

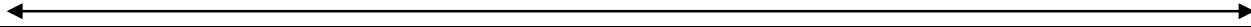


# MINUTES

## McBride Tourism Committee Meeting 7:00 pm, Tuesday, November 25, 2020

Zoom ID – 878 8248 6563  
 McBride BC  
 Ph: 250-569-2229  
[www.mcbride.ca](http://www.mcbride.ca)

	<b>Present:</b>	Linda Fry Rosemary Hruby Alan Frederick Eileen MacDonald Sheilagh Foster Fran Chiupka Russ Purvis Dannielle Alan
	<b>Regrets:</b>	Barry Walline
	<b>Staff:</b>	Karen Dubé, Community Economic Development Coordinator Myles Bruns, Regional Manager, Econ Dev. FLNRODRD
	<b>Public/Press:</b>	None



<u>Resolution #</u>			
			<b><u>Call to Order:</u></b> Karen Dubé called the McBride Tourism Committee meeting of November 25, 2020 to order at 7:00 pm.
	<b>1.</b>		<b><u>Introduction of Late Items</u></b>
		(a)	7 (c) Motions to appoint committee members for specific terms.
		(b)	8 (a) Verbal report on Ancient Forest Working Group - Russ
01-20	<b>2.</b>		<b><u>Approval of Agenda</u></b>  Hruby/Purvis <i>RESOLVED: THAT the McBride Tourism Committee Meeting Agenda for November 25, 2020 be approved as amended.</i>  <b style="text-align: right;">CARRIED</b>  <b>Action Item:</b> <ul style="list-style-type: none"> <li>• Karen will post Committee Agendas/Minutes and Zoom link on Village of McBride website for future meetings.</li> </ul>

	<b>3.</b>		<p><b><u>Reading and Adoption of the Minutes</u></b></p> <p>None.</p>
	<b>4.</b>		<p><b><u>Petitions and Delegations</u></b></p> <p>None.</p>
	<b>5.</b>		<p><b><u>Correspondence</u></b></p> <p>None.</p>
	<b>6.</b>		<p><b><u>Unfinished Business</u></b></p> <p>None.</p>
	<b>7.</b>		<p><b><u>New Business</u></b></p>
02-20		(a)	<p><b><u>Nomination of Chair</u></b></p> <p><b>Frederick/Dubé</b>  RESOLVED: THAT Russ Purvis be nominated as Chair of the McBride Tourism Committee for the duration of Committee work.</p> <p style="text-align: right;"><b>CARRIED</b></p>
03-20		(b)	<p><b><u>Terms of Reference</u></b></p> <p><b>Alan/Hruby</b>  RESOLVED: THAT McBride Tourism Committee Terms of Reference be adopted as presented.</p> <p style="text-align: right;"><b>CARRIED</b></p> <p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• How committee members should reach out to their sectors to bring information forward to the Committee?</li> <li>• Should committee members have assigned duties under the terms of reference?</li> <li>• Should the Committee have a 1-page questionnaire or form for businesses to provide feedback to the Committee. Form will note the name of the Committee member/section head who is representing their business on the McBride Tourism Committee.</li> <li>• Who else should be on the committee?</li> </ul> <p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• Create duties for committee members/sector heads – Russ</li> <li>• Provide a list of names/contact information for committee members/sector heads – Russ/Eileen/Fran</li> <li>• Create 1-page info sheet/questionnaire so businesses/organizations can provide feedback to the committee. Sheet will note who is representing that sector on the committee – Fran/Eileen/Russ</li> <li>• Invite Sandy MacKenzie to participate regularly – Russ</li> <li>• Delegations will be invited to the committee as needed, such as DestinationBC, Tourism Master Plan consultants, NorthernBC Tourism, etc. – Karen</li> </ul>

