

VILLAGE OF PORT ALICE
COMMITTEE OF THE WHOLE COUNCIL MEETING AGENDA
TO BE HELD WEDNESDAY JANUARY 8, 2020 AT 3:30 PM
IN THE PORT ALICE COUNCIL CHAMBERS

CALL TO ORDER

ADOPTION OF AGENDA:

Committee of the Whole is a meeting to consider an issue, but not to decide upon any action.

- *Motions may be made, but do not need to be seconded*
- *Voting is undertaken in the same manner as in a regular council meeting*
- *Members of Council may speak on an issue an unlimited number of times, but may not speak longer than ten minutes on any one issue*
- *A motion to adjourn is not required*

MINUTES:

THAT the minutes of the December 4, 2019 Committee of the Whole meeting be approved.

ITEMS FOR DISCUSSION

1. Recreation Programming
2. Bike and Hiking Trail Improvements
December 3, 2019, Report from Tanya Spafford
3. Entrepreneur and Business Attraction Planning Session
November 18, 2019 email from David Mitchell, Community Futures with attachments

ADJOURNMENT

VILLAGE OF PORT ALICE COUNCIL
COMMITTEE OF THE WHOLE MEETING MINUTES
WEDNESDAY DECEMBER 4, 2019
IN THE PORT ALICE COUNCIL CHAMBERS



Present Mayor Kevin Cameron
Councillor Holly Aldis
Councillor Bruce Lloyd
Councillor Angela Yunker
Councillor Sean Watson

Staff Bonnie Danyk, CAO / CFO

CALL TO ORDER: 4:00 pm

Mayor Kevin Cameron called the meeting to order at 4:00 pm

COTW 12\19 **ADOPTION OF AGENDA:**
MOVED by Councillor Lloyd

It was duly moved that the agenda be adopted.

CARRIED

COTW 13\19 **MINUTES:**
MOVED by Councillor Lloyd

THAT the minutes of the September 5, 2019 Committee of the Whole meeting be approved.

CARRIED

ITEMS FOR DISCUSSION:

1. Rumble Beach Marina

November 28, 2019 Report from Bonnie Danyk CAO / CFO

Discussion involved possible improvements to the breakwater, setting up a non-statutory reserve for major repairs, and a commercial users review.

2. Doug Bondue Arena

Suggestions for use included leasing out building for storage, leasing out bar and/or kitchen, and moving the gym to curling slab (Bonnie to investigate grants for this).

Bonnie to look into requirements for monitoring the Nitrogen in the chiller, insurance requirements for rentals and staffing requirements.

3. 2020 Financial Plan Process

It was agreed that the Financial Plan meetings would be scheduled on Fridays from 1:00 pm to 5:00 pm

ADJOURNMENT: The meeting was adjourned at 5:00 pm

Certified Correct

Mayor

Chief Administrative Officer

To: Mayor and Council
From: Tanya Spafford
Date: December 3, 2019
Subject: Bike & Hiking Trail Improvements

Goal:

To address the need for improvements to our local trail system and investigate the possibility of entering into agreements with private land owners to expand usage and create advertising opportunities.

Background:

Over 20 years ago local riders began to develop bike trails that later turned into two courses used for the Rumblefest Cross Country and Downhill races. Many hours of labour from these riders, the North Island Trail Riders Organization and volunteers have left trails fairly easy to maintain when attended to annually.

These trails have continued to be used year round by local hikers and riders, and are often asked about by visitors. Local users have done a great job in many parts of it to keep blow down cleared and the trails in usable shape but parts of the system are in need of some greater attention. These have always been user maintained outside of the staff time allotted before the race weekend which was mostly to set up the course and ensure safe routes were in place in case of emergencies.

The volunteerism for trail maintenance did start to dwindle in the last years of Rumblefest so at this point they are better for hikers than riders. With some brush cutting, clearing and building up of some of the berms the system could be rider ready again.

We cannot advertise much of the trails, especially the downhill section because the access to the starting areas cross into private property. As well the trail used for cross country riding and hiking crosses into private property as well. Both areas are owned by the same company.

It was recently suggested that with the base of the trail system being in good shape, and the popularity of the bike trails and of bike tourism the Village would benefit from conserving the trail system.

