

**VILLAGE OF PEMBERTON
-COMMITTEE OF THE WHOLE MEETING MINUTES-**

Minutes for the **Committee of the Whole** of Council of the Village of Pemberton held Tuesday, November 1, 2016 at 1:00 p.m., at Council Chambers, 7400 Prospect Street. This is meeting No. 155.

ATTENDING: Mayor Mike Richman
Councillor James Linklater
Councillor Karen Ross
Councillor Ted Craddock
Councillor Jennie Helmer

STAFF: Nikki Gilmore, Chief Administrative Officer
Sheena Fraser, Manager of Corporate & Legislative Services
Sarah Dicker, Legislative Assistant

PUBLIC: 1 plus 6 presenters

1. CALL TO ORDER

At 1.00 p.m. Mayor Richman called the November 1, 2016, Committee of Whole Meeting to order.

2. APPROVAL OF AGENDA

Moved/Seconded
THAT the agenda be approved as presented.
CARRIED

3. APPROVAL OF THE MINUTES

a) Committee of the Whole No. 154 – Tuesday, October 18, 2016

Moved/Seconded
THAT the minutes of Committee of the Whole Meeting No. 154, held Tuesday, October 18, 2016, be adopted as circulated.
CARRIED

4. BUSINESS ARISING FROM THE MINUTES

Moved/Seconded
THAT the Committee of the Whole recommend to Council that correspondence be sent to the Ministry of Transportation & Infrastructure advising that the Village is supportive of the closure of Pemberton Meadows Road between the hours of

10 a.m. and 2 p.m. to accommodate the Slow Food Cycle event held in August each year and requesting assistance in any way possible to keep the cost to close the road to a minimum.

CARRIED

5. COMMUNITY INITIATIVE AND OPPORTUNITY FUND

a) 2016 Final Reports

Sheena Fraser, Manager of Corporate & Legislative Services, provided background on the CIOF, reviewed highlights of the Policy and updated the Committee on the status of the current agreements that are in place. Ms. Fraser noted that the long term service agreement with the Chamber of Commerce is up for renewal this year, that the seed funding agreement with Stewardship Pemberton concludes and that the BMX Society has made application for a long term service agreement.

Mayor Richman invited the delegations to make their presentations.

i. Chamber of Commerce

Shirley Henry, Secretary/Treasurer of the Pemberton & District Chamber of Commerce and Visitor Information Centre Manager thanked the Village for supporting the Information Centre through the Community Initiative and Opportunity Fund (CIOF) and asked the Committee to consider the application for an extension to the Chamber's long term service agreement.

Henry reported that in 2016 the Visitor Information Centre saw an increase in visitors even though the opening hours had to be reduced due to staffing capabilities. This year the Chamber was successful in securing funding for two summer students. As well, the Pemberton Visitor Information Centre was selected by Destination BC to take part in a survey program the results of which will be released in the coming months.

Ms. Henry noted that Destination BC had implemented some policy change, meaning that there was an increased cost in marketing and promotional materials such as signage and uniforms. Discussion was had regarding the impact of the Destination BC policy changes on the Visitor Information Centre and the increased expenses associated with the changes.

The Committee thanked Ms. Henry for her presentation.

ii. Tourism Pemberton

Mark Mendonca, President of Tourism Pemberton, expressed thanks to the Village for their support of Tourism Pemberton through the CIOF. Mr. Mendonca communicated the highlights of 2016 for Tourism Pemberton which included the Slow Food Cycle, the launch of the Tourism Pemberton App as well as collaboration with Whistler and Squamish on a Destination BC grant application which secured \$250,000 in relation to the advertising of arts, culture and heritage attractions for the region. This funding resulted in Pemberton being featured in twelve articles in newspapers from Vancouver to Seattle.

Mr. Mendonca noted that funding provided through the CIOF enabled Tourism Pemberton to hire a part time employee. The administrative support provided by Carlee Cindric was critical to Tourism Pemberton in relation to of the coordination of the Slow Food Cycle event, as well as with the data input for the Tourism Pemberton App and in the submission of grant applications.

The Committee commended Tourism Pemberton on their collaboration with Whistler and Squamish and thanked Mr. Mendonca for his report.

iii. Pemberton Farmers Market Association

Dawn Johnson, Administrative Manager, Pemberton Farmers Market Association (PFMA) thanked the Village for its support of the PFMA through the COIF and presented the PMFA's annual report to the Committee. Ms. Johnson informed the Committee that Molly Reynolds was hired as the Market Manager and will be taking on more for 2017 and eventually will replace Ms. Johnson.

Ms. Johnson noted that in 2016 the PFMA had focused on building their relationship with local farmers and building their presence at the Farmers Market. The PFMA gave local farmers three free market days if they signed up to participate. 2016 saw a vendor increase of 9% and the number of markets were also extended. In addition to this, tables were made available for the Pemberton Arts and Culture Council and a Community Table was established and available to any community group. The Village participated and hosted 'Coffee with the Mayor' as well as other sessions run by the Village of Pemberton.

The PFMA made application to the Pemberton Music Festival Community Fund and were successful in receiving funding which allowed the group to participate in the BC Nutritional Coupon Program whereby coupons are

administered by the Sea to Sky Community services to families in need in the Pemberton Valley and surrounding areas.

Ms. Johnson noted that the PMFA reached out to the Squamish and Whistler Farmers Markets with a hope to facilitate more collaboration between the markets. Although this did not happen this year work will continue in this regard.

