



Regional District of Central Kootenay  
CRESTON VALLEY SERVICES COMMITTEE  
Open Meeting Agenda

**Date:** Thursday, May 2, 2024  
**Time:** 9:00 am  
**Location:** Creston and District Community Complex - Erickson Room  
312 19 Avenue North, Creston, BC

Directors will have the opportunity to participate in the meeting electronically. Proceedings are open to the public.

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Pages

**1. WEBEX REMOTE MEETING INFO**

To promote openness, transparency and provide accessibility to the public we provide the ability to attend all RDCK meetings in-person or remote (hybrid model).

**Meeting Time:**

9:00 a.m. PST

**Join by Video:**

<https://rdck-bc-ca.zoom.us/j/94420593755?pwd=TnRxLzFpNE1UL2hKa2ZhdHFHdllpZz09>

**Join by Phone:**

833 955 1088 Canada Toll-free

**Meeting Number (access code):** 944 2059 3755

**Meeting Password:** 724522

**In-Person Location:**

Creston & District Community Complex  
312 19th Ave, Creston, BC

**2. CALL TO ORDER**

Chair DeBoon called the meeting to order at [Time] a.m.

**3. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT**

We acknowledge and respect the Indigenous peoples within whose traditional lands we are meeting today.

**4. ADOPTION OF AGENDA**

**RECOMMENDATION:**

The agenda for the May 2, 2024 Creston Valley Services Committee meeting be adopted as circulated.

**5. RECEIPT OF MINUTES**

5 - 9

The April 4, 2024 Creston Valley Services Committee minutes, have been received.

**6. DELEGATE**

**6.1 Wildsight - Watershed Management**

Jim Smith, from Wildsight, will speak about watershed management in the Valley to the Commission.

**6.2 Creston Valley Tourism Society**

10 - 16

Jesse Willicome and Tammy Verigin-Burk, from Creston Valley Tourism Society will present on Creston Valley Tourism's Strategic Planning and the Municipal Regional District Tax Renewal Process to the Commission.

**7. STAFF REPORTS**

**7.1 For Information: Dog Control in the RDCK**

17 - 21

The Committee Report dated April 24, 2024 from Jordan Dupuis, Bylaw Supervisor, re: Dog Control, has been received.

**8. NEW BUSINESS**

**8.1 Discussion Item: Kootenay Employment Services and The Economic Action Partnership**

22 - 23

Director DeBoon requested a discussion with the Committee regarding the request for grant funding for the proposed Southern BC Agricultural Forum from Kootenay Employment Services and the Economic Action Partnership.

Please note: Attached are the Kootenay Employment Services and the Economic Action Partnership request letter from the April 4, 2024 Creston Valley Services Committee meeting for reference.

**8.2 Discussion Item: Fields Forward**

24 - 33

Director DeBoon requested a discussion with the Committee regarding the request for grant funding for the Fields Forward and Creston Valley Food Action Coalition Harvest Share Program.

Please note: Attached are the Fields Forward presentation and budget from the April 4, 2024 Creston Valley Services Committee meeting for reference.

- 8.3 Imagine Kootenay Partnership** 34 - 41  
The Memorandum of Understanding for Imagine Kootenay Partnership, dated March 1, 2024 has been received.

**9. OLD BUSINESS**

- 9.1 Review Action Item List** 42 - 44  
The Committee will review the action items list from the April 4, 2024 Creston Valley Services Committee meeting.

- 9.1.1 Action Item 6 - Toilets and Garbage at Martell Beach**  
Chair DeBoon requested an update on action item 6:  
  
*Staff to communicate to Ministry of Transportation and Infrastructure (MoTi) that there is a benefit to the community if they came to some resolution to keep the toilets and garbage at Martell Beach.*

- 9.1.2 Action Item 10 - Trailer Access at Martell Beach**  
Chair DeBoon requested an update on action item 10:  
  
*That staff reach out to Ministry of Transportation to get their response/interest on Martel Beach regarding blocking trailer boat access.*

- 10. PUBLIC TIME**  
The Chair will call for questions from the public and members of the media at \_\_\_\_\_ a.m./p.m.

**11. IN CAMERA**

- 11.1 Meeting Closed to the Public**

**RECOMMENDATION:**

In the opinion of the Board - and, in accordance with Section 90 of the Community Charter – the public interest so requires that persons other than DIRECTORS, ALTERNTAE DIRECTORS, DELEGATIONS AND STAFF be excluded from the meeting;

AND FURTHER, in accordance with Section 90 of the Community Charter, the meeting is to be closed on the basis(es) identified in the following Subsections:

90. (1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

**11.2 Recess of Open Meeting**

**RECOMMENDATION:**

The Open Meeting be recessed at [Time] in order to conduct the Closed In Camera meeting.