The other area that can be added to the system without any issues is the Dike trails. This makes a great loop for both walkers and riders and is a great use of this infrastructure that can be an added value to Port Alice. This would give riders several different riding options that would cover the extreme sport enthusiasts and the riders looking for something less adrenalin pumping than the downhill track. Other than signage, this area is ready to go

Actionable Items for Discussion:

A few factors need to be addressed before the Village can advertise the use of these trails.

Agreements in place for use of private property

The Village of Cumberland has seen great success in working with private land owners to create an 84km trail system that is one of the best on the Island, if not in BC. They do have a non-profit to work with that has agreed to do regular maintenance but the Port Alice trail is not as large and is already user maintained in many areas. There are two private owners that the Village would have to enter into an agreement with to open up several options for riders and hikers.

Trail Clean up and Clearing

The trail, especially the upper section, has not seen maintenance for riding in several years. The lower part sees quite a bit of foot traffic and many of our residents have taken care to clear where they can. An estimate of hours to get the trail at a rideable level and be able to advertise usage would be approximately 120-160 man hours. Volunteers can be approached but there are several trees that need to be cleared and we would need to use staff, or paid contractors, for this work as it is dangerous. A community call out for volunteers to help with raking, marking, and such can happen after the trees are cleared.

Annually, the trail system will need to be risk assessed the same way other Village parks and areas are. The maintenance issues that create serious risks will need to be attended to. Basic maintenance, including raking, cutting bushes back and clearing can be done by users

Risk Management\Insurance

The Municipal Insurance Association of BC lays out risk management issues to address. Investment in proper signage would be the largest investment the Village would have to make towards addressing concerns. In their presentation regarding trails they do state that “your community is taking greater risks if they don’t invest in bike parks & trails than if they do”.

The legal baseline laid out states:

1. Sign as ‘recreation trail’
2. Indicate users/non users – Trespass Act
3. Post Assumption of Risk signage – Negligence
4. Align with a trail standard – case law (Cumberland and many others align with Whistler Trail standards)
5. Document an inspection plan – case law

Reasonable and Foreseeable risks.

The presentation went on to discuss Baseline vs Best Practice:

- *User’s perspective in managing safety*
- *Align/make a standard, perform to it*
- *risk assessment and address priority areas*
- *Prove due diligence:*
 - *Risk assess and Risk plan*
 - *Professional risk or safety audits*
 - *Invest & train Inspect & Maintenance system*

These lists were taken from the Bike Trails and Bike Parks: Making it Fun and Managing the Risks presentation at the 2019 MIABC Risk Management Conference.

The Occupiers Liability Act (OLA), section 31, states that “an occupier of premises owes a duty to take care that in all the circumstances of the case is reasonable to see that a person, and the person’s property, on the premises, and property on the premises of a person, whether or not that person personally enters on the premises, will be reasonable safe in using the premises”. In the case of a bike trail and reduced duty of care is discussed in section 3(3) of the OLA which states that “despite subsection (1), an occupier has no duty of care to a person in respect to risks willingly assumed by that person other than a duty not to (a) create a danger with intent to do harm to the person or damage to the person’s property, or (b) act with reckless disregard to the safety of the person or the integrity of the person’s property”. If the Village clearly lays out the risks and the fact the trails are user maintained, with annual risk assessments completed there will be no liability to the Village or property owner when riders choose to enjoy the trails. As well, marking the downhill course with levels of difficulty will ensure that riders are made very clear and using the trails system at their level of skill.

Approximate Costs

Initially, there will need to be an investment made to have legal documents drawn up and signed for land use agreements, risk assessment, signage, and mapping for advertising. This is the type of project that can be funded through grants though there will still need to be an investment by the Village through man power and administration. Recreation funding is often a 50/50 split.

A very quick estimate of costs to have the trails ready and fully risk assessed would be \$10,000-\$12,000. This includes wages for 160 hours of trail work at our Public Works wages, but can also be used in contracting out for these services.

