



AGENDA
for the
Lakes Economic Diversification Committee



Monday
November 27, 2017
Council Chambers
6:00 pm

"The Village of Burns Lake is a diverse community where residents enjoy a high quality of life, supported by economic and environmental sustainability, and a vibrant community spirit."

2017 MUNICIPAL OBJECTIVES

The Village will work to strengthen the local economy, support the growth of our existing businesses and increase our economic diversity.

- The Village will form a task force that will assess impact to Burns Lake and surrounding areas of a reduction in timber supply.
 - i. The Village will seek funding for a resource to lead task force work.

- The Village will continue implementation of the 2016 - 2018 Economic Development Strategic Plan
 - i. Conduct New Business Survey
 - ii. Improve Village Investment Readiness
 - iii. Survey Consumer Spending
 - iv. Select Economic Measures and Establish a Baseline
(e.g. number of businesses by type, local employment rates, employment by industry)

The Village will maintain and improve municipal infrastructure and services.

- The Village will continue to pursue funding for the replacement of the water tower, and will undertake necessary preparations to ensure the water tower is replaced before the end of its useful life.
- The Village will continue to repair streets in a fiscally responsible manner.
- The Village will continue to pursue grant funding for major infrastructure projects.
- The Village will review downtown revitalization priorities for safety, traffic flow, parking and economic development.

The Village will manage its revenues and expenses responsibly.

- The Village will set three-year targets for the infrastructure deficit.

The Village will provide and support recreation, healthy living and cultural opportunities.

- The Village will create a Village Recreation Master Plan and use this plan to manage Village investments in recreation and programs that are offered.
- After the master plan has been created, the Village will consider a variety of subsidization levels for recreation, and the associated growth or decline in programming
- Prior to 2018 budget planning, the Village will set a subsidization target for 2018

AGENDA

Lakes Economic Diversification Committee for the Corporation of the Village of Burns Lake, held in Council Chambers on November 27, 2017 at 6:00 p.m.

TOPIC	PAGE
1. CALL TO ORDER	
2. APPROVAL OF AGENDA	
3. PUBLIC COMMENT	
<i>When recognized by the presiding member during the Public Comment portion of any regular or special meeting of the committee, and only after giving their names and addresses, persons from the audience may address the committee on a matter for not more than 2 minutes. When speaking during the Public Comment or Public Question Period, persons must address their remarks to the presiding member, use respectful language, not use offensive gestures or signs, and only address current agenda items. No person from the audience may address the committee more than once during the Public Comment and Public Question Period.</i>	
4. ADOPTION OF THE MINUTES	
Recommendation	
THAT the November 6, 2017 Minutes of the Regular Meeting of the Lakes District Economic Diversification Committee be adopted.	5
5. NEW BUSINESS	
a) Asset Mapping Brainstorming Exercise – EDO V. Anderson	8
b) Questions for Consultants on December 6 th , 2017 – Councillor M. Riis-Christianson.	
6. BUSINESS ARISING	
a) Questions/Feedback on EcoPlan International Proposal – Councillor M. Riis-Christianson, Verbal	10
b) Review of 2012 Tourism Plan and Lake Babine Nation Tourism Strategy.	
7. PUBLIC QUESTION PERIOD	
<i>When recognized by the presiding member during the Public Comment portion of any regular or special meeting of this committee, and only after giving their names and addresses, persons from the audience may address the committee on a matter for not more than 2 minutes. When speaking during the Public Comment or Public Question Period, persons must address their remarks to the presiding member, use respectful language, not use offensive gestures or signs,</i>	

and only address current agenda items. No person from the audience may address the committee more than once during the Public Comment and Public Question Period.

6. CLOSED MEETING RESOLUTION

Recommendation:

THAT the meeting be closed to the public under section 90 (1) (a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position offered by the municipality; (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of council, could reasonably be expected to harm the interests of the municipality if they were held in public.



**MINUTES OF THE REGULAR MEETING OF THE LAKES DISTRICT
ECONOMIC DIVERSIFICATION COMMITTEE FOR THE CORPORATION
OF THE VILLAGE OF BURNS LAKE HELD IN COUNCIL CHAMBERS ON
Monday, November 06, 2017 AT 6:00 PM**

PRESENT

Councillor M. Riis-Christianson
P. Goertzen
S. Burkholder
R. van Zanten
C. Tom
H. Cunningham
EDO V. Anderson
City Clerk R. Billard

GUESTS

None

PUBLIC

None

MEDIA

None

CALL TO ORDER

Chair M. Riis-Christianson called the meeting to order at 6:05 pm.

APPROVAL OF AGENDA

It was moved and seconded by the Committee

ED-2017-11-06: 4

THAT the Agenda for this meeting be approved.