**12. NEXT MEETING**

The next Creston Valley Services Committee meeting is scheduled for May 30, 2024 at 9:00 a.m. PDT.

**13. ADJOURNMENT**

**RECOMMENDATION:**

The Creston Valley Services Committee meeting be adjourned at [Time].



**Regional District of Central Kootenay  
CRESTON VALLEY SERVICES COMMITTEE  
Open Meeting Minutes**

**9:00 am MST  
Thursday, April 4, 2024  
Creston and District Community Complex - Erickson Room  
312 19 Avenue North, Creston, BC**

**COMMITTEE MEMBERS PRESENT**

Committee Member A. DeBoon	Town of Creston
Committee Member G. Jackman	Electoral Area A
Committee Member R. Tierney	Electoral Area B
Committee Member K. Vandenberghe	Electoral Area C

**RDCK STAFF PRESENT**

S. Horn	Chief Administrative Officer
Y. Malloff	Chief Financial Officer – RDCK
J. Chirico	General Manager of Community Services
C. Stanley	Regional Manager – Operations and Asset Management
T. Davison	Regional Manager - Recreation & Client Services
M. Crowe	Park Planner
J. Jackson	Emergency Program Coordinator
C. Feeney	Meeting Coordinator

**CRESTON STAFF PRESENT**

M. Moore	Chief Administrative Officer – Creston
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**1. WEBEX REMOTE MEETING INFO**

To promote openness, transparency and provide accessibility to the public we provide the ability to attend all RDCK meetings in-person or remote (hybrid model).

**Meeting Time:**  
9:00 a.m. PST

**Join by Video:**

<https://nelsonho.webex.com/nelsonho/j.php?MTID=mdd69894035cfc4f7093e125523e8da4f>

**Join by Phone:**

+1-604-449-3026 Canada Toll (Vancouver)

**Meeting Number (access code):** 2770 093 4113

**Meeting Password:** gVtAWEyN323 (48829396 from phones)

**In-Person Location:** Creston Erickson Room, Creston & District Community Complex, 312 19th Avenue, Creston, BC

**2. CALL TO ORDER**

Chair DeBoon called the meeting to order at 8:59 a.m.

**3. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT**

We acknowledge and respect the Indigenous peoples within whose traditional lands we are meeting today.

**4. ADOPTION OF AGENDA**

Moved and seconded,  
And resolved:

The agenda for the April 20, 2024 Creston Valley Services Committee meeting be adopted with the inclusion of Item 8.3 Propulso/Trans Canada Trail data before circulation.

**Carried**

**5. RECEIPT OF MINUTES**

The March 20, 2024 Creston Valley Services Committee minutes, have been received.

**6. DELEGATE****6.1 WLOKA FARMS**

Frank Wloka, Wloka Farms, gave a verbal presentation to the Committee on the devastating impacts to the agricultural operations when record breaking cold weather temperatures settled in Creston in January 2024. Frank shared that the fruit trees have suffered 100% bud mortality due to this weather event and they will have no fruit to sell this year. It is unknown how these trees will bounce back for 2025.

Frank answered the Committee's questions.

**6.2 FIELDS FORWARD**

Tanya Wall, from Fields Forward, will give a verbal presentation for the Fields Forward and Creston Valley Food Action Coalition.

Tanya Wall provided an overview of the many projects that Fields Forward and Creston Valley Food Action Coalition provide for the community. She provided insight on the different aspects of the organizations that need financial support. Fields Forward and the Creston Valley Food Action Coalition is requesting the Directors consider discretionary grant funding in the amount of \$10,000 for Harvest Share Program to help stabilize the program for 2024. They are also asking for a review to be conducted to redistribute funding from Kootenay Boundary Farm Advisors and the Central Kootenay Food Policy Council and use some of those funds for their projects.

Tanya answered the Committee's questions.

The Committee requested that Fields Forward and Creston Valley Food Action Coalition come back to the May Creston Valley Services Committee meeting to present on the grant funding request.

## **7. STAFF REPORTS**

### **7.1 EMERGENCY PROGRAM - QUARTER 1 REPORT**

The Committee Report dated March 25, 2024 from Jon Jackson, Emergency Program Coordinator, re: Emergency Program Report: 1st Quarter 2024, has been received.