Information for this report came from the following sources:

1. Bike Trails and Bike Parks: Making it Fun and Managing the Risks, 2019 MIABC Risk Management Conference, April 16, 2019.
2. Landowners and Volunteers Work Together to Manage Community Mountain Biking Trails, Cumberland, February 9, 2018.
3. Whistler Trail Standards, Whistler Cycling Committee, Summer 2003
4. Occupiers Liability Act, 1997

Sincerely,

Tanya Spafford

Tanya Spafford
Administrative Assistant, Village of Port Alice

Bonnie Danyk

From: David Mitchell <david@cfmw.ca>
Sent: Monday, November 18, 2019 12:06 PM
To: Kevin Cameron; Jessica McLaughlin ; Angela ; 'Fred R ' ; Gaby ; 'Jim Herculson ' ; Liza F ; Michelle Hunt; Shelley Downey ; 'Damaris ' ; Derek Koel ; 'Elizabeth AH'; Jon L ; Megan Hanacek; Pat E ; Shannon B
Cc: Bonnie Danyk ; 'Christie'; 'Danielle'; 'Donna ' ; 'Lawrie'; Riley
Subject: Small Business In Our Communities - An Attraction Plan
Attachments: Planning_session_MyVIN 2020.docx; GBCBS Overview.docx; Venture Connect Overview.docx

Good morning,

As you know, the Vancouver Island Training and Attraction Society (VINTAS) has been running a worker “attraction campaign” for the past year and a half. Recently VINTAS and Community Futures met to consider expanding the attraction campaign toward attracting and retaining “small businesses and entrepreneurs” to our region.

In October 2020 there is going to be a great opportunity to showcase our region as well as the small business opportunities that we have. The GREAT BC BUSINESS SALE, to be held at the Vancouver Trade and Convention Centre on October 3, 2020, will be a showcase of BC’s rural regions, communities and business. The Great BC Business Sale is the brainchild of Venture Connect, a subsidiary company of 6 Island Coastal Community Futures.

We believe that our region and businesses will show well at this event and so WE NEED TO PLAN FOR IT! A partnership between VINTAS, our North Island Communities and Businesses, Community Futures and Venture Connect will make for a powerful presence at “*the largest, most interactive showcasing of businesses for sale in British Columbia where buyers from BC and around the world will meet.*”

Our planning session will focus on how we can organize our North Island Communities and Businesses over the coming 10 months so that we can have the most positive impact in October 2020 and benefit our regional economy for years to come.

The attached documents will give you some background in preparation for our November 27 session.

Please confirm your attendance by Monday, November 25.

We hope you can attend this important planning session:

What: Entrepreneur and Business Attraction Planning Session
Where: Community Futures Mt. Waddington (14-311 Hemlock Street, Port McNeill)
Date: November 27, 2019
Time: 11:00 a.m. – 2:30 p.m.

LUNCH WILL BE PROVIDED.

If you have any questions please don’t hesitate to call me at the number below.

Sincerely,



**SMALL BUSINESS IN OUR COMMUNITIES:
AN ATTRACTION, RETENTION AND DIVERSIFICATION PLAN
PROJECT PLANNING SESSION
NOVEMBER 27, 2019 - COMMUNITY FUTURES OFFICE**

TOPIC	TIME	LEAD
Introductions	11:00 – 11:10	All
VINTAS and the Attraction Campaign - Review	11:10 – 11:30	Pat English/Angela Smith
The Great BC Business Sale – Overview	11:30 – 11:45	Darrell Goertzen and Lori Camire
The Role of Venture Connect	11:45 – 12:00	Darrell Goertzen
LUNCH		
The Opportunity for Vancouver Island North Communities and Businesses	12:30 – 12:45	Angela and David
Small Group Brainstorming Developing the Workplan	12:45 – 1:45	Small Groups
Small Group Reports	1:45 -2:30	Group Reports



"MY VANCOUVER ISLAND NORTH"