CARRIED

PUBLIC AND STATUTORY HEARINGS; AND READINGS OR ADOPTIONS

PUBLIC COMMENT

None

ADOPTION OF MINUTES

It was moved and seconded by the Committee

ED-2017-11-06: 5

**THAT the October 23, 2017 minutes of the Regular Meeting of
Lakes Economic Diversification Committee be adopted.**

CARRIED

NEW BUSINESS

Schedule of Committee Meetings

- November 27th
- December 6th 2017 (Special)
- January 8th 2018
- February 5th 2018

- ⁶ March 5th 2018
- April 9th 2018
- May 7th 2018
- June 4th 2018
- July 9th 2018
- August 6th 2018
- September 3rd 2018
- October 8th 2018
- November 5th 2018

It was moved and seconded by the Committee

ED-2017-11-06: 6

THAT the Schedule of Committee meetings be scheduled for the first Monday of every month at 6 pm;

AND THAT an additional meeting be scheduled for November 27th 2017 at 6 pm;

AND THAT additional meetings be scheduled as required by the Committee.

CARRIED

Peter Kenyan Video

- The Committee discussed Asset Based Community Development
- The Committee discussed community themes and branding.
- There was a discussion about marketing.
- There was a discussion about the Village of Burns Lake motto 'It's only Natural.'
- There was a discussion about cattle and American feedlots.
- The Committee discussed food sustainability.
- There was a discussion about food regulations and local markets.
- The Committee discussed 4H and farmer's markets.
- There was a discussion about 'Beyond the Market.'
- Local branding was discussed.

Review of Existing Studies for the Lakes District

- The Committee discussed studies and strategies used in the RFP.
- The Committee was given a copy of the Lake Babine Nation Aboriginal Tourism Report for review.

It was moved and seconded by the Committee

ED-2017-11-06: 7

THAT the Committee read the Tourism BC Community Tourism Plan 2012 – Burns Lake and the Lakes District and

the Lake Babine⁷ Nation Regional Aboriginal Tourism Report
in order to discuss these at the November 27, 2017
Committee meeting.

CARRIED

Set Date for First Meeting with Consultant

It was moved and seconded by the Committee

ED-2017-11-06: 8

**THAT a Committee meeting be scheduled for Wednesday
December 6th at 6 pm so that the Committee can meet with
the Consultants.**

CARRIED

PUBLIC QUESTION PERIOD None

**RELEASE OF CLOSED
MEETING RESOLUTIONS** None

CLOSED MEETING RESOLUTION

It was moved and seconded by the Committee

ED-2017-11-06: 9

**THAT the meeting be closed to the public under section 90
(1) (a) personal information about an identifiable individual
who holds or is being considered for a position as an
officer, employee or agent of the municipality or another
position offered by the municipality; (c) labour relations or
other employee relations; (k) negotiations and related
discussions respecting the proposed provision of a
municipal service that are at their preliminary stages and
that, in the view of council, could reasonably be expected
to harm the interests of the municipality if they were held in
public.**

CARRIED

CHAIR

CORPORATE OFFICER

Certified to be a true copy of the minutes of the Regular Meeting of the Lakes District
Economic Diversification Committee for the Village of Burns Lake held on Monday, November
06, 2017

ABOUT US: KEY INFO AND ASSET INVENTORY

DESCRIPTION

In order to identify which economic activities make the most sense for your community, it's important to have a good understanding of your current context through gathering key information and mapping your assets.

RATIONALE

- Assists in strategic objective setting keeping priorities realistic and focused
- Helps with marketing, investment attraction, funding applications, creating new partnerships and identifying opportunities

LOGISTICS

Duration: as needed for info gathering; 60-90 minutes for asset inventory

Format: data gathering by project lead, individual or small group discussion for inventory

Key Players: primarily project lead; could also involve other team members

Resources: existing documentation (OCP, community profile, statistics, webpage); BC Stats, Statistics Canada and other info sources; community asset inventory if it exists

OUTPUT

A reference sheet of key community information and statistics, as well as a categorized asset inventory.

PROCESS

1. *Work with what you have:* look first to your OCP, community profile and other informational/strategic sources— you can quickly start populating your list based on whatever work has been done in the past.

2. *Know your facts:* before embarking on asset mapping, ensure that you have some of the basic statistics easily available (ideally in one snapshot) for your community. This should include: population (current, historic and projected), age distribution and trends, educational distribution, median household income and employment rates at the minimum, and any business data your community collects.

3. *List your assets:* once you've got your essential stats at hand, you'll want to move on to brainstorming assets under the categories described below. This could consist of the economic lead taking an hour or two to get a working list down, or involve a more collaborative brainstorming meeting with the council, project team or community stakeholders. Use the asset categories and descriptions on the following page, in conjunction with the inventory template, to generate a list for your community that highlights everything that could be considered an asset. Capture this overview in the [Key Facts Template](#).