Jon Jackson, Emergency Program Coordinator, provided an overview to the Committee regarding the Emergency program 1<sup>st</sup> quarter report. Jon highlighted the need to modernize their approach for recruitment and revamp the RDCK website/social media for Emergency Support Services.

Jon answered the Committee's questions.

## **8. NEW BUSINESS**

### **8.1 LETTER REQUEST FOR FUNDING: KOOTENAY EMPLOYMENT SERVICES AND THE ECONOMIC ACTION PARTNERSHIP**

The letter received March 26, 2024, from Leandri Kleinhans, Creston Valley-Kootenay Lake Economic Action Partnership Manager, re: Southern BC Agricultural Forum, has been received.

Leandri Kleinhans provided an overview of the proposed multi-day agricultural forum and the Economic Trust of the Southern Interior (ETSI-BC) funding request.

Leandri answered the Committee's questions.

### **8.2 DISCUSSION ITEM: HOMELESS SHELTER**

Director Vandenberghe requested an update from the Town of Creston regarding the Homeless Shelter.

The Committee had a discussion about the potential Homeless Shelter being considered in Creston. Michael Moore clarified that the Town of Creston is not involved in the homeless shelter and that it's being organized by a local non-profit group called the Creston Valley Den Society with BC Housing. The Town of Creston is helping to facilitate the conversation to help all voices be heard.

### **8.3 DISCUSSION ITEM: PROPULSO/TRANS CANADA TRAIL DATA**

Staff have requested a discussion with the Committee regarding Propulso/Trans Canada Trail data.

Mark Crowe, Parks Planner, provided an overview of Propulso and Trans Canada Trail who have partnered together to use cellular data from people phones who consent to share their location to track park & trail data. The Committee had a discussion to whether Creston Valley Services Committee would be interested in acquiring this sort of data for the parks in Creston, Area A, Area B and Area C. Mark answered the Committee's questions.

## **9. OLD BUSINESS**

### **9.1 Review Action Item List**

The Committee reviewed the action item list from March 20, 2024 Creston Valley Services Committee meeting.

Director Tierney requested that Committee members review the Action Item list and bring these back specific items on the next agenda to give staff time to prepare.

## **10. PUBLIC TIME**

The Chair called for questions from the public and members of the media at 11:12 a.m.

The members of the public had questions and comments regarding accessing Goat River and the Homeless Shelter.

The Committee and staff answered the public's questions.

## **11. IN CAMERA**

### **11.1 MEETING CLOSED TO THE PUBLIC**

Moved and seconded,  
And resolved:

In the opinion of the Board and, in accordance with Section 90 of the *Community Charter* the public interest so requires that persons other than DIRECTORS, ALTERNATE DIRECTORS, DELEGATIONS AND STAFF be excluded from the meeting;



AND FURTHER, in accordance with Section 90 of the *Community Charter*, the meeting is to be closed on the basis(es) identified in the following Subsections:

90 (1) A part of a council meeting may be closed to the public if the subject matter being considered relates to or is one or more of the following:

(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

**Carried**

**11.2 RECESS OF OPEN MEETING**

Moved and seconded,  
And resolved:

The Open Meeting be recessed in order to conduct the Closed In Camera meeting.

**Carried**

**12. NEXT MEETING**

The next Creston Valley Services Committee meeting is scheduled for May 5, 2024 at 9am MST.

**13. ADJOURNMENT**

Moved and seconded,  
And resolved:

The Creston Valley Services Committee meeting be adjourned at 12:10 p.m.

**Carried**

Digitally Approved By

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Arnold DeBoon, Chair

## Creston Valley Tourism - Your Destination Marketing Organisation

Renowned for its agri-tourism, vibrant arts, rich history, first nations culture, abundant outdoor recreation, and rustic rural charm, the Creston Valley offers visitors a remarkable experience set against a backdrop of picturesque mountains, forests, rivers, lakes, and rolling farmlands.

Research commissioned by Creston Valley Tourism indicates that the Creston area welcomed approximately 80,000 visitors in 2021, significantly contributing to the local economy through their spending at area businesses during their visits.

CVTS is optimistic about the future growth potential of the Creston Valley's tourism sector, driven by its distinctive offerings. This anticipated growth is expected to result in increasing revenue for tourism businesses in the coming years. As the Destination Marketing Organization (DMO) for the region, CVTS is committed to supporting this growth through data-driven planning, innovative marketing strategies, and collaborative partnerships, fostering the prosperity and sustainability of the tourism industry in the Creston Valley area.