The Committee thanked Ms. Johnson for her presentation and noted that the weekly market is a great asset to the community.

iv. Stewardship Pemberton Society

Dawn Johnson, Executive Director of the Stewardship Pemberton Society (SPS), thanked the Village for their support of the SPS over the years. 2016 was the final year of the seed funding agreement between the Village of Pemberton and SPS. Dawn Johnson presented the highlights of 2016 for the SPS.

The SPS hosted nature camps for children over the school holidays which were successful in providing childcare for up to 100 families in Pemberton and surrounding areas. The camps are the main source of revenue for SPS, which allowed them to hire nine (9) contractors and employees. The SPS were also successful in securing funding for a summer student placement, which helped to staff the nature camps. The 2016 camps generated \$102,000 in revenue for the Society. The next goal for SPS is to connect the Nature Centre to power, water and sewer so that the facility can be used throughout the winter and possibly provide nature camps for children as an alternative for ski school.

Ms. Johnson explained how the SPS used their teaching plot at the community garden to grow food that was donated to the local food bank. The Society also utilized crabapple picking to produce crabapple sauce and jelly which is available for purchase through the local schools as a fundraising project (a portion of the proceeds will go to the Parent Advisory Councils) and through SPS. The success of this program has prompted the Society to make application to the Pemberton Music Festival Community Fund for funding to purchase the equipment that would make their crabapple jelly/sauce suitable for sale in local grocery stores.

Discussion was had on the success of the Stewardship Pemberton Society and the Committee congratulated and commended Ms. Johnson for her enthusiasm, effort and building the Society to a point where it can operate successfully and run financially viable programming.

v. Pemberton Arts and Culture Council

Marnie Simon, President of the Pemberton Arts and Culture Council (PACC), thanked the Village for their support through the CIOF. Ms. Simon then delivered a presentation that summarized PACC's work in 2016.

Ms. Simons noted that through the support provided from the CIOF, the PACC was able to hire Kiran Pal Pross to provide administrative support to the Council. Ms. Pal Pross, assisted the PACC in the development of their new website, formatting governance & orientation manuals and preparing grant applications. The PACC made application for a total of four grants in 2016 and were successful with two of these applications. Ms. Simons noted that the PACC in collaboration with the Pemberton Museum made a joint application for the Canada 150. If successful the PACC will collaborate with Museum Curator, Niki Madigan, to deliver a number of events and workshops at the Pemberton Museum in celebration of Canada's 150th birthday.

The Committee thanked Ms. Simons for her presentation and for her work within the community.

vi. Winterfest (plans for 2017)

Ms. Carlee Cindric, Event Coordinator, for Winterfest gave thanks to the Village for their support of Winterfest through the CIOF. Ms. Cindric explained that the funds allocated in 2016 had not yet been expended as they were set aside for Winterfest 2017. Ms. Cindric presented the plans for Winterfest 2017 to the Committee.

Ms. Cindric indicated that due to weather complications in previous years, the 2017 event would be predominantly planned to take place at the Downtown Barn with the Polar Bear Plunge taking place at One Mile Lake. If the weather cooperates the Committee has established a plan of events that will take place at the lake.

The Committee thanked Ms. Cindric for her presentation and wished her luck with the Winterfest 2017.

b) 2017 Applications for Funding

i. Pemberton BMX Society 2016

Graham Turner, Vice President and Track Operator, Pemberton BMX Society, gave a presentation to the Committee regarding the application submitted for a long term service funding agreement through CIOF.

Mr. Turner explained that as a result of the success of the track and programs there is significant amount of administrative work each week during the racing season. The Society has determined that in order to continue to operate successfully there is a need for part-time administrative support. If granted, the CIOF funding would be used to pay the wage for an administrator.

Mr. Turner informed the Committee that BMX was growing in popularity in the Pemberton area because it is a low cost entry sport in comparison to other sports such as downhill biking or snow sports. Pemberton had the honour of hosting the Provincial BMX Championship for 2016, which attracted hundreds of competitors to the area. Pemberton was commended for the success of the event, considering that the Society was quite new and that track facility was small in comparison to others.

Discussion was had in relation to the amount of families that participate in BMX in Pemberton and how much of an asset that the track had become to the community. Mr. Turner indicated that a lot of work is put into track maintenance and that the society goes above and beyond by providing irrigation so that the surrounding neighbours are not affected by dust spreading onto their premises.

The Committee thanked Mr. Turner for his presentation and application to the CIOF.

At 3:39 p.m. the Committee of the Whole meeting was recessed and the delegation members left the meeting.

At 2:44 p.m. the Committee of the Whole reconvened

Staff reviewed with the Committee the 2017 budget after the current commitments are allocated and options with respect to the allocation of funding for the BMX Society application. Mayor Richman noted that SLRD Electoral Area C Director, Russell Mack, had advised that he would be prepared to match funding as he had in previous years.

Discussion was had in relation to an extension to the Chamber of Commerce, Long Term Service Agreement and the allocation of funding for the BMX Society.

The Committee passed the following resolutions and recommendations to Council:

Moved/Seconded

THAT the Committee of the Whole recommend to Council, that the Community Initiative and Opportunity Fund, Long Term Service Agreement with the Chamber of Commerce be extended for one (1) additional year.

CARRIED

Moved/Seconded

THAT the Committee of the Whole recommend to Council, that the Village of Pemberton enter into a Long Term Service Agreement with Pemberton BMX Society in the amount of \$2750 per year, from the Community Initiative and Opportunity Fund, subject to the provision of matching funds from Electoral Area C.

CARRIED

6. ADJOURNMENT

The Committee of the Whole Meeting was adjourned at 3:16 p.m.

Mike Richman
Mayor

Sheena Fraser
Corporate Officer