MYVIN 2020: STRATEGIC ENGAGEMENT AND MARKETING PLAN

**SMALL BUSINESS IN OUR COMMUNITIES:
AN ATTRACTION, RETENTION AND DIVERSIFICATION PLAN**



**Vancouver Island North
TRAINING & ATTRACTION SOCIETY**

VINTAS MARKETING COMMITTEE 2020

WWW.MYVANCOUVERISLANDNORTH.CA #MYVIN

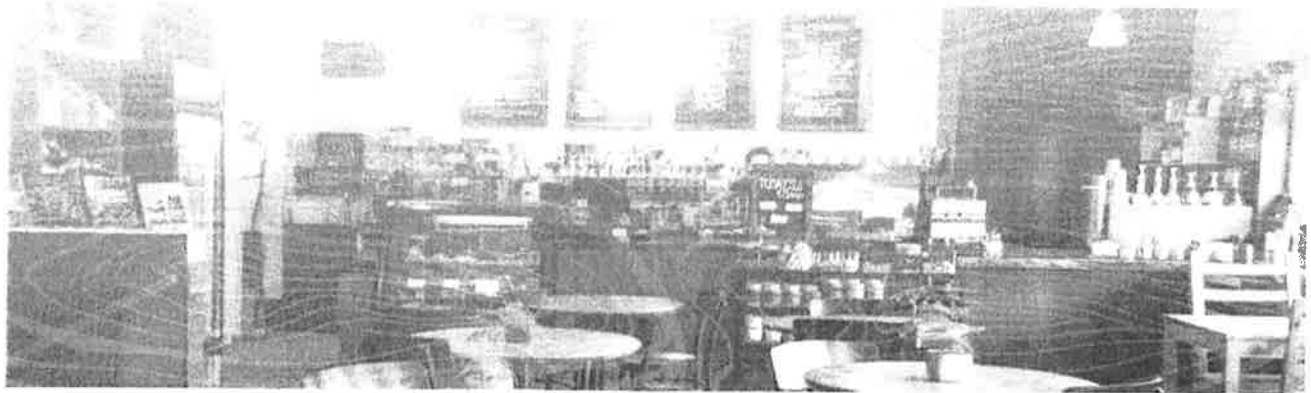


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PROJECT PROPOSAL

SMALL BUSINESS IN OUR COMMUNITIES: AN ATTRACTION, RETENTION AND DIVERSIFICATION PLAN.

OVERVIEW

Vancouver Island North Training and Attraction Society (VINTAS) has completed the first phase of the *My Vancouver Island North (MyVIN)* community attraction campaign which ran from May 31, 2018 through July 31, 2019. The community attraction campaign was a comprehensive piece of a larger attraction and training strategy that has been in development with community partners, local government, First Nations, businesses and educators since 2016.

The target audience of the attraction campaign was 20 – 40 year old workers, professionals and young families who would show interest to relocating to the region. The findings of the social media and web campaign is that the target audience showed limited interest in relocating to the region or engaging online around regional offerings and liveability. When the youth demographic did engage, there was a high bounce rate, meaning they left the web page in less than 60 seconds.

Where we did find engagement on social media and website viewership was in the 45 – 65 year old age demographic from largely urban or suburban regions of British Columbia. Analytics showed them to have interest in food, cooking, green living, and home and garden. They also enjoy outdoor activities, are online and value shoppers, and spend a fair amount of online time looking at news and politics. Once on our website they tend to look at the ipages on housing, health, “our stories” and communities. (Information retrieved from Google Analytics.) Our lifestyle messaging was not crafted directly to this demographic, however, it seems to have resonated with them the most.

By the age, location and interests of our key audience, it is reasonable to extrapolate that many of them are established in their careers, have equity, and if they have children they are most like getting older. Their interests may also express they value a home-oriented and outdoor lifestyle. There are studies that indicate this age of person is more likely to be focused on more fulfilling jobs and positions, buy or start a small businesses, invest in community through housing starts, and engage in volunteerism. (Small Business BC, 2017.)

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THE CURRENT CLIMATE: OPTIMIZING THE OPPORTUNITY, & OUR AUDIENCE

On the ground in our communities we are seeing signs of social, cultural, economic and environmental changes in our populations, organizations and institutions. Large employers and resource industries in the region are in a state of flux, and the messaging from Provincial and Federal Government is that policy changes may occur that will impact the traditional manners of resource sector operations for large businesses in rural Canada. There is further messaging from Government occurring, which calls for small communities is to be adaptive, innovative, responsive, and demonstrate an understanding the old and established systems in our communities are increasingly subject to change.

With these current and potential changes noted in our region's primary industries, the employment climate represents challenges for youth and young families who need stable, higher paid and lower-risk employment. Addressing or fixing these challenges is outside of our committees' scope and ability. However, and positively, our main established Campaign audience is not subject to the same social, employment and community needs, nor do people have the same employment desires at 50 as someone at 25 with young children at home. Working with the strengths of our known audience and opportunities in the region is where we see MyVIN 2020 going.