### What is a Destination Marketing Organisation (DMO)?

Destination Marketing Organizations (DMO's) are non-profit tourism industry associations that work to promote and market local attractions, accommodations, tourism services, and associated retail stores, restaurants, events & more. The primary function of Creston Valley Tourism is to market the Creston Area as a tourism destination of choice. This is achieved through strategic multi-year planning and targeted tactical marketing.

### Why do you need a DMO?

*"Destination marketing plays an integral and indispensable role in the competitiveness of the visitor economy by pooling resources to provide the scale and marketing infrastructure to promote a place to national and international markets."*

- Oxford Economics Destination Promotion - An Engine of Economic Development Nov 2014

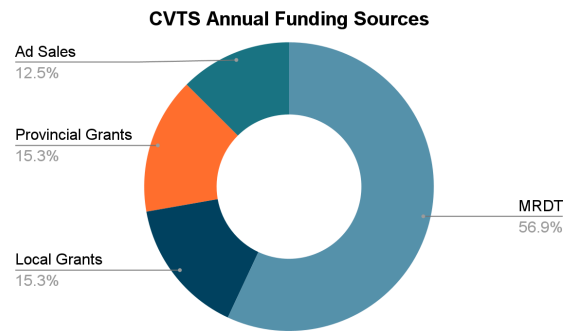
### Creston Valley Tourism is your DMO

Creston Valley Tourism Society was established as the DMO for the Creston Area in 2020. CVTS represents the area from Yahk in the east to the top of Kootenay Pass in the west, south to the Rykerts & Kingsgate border crossing and north to the bottom of Kootenay Lake. We also represent 150+ tourism stakeholders (accommodations, shops, restaurants, artisans, activity operators and attractions).

We are governed by a board of 11 directors representing the accommodation sector, tourism-related businesses, community organizations as well as local government. The board establishes the vision, mission, and objectives of the organization and approves the annual marketing plan and budgets. It ensures fiscal responsibility and fulfillment of the organization's mission via the execution of these marketing plans by staff and contractors.

### How is Creston Valley Tourism Funded?

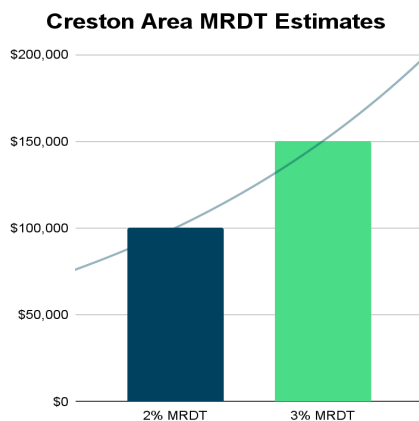
We are primarily funded by a 2% tax on overnight stays at accommodations in the area, known as the Municipal and Regional District Tax (MRDT), along with local and provincial grants and advertising sales for the visitor guide. The MRDT accounts for 55% of our budget.



### What is MRDT?

The Municipal and Regional District Tax (MRDT) was introduced in 1987, by the Provincial Government, to provide funding for local tourism marketing, programs, and projects. The tax is intended to help grow BC revenues, visitation, and jobs, and amplify BC's tourism marketing efforts in an increasingly competitive marketplace.

The MRDT is applied on the purchase of accommodation in the designated area. This tax is paid by the person booking the accommodation and remitted to the Ministry of Finance by the accommodation or booking platform (AirBnB, etc.). The BC Ministry of Finance then sends the funds to Creston Valley Tourism less an administration fee.



### Who sets the MRDT rate?

The MRDT program allows for a tax rate of 2% or 3%, selected according to the preference of the DMO and the eligible accommodators at the time of first applying or when renewing it. Once selected the rate is applied for the duration of the 5-year DMO mandate but may be changed at the next renewal, each five years after.

Currently in the MRDT program there are 66 community DMO's, of which 35 collect 2%, while 31 collect 3%, including Nelson, Fernie, Cranbrook & Rossland in the Kootenays

Guided by consultations with accommodators, CVTS applied and was approved for receiving the 2% rate from June 2020 to June 2025. CVTS will be undergoing the process throughout 2024 to renew the MRDT for another five years from June 2025 - June 2030, at either the current 2% or 3% as determined by consultation with area accommodations stakeholders (\*\*\*) See Appendix A for more information about this process.)

*"Having the marketing support from CVTS has made a noticeable impact on our business at Creston Hotel & Jimmy's Pub. The Visitor's Guide has been helpful in informing our guests about local attractions, encouraging them to explore more during their stay. As a result, we've seen a steady increase in both the length of stays and overall bookings over the past four years. Additionally, Jimmy's Pub has experienced an uptick in foot traffic, likely due to the increased number of guests staying at the hotel and seeking nearby dining options."*

**- Mimika Coleman - Creston Hotel & Jimmy's Pub**

## What is Our Vision, Mandate, Mission & Goals?

### Vision:

Our vision is that the Creston Valley will be transformed into an outstanding destination in BC through compelling marketing that attracts visitors to the area, provides a remarkable experience, and promotes sustainable tourism growth.