ABOUT US: KEY INFO AND ASSET INVENTORY



TEMPLATES,
TIPS &
EXAMPLES

ASSET CATEGORIES

Asset Category	Description	Examples
Physical infrastructure	This is what often springs to mind when considering asset inventories. List the physical infrastructure in your community that has the most significant economic impact.	<ul style="list-style-type: none"> • Transportation infrastructure • Utilities • Community facilities and housing • Information systems, connectivity
Economic land assets	Consider the non-privately owned land in the area, as well as zoning, availability and general costs. These lands are those that could be used directly for economic gain (e.g., development or resource extraction).	<ul style="list-style-type: none"> • Agricultural lands • Natural resources (energy, forests, mining, water) • Industrial land • Vacant land
Natural assets	These are assets that are intended to be kept in their natural state and not used for direct economic/development purposes.	<ul style="list-style-type: none"> • Bodies of water (lakes, rivers, ponds, streams) • Forests • Parks and recreation areas
Local institutions	This “influencers” category consists of institutions that provide governance, education or leadership in your community. This includes political assets.	<ul style="list-style-type: none"> • Educational • Political and governing bodies • Religious • Other Associations
Economic drivers	This broad group characterizes any organization involved in the production, distribution and consumption of goods and services in a community. Focus on your key and emerging economic drivers.	<ul style="list-style-type: none"> • Industry • Businesses • NGOs and non-profits • Public sector employment
Historical and cultural features	These encompass unique aspects of your community that serve as part of its identity and/or as a draw for visitors, residents or businesses.	<ul style="list-style-type: none"> • Landmarks • Tourism draws • Historical sites • Cultural events and arts “scene”
Human assets	Here you at least want to get a general idea of the people-based resources and skills that you could lean on for your economic development work.	<ul style="list-style-type: none"> • Identifying individuals with talent, skill, experience or time to contribute or be connected with for guidance • Social networks and organizations

MEMORANDUM

TO: Lakes District Economic Diversification Committee

DATE: November 22, 2017

FROM: Councillor Michael Riis-Christianson

RE: Questions/Feedback on Proposal

DISCUSSION:

The principals of EcoPlan International, the company chosen to facilitate our Asset Based Community Development exercise, are scheduled to meet with us on December 6.

The consultants are likely to ask us for input on the following questions:

- (a) What balance do we want to see between 'expert' advice and community driven solutions?
- (b) What role do we see the LDEDC playing in this project?
- (c) Stakeholder engagement, namely
 - a. What stakeholders and partners do we feel we should be engaging?
 - b. How do they wish to be engaged?
- (d) What are our initial thoughts around economic objectives, community assets, opportunities, and competitive advantages?

I believe we should discuss the above November 27 so that we present a unified position when meeting with the consultants on Dec. 6.

Of course, the Dec. 6 meeting will also give us an opportunity to ask questions of the consultants. I believe it would be appropriate for us to have a list of questions prepared in advance so that we can make the most of our time with EcoPlan International. For this reason, **please bring your questions to the November 27 meeting so we can discuss them and develop a comprehensive list.**

Below are some of the questions I would like to ask at the meeting:

1. What role does EcoPlan see the committee playing in this project?
2. A key component of ABCD is community asset mapping. How do you propose to conduct this, and what level of detail will it provide us? The Lake Babine Nation is embarking on a community engagement process. Do you see an opportunity to collaborate with LBN during engagement, and if so, how do you see it rolling out?
4. We feel we may be able to do without a stand-alone website for this project, and use VBL's site. How do the consultants feel about this? Might it be possible to put some of these funds into more direct community engagement events (e.g., an additional community forum)?
5. Is there an additional cost for 'optional community engagement activities' (e.g., small group discussions, and community survey)? We clearly want this engagement to be as comprehensive as possible and involve as many people as possible.
6. Describe EcoPlan's approach to community forums. Who will facilitate them?
7. This proposal contains a significant 'local hire' component. How does EcoPlan intend to identify and recruit prospective 'helpers'?

8. Citizen buy-in and participation is crucial in ABCD. I personally don't want people to simply give us 'wish statements'. I want them to say: "This is what is important to me, and here's what I'm willing to do to make this happen." What is the best way to ensure this happens?
9. A group of people attend a community meeting and indicate they would like to see a dog park developed. They are willing to work on this project. How would EcoPlan deal with this type of request? Does it have a place in the end product of this ABCD exercise, and how would it be incorporated?
10. The RFP clearly indicated that we want this exercise to result in concrete, tangible projects and actions, and not a 'plan that will sit on the shelf.' How does this fit with EcoPlan's suggested work plan and deliverables? How will the final strategy be presented?