In the Regional District of Mount Waddington the small and micro business sector is of vital importance to livability. Our small businesses and their proprietors are icons in each community. Small businesses have the ability to be responsive to market changes, quickly transition inventories, and look for opportunities where larger businesses can't, and as noted, our established audience "is more likely to buy or start a small businesses, invest in community through housing starts, and engage in volunteerism." (Small Business BC, 2017.)

In light of this, in re-envisioning our campaign, and in focusing on emergent opportunities for entrepreneurs, and a slightly older age bracket we:

- work in alignment with our attraction campaign findings of the past year
- show responsiveness to current economic indicators and realities
- put focus to economic development, as opposed to staffing issues
- support entrepreneurs and investment in the region
- engage community members and provide resources for success and retention
- foster business succession planning or start-ups
- meet our current budgetary parameters. Note that launching a new program to a new audience on a limited budget is challenging, and puts us in the same place as were at the outset of the 2018 campaign.

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GOALS & OBJECTIVES – ATTRACTION, DIVERSIFICATION AND RETENTION

THE BIG PICTURE: Re-envision the economy and investment structure of our communities to support more small business, specialty services, and cottage industries – through a lens of adaptive social, economic and environmental systems change

PROPOSED STEPS: A DRAFT WORKPLAN

1. Gather data for current and future entrepreneurs that educates them about options, opportunities and supports. Consolidate the information so it is clear and concise - make a MYVIN branded package
 - a. *Consider forming a small-business task force for the project and partner with organizations like CFMW, Venture Connect, Small Business BC, ICET, Vancouver Foundation*
2. In each community, identify and engage with entrepreneurs
3. Further engage with businesses interested in both self-promotion and succession planning – with special focus on businesses that are looking at sale or succession either immediately or within a five-year time frame
4. Provide support for businesses in succession planning by partnering with experts
 - a. Venture Connect (Appendix A)
 - b. Great BC Business Sale (Appendix B)
5. Engage in marketing opportunity in the region, and use the strength of our existing audience and channels
6. Expand our reach to the new target demographic through an advance targeted marketing plan
 - a. Engage in the Great BC Business Sale, October 2020 (Appendix B)

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SHORT- TERM TIMELINE AND TASKS ASSOCIATED WITH THIS PROJECT

Start with the timing of the Great BC Business Sale, October 3, 2020, view it as a “cumulative, celebratory showcase of our initiative and region” and work backwards from there.

NOVEMBER – DECEMBER 2019 – Data Gathering & Determination of Partners

1. Gather data for current and future entrepreneurs that educates them about options, opportunities and supports.
 - a. Consider forming a small-business task force for the project and partner with organizations like CFMW, Venture Connect, Small Business BC, ICET, Vancouver Foundation
 - b. Have a planning session at CFWM (November 27) to support this process
 - i. *Consider community support, partner organizations, external resources and connections to leverage opportunity and funds*
 - ii. *Engage with other communities who have been through transition/diversification*
 1. *Research resources they found they needed in order to launch/gain support from Government organizations with funding & transition teams*
 2. *Grants for community development & systems change they used*
2. Consolidate the information so it is clear and concise - make a MYVIN branded package
3. Make a detailed project outline and action plan for the initiative in the magnitude of \$50,000.00

JANUARY – JUNE 2020

Business engagement phase

Online marketing campaign for small business and opportunities starts

JULY – SEPT 2020

Work with our Island Region partners and GBCBS organizers to ensure that we have the most attractive and consistent regional display possible at the Vancouver Trade and Convention Centre.

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Business and Entrepreneur Attraction

- Rural communities continue to lose ground on business retention. Business owners, like the larger society demographic are aging and looking to retire from their business. In rural communities, finding new entrepreneurs to take over, or attracting new entrepreneurs to our rural regions is a growing challenge and one that we must succeed at if our rural communities are to survive.
- To succeed here on Vancouver Island North we must be able to demonstrate the competitive advantages that our communities offer to prospective entrepreneurs and professionals.