### Mandate:

To promote the Creston Valley & Area as an outstanding tourism destination in BC.

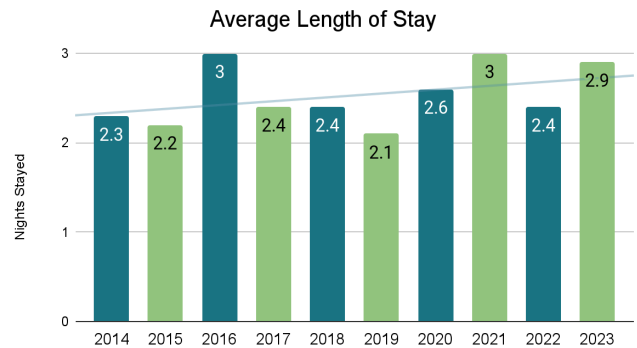
### Mission:

1. Work collaboratively with our community partners to provide strategic marketing that will attract more visitors to our area year-round (MARKETING);
2. Support remarkable visitor experiences that will celebrate our natural and cultural history and provide broad benefits to all members of the community (EXPERIENCES);
3. Provide industry leadership and create awareness within our community regarding the value of tourism (LEADERSHIP).

### Strategic Goals & Objectives:

#### Strategic Goal 1 - To Increase "Heads in Beds" at accommodations in the Creston Valley area

- To Increase overall annual occupancy
- To increase visitor stays during shoulder seasons
- To increase length of stay



#### Strategic Goal 2 - To support the economic development of the Creston Valley area's tourism sector

- To support visitors utilizing hospitality and tourism industry-related business services
- To support economic development & investment in tourism businesses
- To support jobs in the tourism sector

"Creston Valley Tourism has been invaluable to our business at Yahk Soap & Candle Company and Two Scoop Steve's. Many customers come in after finding our business in the Explore Creston Valley guides, on the website or on their Social Media. We also find the Visitor's Guide to be a fantastic resource to share with our customers when they have questions about what else to do in the area. We are sure this encourages people to stay and explore the area longer." - **Tammy Bessant, Yahk Soap & Two Scoop Steve**

## How Does Creston Tourism Support our Stakeholders?

CVTS plays a pivotal role in supporting our tourism stakeholders through three key areas:

### 1. Marketing:

- Develop and distribute destination marketing materials, such as the official visitor website, maps, and guides, to promote stakeholder businesses.
- Conduct targeted advertising campaigns in key markets across BC, Alberta, and the Northwest USA.
- Collaborate in regional and provincial marketing initiatives to expand exposure of the Creston area.
- Cultivate engagement on social media platforms, reaching followers on Instagram and Facebook.
- Facilitate visits by travel media and influencers to generate compelling stories about the Creston Valley, inspiring their readers and audiences.
- Offer advertising opportunities in prominent publications to stakeholders.
- Generate fresh photo and video content for the Creston Valley, supporting marketing efforts alongside Kootenay Rockies Tourism and Destination BC.



### 2. Research & Analysis:

- Gather, review, and analyze visitor data from sources including the Creston Valley Visitor Centre, Kootenay Rockies Tourism, and Destination BC.
- Conduct independent research to gain insights into visitor demographics, interests, and overall visitation to the area.
- Analyze data from marketing endeavors (e.g., website traffic, social media engagement, online ad performance) to evaluate the effectiveness of our promotional efforts.

### 3. Industry Leadership, Collaboration & Support:

- Engage stakeholders through regular communication channels such as our Business E-Newsletter, presentations, and participation in relevant committees and boards.
- Advocate for the tourism sector at local, provincial, and federal levels, addressing issues crucial to the industry's success.
- Provide support for new tourism initiatives through grants and loans, fostering development and growth within the sector.