		(c)	<p><b><u>Appointment of Committee Members</u></b></p> <p>The following were appointed to the McBride Tourism Committee at the November 24, 2020 Regular Meeting: Linda Fry, Eileen MacDonald, Sheilagh Foster, Barry Walline, Fran Chiupka, Russ Purvis, Dannielle Alan, Rosemary Hruby and Alan Frederick</p> <p>Appointment of Committee members for specific terms – TABLED</p>
		(d)	<p><b><u>Recruitment Strategy for Committee Members to represent Accommodation Sector (2) and Accommodation Sector at large (1)</u></b></p> <p>TABLED until MRDT Application process complete.</p>
		(e)	<p><b><u>McBride Tourism Master Plan and MRDT Update - Karen</u></b></p> <ul style="list-style-type: none"> <li>• Final McBride Tourism Master Plan received November 25, 2020. Will go before Council for adoption at the December 15, 2020 meeting.</li> <li>• Will bring adopted Final McBride Tourism Master Plan to next Committee meeting.</li> <li>• Karen reviewed MRDT timeline and process. On track for end of January 2021 submission.</li> </ul>
	<b>8.</b>		<p><b><u>Financial and Administrative Reports</u></b></p>
		(a)	<p><b><u>Lheidli T’enneh Ancient Forest Working Group Meeting - Russ</u></b></p> <ul style="list-style-type: none"> <li>• Darwyn Coxson presented on the biology/biodiversity in the Park.</li> <li>• Cultural Centre in the Park is seen as part of the Lheidli T’enneh brand.</li> <li>• Park planning will go at the speed that the Lheidli T’enneh determine is appropriate to meet the needs of their members.</li> </ul>
	<b>9.</b>		<p><b><u>Date of Next Meeting</u></b></p> <p>January 13, 2021 at 7pm - Zoom</p>
	<b>10.</b>		<p><b><u>Recommendations to Council</u></b></p> <p>None.</p>
	<b>11.</b>		<p><b><u>In-Camera</u></b></p> <p>None.</p>
			<p><b><u>Open Discussion</u></b></p> <ul style="list-style-type: none"> <li>• Looking forward to feedback and input from sectors, particularly accommodation providers.</li> <li>• How will recently announced COVID-19 province-wide restrictions impact tourism operators?</li> </ul>

		<ul style="list-style-type: none"> <li>• Reviewed some of the financial supports available to tourism operators/businesses?</li> <li>• Noted that micro-businesses are not necessarily in a position to take advantage of these programs. Example given - \$40K loan program.</li> <li>• Also, that programs are onerous to apply for and that there are gaps in support for non-profits and micro-businesses.</li> <li>• Where can we find data on how businesses can access support, how many take advantage of the supports, etc?</li> <li>• New programs to support small businesses and non-profits are under development.</li> <li>• Small business are contributing disproportionately to funding these support programs yet are unable to access them.</li> <li>• Increased communication/coordination between recreation stakeholders to promote summer and winter opportunities for tourists required. Bring everyone together under a big umbrella to share work/ideas.</li> <li>• Who do we want to attract as tourists?</li> <li>• COVID is providing an opportunity to attract new business investment and highlight work/life balance in McBride.</li> <li>• Can we buy data sets from DestinationBC?</li> <li>• If we don't have the tourism product, we can't be advertising that we do. Recreation is run by volunteers.</li> <li>• Committee can review new Tourism Master Plan in January and start in on the Action Items as next steps for Committee work.</li> <li>• Discussed tourism focused grants available including from NDI, Community Foundation, ICIP and Provincial COVID Recovery.</li> <li>• RVR program going through a revamp.</li> </ul> <p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• Karen will add Russ to Business List for COVID information.</li> <li>• Karen will investigate access to Regional Business Liaison COVID-19 business data.</li> <li>• Myles will enquire as to the availability of data sets from DestinationBC.</li> </ul>
	<b>12.</b>	<b><u>Motion to Adjourn</u></b>
04-20		<p><b>Hruby/MacDonald</b> <i>Motion to Adjourn at 7:58pm</i></p> <p style="text-align: right;">CARRIED</p>