Showcasing Rural Opportunities

- We need to be creative in ways to engage with investors, excite them on the diversity of opportunities throughout our province and expose them to all of British Columbia. The easiest and best way to do this is to bring the communities and opportunities to them. Hosting the Great BC Business sale in the Lower Mainland will allow for easy access for communities to participate and introduce themselves to the largest concentration of potential investors.
- **The Great BC Business Sale** is going to be a world-class event at the Vancouver Trade and Convention Centre in October 2020.
- Organized by the 6 main BC Economic Regions, including Vancouver Island, each region will have space for sub-regions, including Vancouver Island North.
- Our audience will be potentially thousands of Lower Mainland individuals and families that are seeking opportunities outside the Lower Mainland. Opportunities that include both a more rural life style and the opportunity to buy or start a small business.

The Trade Show Opportunity – Vancouver Island North Communities

- This is a fantastic opportunity to not only display the beauty and lifestyle of Vancouver Island North, but to open our doors to prospective entrepreneurs so they can experience the business opportunities that exist in our communities:
 - Vancouver Trade and Convention Centre
 - Just Under 30,000 Square Feet
 - Organised by region
 - Each region (e.g. Vancouver Island) will have a Welcome Booth and Sub-regional Booths
 - Two sizes 5 x 10 and 10 x 10
 - 1 attendee included per booth; additional attendees \$150 each
 - Booths representing populations less than 25,000 - reduced fee

GREAT BC BUSINESS



Trade Show Opportunity - Vancouver Island North Business

If your business is for sale, or you've started thinking about selling, the Great BC Business Sale is your opportunity to participate in the largest, most interactive showcase of businesses for sale in British Columbia!

- 24" x 36" poster to expose business or community opportunities, showcased in business opportunity section within our sub-region
- May be purchased instead of or in addition to booth purchase
- Attendance not required, but 1 entrance included in price
- GBCBS will assist with messaging, print and placement at event

On-Line Listings

- GBCBS website being developed.
- Free to List
- Must be vetted (price is valid and owner ready to sell)
- Commercial Realtors may obtain blanket approval
- \$250 if vetting required (performed by Venture Connect)

Venture Connect is a subsidiary of 6 Island Coastal Community Futures offices and a working partner with the remaining Community Futures offices throughout BC. With priority on rural BC, the subsidiary's focus is business retention in BC during unprecedented demographic shifting and business transitions.

With economic development as our foundation, Venture Connect occupies a very unique space within the "business buy and sell marketplace." We recognize the importance of local knowledge and experience and utilize our collaborative relationships with Community Futures, Economic Development Agencies, Immigration Consultants, Real Estate Agents, Brokers and Government to achieve mutual goals.

We assist:

- Business owners to prepare for the sale of their business and understand their position in the buy/sell marketplace
- Business buyers, both local and foreign, to identify and acquire appropriate businesses
- Listing agents, business sellers and economic development agencies to expose their opportunities and connect them with buyers
- Economic development agencies and government by gathering and analyzing data and providing trends in the rural business landscape
- Quality and speed of service, trust, doing the right thing, paying attention and thinking and acting innovatively all matter to achieve desired results.

We are Business Succession Specialists, providing professional guidance to BC business owners to plan for their transition and ready their business for sale, through Real Estate or as a For Sale by Owner.

Selling A Business

- List Your Business
- Hidden Listing Service
- Price Determination
- Business Fact Sheet
- Seller Assistance
- Sale Mediation
- Sale Preparation Packages
- Exit Essentials Package
- Transition Plan Package

Buying A Business

- Browse Business Listings
- Email Alert Service
- Business Search Service
- Business Planning Service
- Price Validation Service
- Free Initial Consultation
- Mergers and Acquisitions Service
- Concierge Service
- Business Financing

Working With Rural Communities

There are real people behind Venture Connect who care and work diligently to assist business buyers and sellers. Leveraging our established network throughout British Columbia and today's technology we work effectively and efficiently with business buyers and sellers from anywhere in the world, and at competitive prices.

Our rural communities in British Columbia, are a perfect backdrop for entrepreneurs to start, build and expand their business. Our rural lifestyles enable short commutes to work. Most of us live in homes and our homes are affordable. Quality of life is supported by our many important assets like our hospitals, sports facilities and transit. Our infrastructure includes all levels of education including a college and high speed internet.