*"We appreciate being able to provide guides and maps to our guests at the Motel. We've also had a number of customers book directly with us after finding us through [explorecrestonvalley.com](http://explorecrestonvalley.com), which saves us the significant commissions charged by online booking platforms." - Gillian Kemle - Valley View Motel*

## Highlights of Some of Our Work in 2023:

### Marketing:

1. Published 18,000 Visitors Guides, 3,000 Food & Farm Maps, and 3,000 Hiking Maps,
2. Distributed locally, regionally & provincially to 150 businesses, 20+ BC Visitor Centres, Hwy 3 from Cranbrook to Lethbridge, Canadian Rockies International Airport, & Kootenay Lake Ferry.
3. Maintained & updated official Visitors Website at [explorecrestonvalley.com](http://explorecrestonvalley.com), with 38,700 website visits with top traffic from Vancouver, Calgary, Edmonton, Cranbrook, & Seattle.
4. Oversaw digital advertising Campaigns on Google & Meta throughout 2023, reaching 1,506,713 people and driving 13,584 clicks to [explorecrestonvalley.com](http://explorecrestonvalley.com).
5. Oversaw Social Media marketing via @explorecrestonvalley Facebook & Instagram pages, with 3 posts & stories per week reaching 8,000 followers, predominantly from Calgary, Edmonton, Cranbrook, and Vancouver.
6. Facilitated local coordination and planning for 2 media & influencer Tours, including the Kootenay Rockies Tourism Media tour in fall 2023 and the International Selkirk Loop Social Media Influencer tour in Summer 2024.
7. Actively participated in joint regional and provincial marketing campaigns with partners like Kootenay Rockies Tourism, Destination BC, the International Selkirk Loop, BC Ale Trail, and BC Hwy 3 Campaigns.

### Research & Analysis:

1. Commissioned research report by Symphony Tourism Research on visitor demographics and typology to the Creston area for 2019, 2021, and 2022.
2. Collected, analyzed, and reviewed local, regional, and provincial visitor data from Kootenay Rockies Tourism, Destination BC, and the Creston Valley Visitor Centre.
3. Developed a real-time "Analytics Dashboard" to track and evaluate the impact of our digital marketing activities via our Website, Social Media, and Online Ad.

### Industry Leadership:

1. Engaged with stakeholders, other organizations, and the public by sharing news & updates via Business E-Newsletter to 150+ contacts.
2. Staff & board members sat on external boards and committees related to our mission and mandate, including the Highway 3 Tourism Alliance, International Selkirk Loop Board and CVKL Economic Action Partnership Steering Committee.
3. Advocated to local, regional, and provincial governments on behalf of the tourism industry, providing feedback on policies such as Creston Short Term Rentals Bylaws and CAN-USA Port of Entry Hours.
4. Supported new tourism developments through Letters of Support for grant applications for projects like Market Park, Hop To Vine Hustle, CVKL Signage project, CCF Mtn. Bike Trails, and the Kokanee Restock Project.

*"Having the support of CVTS through the Travel Guides & Maps has been very helpful to our business as we have seen an increase in visitors to our winery. We love being able to give these maps/guides out to promote all that the Creston Valley has to offer." - Myran Hagenfeldt - Baillie-Grohman Estate Winery*

## APPENDIX A. CRESTON VALLEY TOURISM - STRATEGIC PLAN & MRDT RENEWAL INITIATIVE

In 2024 CVTS will be reaching out to tourism stakeholders and accommodators to get your feedback on the future direction of tourism in the Creston area! This will inform our new 5 Year Strategic Plan for 2025-2030, which will then be submitted to the Province of BC to renew CVTS's authorization as the local recipient of the 2-3% Municipal Regional District Tax (MRDT) on accommodations stays for another 5 Year term. Find out below about what we have planned and how to share your thoughts and ideas with us!

### What Is the Timeline & Steps of the Strategic Planning Process?

#### February – June 2024

##### 1. Project launch

- Consultant procurement
- CVTS Board of Directors – Finalizing work plan

##### 2. Communication Plan

- Development of stakeholder/community information
- Development of surveys

##### 3. Accommodator Engagement

- 1-1 meeting/s w/ Accommodators
- Consultation on marketing ideas for renewal to increase heads in beds
- Decision on 2 or 3% MRDT 5 Year Renewal
- Direct involvement in development & review of the Strategic Plan

##### 4. Indigenous Engagement

- Invitation for Yaqan Nukiy partnership in CVTS
- Consultation and involvement of Yaqan Nukiy community to guide opportunities to share their story and honour their lands

##### 5. Municipal Leader Engagement

- Consultation with town of Creston, RDCK Directors to get Letters of support for MRDT renewal application

##### 6. Tourism Industry Engagement

- Stakeholder Survey with tourism related businesses & organizations

##### 7. Community Engagement

- Community survey – Query on communities perspective through the eyes of a tourist – assets, gaps
- Open house – sharing of CVTS Story, survey data, big ideas

