a two week timeline to apply. Mr. Richardson indicated the Chamber of Commerce was willing to provide list of potential applications from outside the district.

Councillor Smith questioned the process for businesses that set up mobile units within the District, such as the seafood salesman. Mr. Vollrath indicated the business owner will be advised of the requirement for a license and subsequently be asked to comply or leave. He indicated there

are extra requirements for roadside vendors in order to abide by the bylaws regarding road right-way.

6. BARRIERE AND DISTRICT CHAMBER OF COMMERCE

- a. Update on Red Start Tourism Conference attended by Mr. Richardson –

Mr. Richardson indicated the conference was attended by about 150 at South Thompson Inn and was hosted by TOTA. Mr. Richardson indicated the conference was run by university students who are working toward their MBA. A group from the NT valley attended. Mr. Richardson indicated he went to a very interesting seminar on Fernie showing an example of migration. He indicated 27 per cent of the population of Fernie doesn't reside there. and that housing prices have become virtually impossible for the existing population to continue to afford. Locals have sold and moved on. Mr. Richardson indicated he requested a copy of the report and suggested the group come up and meet with Mayor and Council within the next 2-3 months about being a bedroom community to Kamloops.

Mr. Richardson indicated that Mountain Biking is not bringing anything back into economy and although the associations are pushing hard, they are not providing statistics to prove they are promoting the community. Mr. Richardson indicated the Chamber trail book was used as an example of what to do regarding trails and indicated the management and maintenance of the trails is an issue.

- b. Tourism article

Mr. Vollrath indicated from time to time Mr. Richardson sends out tourism articles and suggested if Mr. Richardson feels items are of real importance that the Committee could work out the logistics of sorting through valuable information. Mr. Richardson requested feedback and a start of communication between councilors.

7. OTHER BUSINESS

- a. Article on Community Development – Mr. Vollrath provided background information for committee. information.

Mayor Fennell indicated that a new trend is 'mini-cations' and that people are spending their vacation dollars and spending their dollars locally. Mr. Kershaw indicated that the small trail books taken by people that had family visiting this summer. Mr. Richardson indicated it is important to create 'fam' tours to sell

what we have and encourage the local community to become more familiar with what we have to offer.

Mayor Fennell questioned the level of business enquiries Mr. Richardson has had. Mr. Richardson indicated there were two people locally that need to expand their business and need financing at a time when it's not available. He indicated he helped with marketing ideas and business plan; however neither business was accepted for funding.

Mr. Richardson also indicated that there are a number of people looking at creating new business however there is limited opportunity because of the lack of natural gas.

8. NEXT MEETING

May 31, 2010 at 6:30 p.m.

9. ADJOURNMENT

Moved by Councillor Smith,
Seconded by Mayor Fennell
THAT the meeting adjourn.

The meeting adjourned at 7:40 p.m.

Original Signed by

Councillor Stamer, Chair

Original Signed by

Wayne Vollrath, CAO