##### 8. Research/Data Collection

- Creston Valley – Town/RDCK Official Community Plans (OCP's), economic development framework, CVTS annual reports, Destination Development Plans, CVTS's 2020 – 2025 strategic and tactical plans
- Consultation with Destination BC, Kootenay Rockies Tourism
- Research best practices of other like-sized Destination Marketing Organizations
- Assessment of Creston Valley's unique tourism offerings & opportunities – Agri-Tourism, New campaigns - Highway 3 – Rainforest to Rockies Campaign, SE BC Iconic

#### June – September/December 2024 (Dependent on renewal percent)

##### 9. Creation of Five Year Strategic Plan

- Utilization of information gathered from all engagement sessions, research and best practices reviews
- Collect Letters of Support – Municipal leaders
- Development of 5 year strategy and:
  - i. Financial Plan
  - ii. One year tactical plan
- Review of draft strategic plan by tourism stakeholders & CVTS Board for final input

##### 10. Submission of Strategic Plan & Renewal

- Submission of Strategic Plan & MRDT renewal to the Province of BC & Destination BC
- December 2024 - Submission of renewal is 3%
- August 2024 - Submission if renewal is 2%

#### More Resources, & Information:

About Creston Valley Tourism: [www.explorecrestonvalley.com/about-us](http://www.explorecrestonvalley.com/about-us)

MRDT Program Information: [www.destinationbc.ca/what-we-do/funding-sources/mrdt/](http://www.destinationbc.ca/what-we-do/funding-sources/mrdt/)

## APPENDIX A. CRESTON VALLEY TOURISM - STRATEGIC PLAN & MRDT RENEWAL INITIATIVE

### Who Is Leading the Strategic Planning Process?

Creston Valley Tourism has brought on consultant Tammy Verigin-Burk, to assist us with the engagement activities and development of the Strategic Plan & MRDT Renewal. Tammy is a highly respected & experienced consultant based in the Kootenays who has previously worked with the Creston Valley Chamber of Commerce, Creston Valley Tourism & Destination Castlegar in developing Strategic Plans. Tammy is also the current Executive Director of the Castlegar Chamber of Commerce and Destination Castlegar. Throughout this process CVTS Executive Director, Jesse Willicome, will also be working closely with Tammy and assist as needed.

### Why Does CVTS Want to Hear From Stakeholders?

Involvement & input from our local tourism stakeholders (businesses, organizations, local governments and community members) will help CVTS to:

- 1. Understand how stakeholders want the Creston area's tourism sector to develop**
- 2. The role of CVTS in supporting the tourism sector's development**
- 3. The marketing strategies and tactics CVTS can use to support the tourism sector's development and increase "Heads In Beds"**

The more input the better the outcome! CVTS invites all stakeholders to get involved and share your feedback to us through the public Surveys, Open Houses, Consultation Meetings and other activities which will be launched throughout the year!

### Why Is Accommodator Input So Important in this Process?

As the direct link between visitors coming to the area who pay the 2-3% MRDT and Creston Valley Tourism Society, accommodators with room 4+ are an important part of this process and have the authority to decide the rate for the 2025 – 2030 five year MRDT renewal (2 or 3%). As a result, there are a number of special consultation activities that CVTS will be undertaking to engage accommodators specifically in this process such as:

- **1-1 Consultation Meetings with Owners & Managers of local accommodations**
- **Survey of Tourism Related Business & Organizations**
- **Open House Meetings**
- **Review of Final Strategic Plan for feedback before final submission to Province of BC**

Following the application, accommodators are also encouraged to continue to stay involved by joining the CVTS Board of Directors, which is available to each accommodator who collects the MRDT!

### How Can I Get Involved or Learn More?

To stay in the loop and be notified about important engagement activities as they launch throughout the year, contact CVTS staff to sign up for our regular Stakeholder E-Newsletter! If you have specific questions about the Strategic Planning Process please contact:

**Lead Consultant, Tammy Verigin-Burk - [tammy.veriginburk@gmail.com](mailto:tammy.veriginburk@gmail.com)**

**CVTS Executive Director, Jesse Willicome - [jesse@explorecrestonvalley.com](mailto:jesse@explorecrestonvalley.com)**





# Dog Control in the RDCK

**Date of Report:** April 24, 2024  
**Date & Type of Meeting:** May 2, 2024, Creston Valley Services Committee  
**Author:** Jordan Dupuis, Supervisor Bylaw Enforcement Team  
**Subject:** DOG CONTROL IN THE RDCK  
**File:** RDCK 08-3310  
**Electoral Area/Municipality** A, B, C.

## SECTION 1: EXECUTIVE SUMMARY

The purpose of this report is to examine the delivery of dog control services within the RDCK. Electoral Areas A, B, and C have by resolution requested the establishment of dog control services.

## SECTION 2: BACKGROUND/ANALYSIS

The RDCK Board passed the following resolution (178/23) in March 2023:

*That the Board direct staff to draft a service establishment Bylaw for dog control of dangerous dogs within Electoral Areas A, B and C in accordance with the Local Government Act requirements for participating area approval; AND FURTHER, staff investigate how the service will be delivered.*

As part of the bylaw enforcement service review directed by the Board, a review was conducted of existing dog control contracted services in the RDCK. This report is intended to communicate the results of this review and to seek Committee input. There are decisions to be made regarding service levels that will define the type of service offered.

Appendix A provides information regarding the existing dog control services, Appendix B addresses pending service requests to implement dog control. Appendix C is a SWOT analysis.

Committee input is sought in three areas:

- a) evaluating contracted versus in house service delivery
- b) evaluating if a single region wide service level could be achieved for all electoral areas
- c) direction to evaluate sustainable service funding models

**Issues for consideration:**

Enforcement of dog control bylaws and Section. 49 investigations are a high risk / high liability activity that in Staff opinion should no longer be outsourced.

BEO staff capacity – staff time is required to support contractors and manage contracts. This included court preparation and seizure of dogs. Staff time for procuring contractors and managing performance are contract management costs covered through rural administration and not currently recovered through the dog control services.

Contractor capacity – limited number of qualified contractors, limited legal / enforcement training, and qualifications to represent the RDCK in court when required.

Cost of contracted service vs. value provided. Given proposed 2024 cost increases, staff are questioning the value of some services provided by contractors such as responding to dogs' at large, contractor patrols, and noise from barking dogs.

Service levels need to be defined as services are not consistent across service areas. The historical approach has been offering a menu of services but this presents the risk of inconsistently applied regulation and service.

Municipal vs Rural needs. Slocan Valley Villages are requesting service. Municipalities do not fund rural administration therefore any BEO time spent on dog files is not covered. The Village of Nakusp provides an example, there is higher demand within the Village than in the rural area.

Kenneling, specifically the cost of kenneling post S.49 seizure is expensive due to the lack a standing offer of centralized kennel services. This was confirmed last year with the cost of kennel, vet evaluation, expert witnesses, euthanization of a dangerous dog within the Village of Nakusp. Total cost was \$27,000 in addition to the dog control contractor's time to attend the bylaw offence complaint and court on behalf of the RDCK. The requisition in 2024 was increased for the service to cover the costs which impacted the taxpayer of Area K despite the incident occurring in the Village.

Bringing dog control in house vs. retaining contracted service would make it easier to achieve an integrated enforcement approach with improvements to risk management district wide. But this requires consideration of BEO current and future capacity as the ability of the BET to conduct dog control is directly tied to future service levels. The BET could more easily integrate Sec. 49 investigations while patrols, dogs at large and barking dogs would present challenges. In 2023 \$72,287 was spent on dog control for 3 service areas. IF the service was brought in house and the dog control services were dissolved then the amount currently being spent on the delivery of dog control services could be utilized by the Bylaw Enforcement team to procure equipment and training. The service could be delivered by the RDCK with no patrols or call outs. The noise bylaw could be amended to include barking dogs which is in the opinion of staff a more efficient method of addressing these complaints.

There is an opportunity to enact a Sec. 49 Responsible Dog Owners bylaw throughout the RDCK that would provide a tool for BET staff to deal with aggressive and dangerous dogs. Roles would have to be identified, when would BET respond, and when / would the RCMP enforce, etc.

Moving forward on this issue requires the development of a plan for next steps and actions, including examining the level of service desired, consensus on an RDCK wide S. 49 Responsible Dog Owners bylaw and outlining how to move the process forward, including outstanding service case analyses.

## SECTION 3: DETAILED ANALYSIS

### 3.1 Financial Considerations – Cost and Resource Allocations:

Included in Financial Plan:  Yes  No      Financial Plan Amendment:  Yes  No  
Debt Bylaw Required:  Yes  No      Public/Gov't Approvals Required:  Yes  No

There is an opportunity to consider whether or not to have RDCK bylaw enforcement team members deliver dog control services previously performed by contractors. Capacity of existing BET staff will need to be considered. If the level of service can be managed based on what types of dog controls calls staff would respond to then it would be possible to incorporate this activity into the normal duties of BET.

### 3.2 Legislative Considerations (Applicable Policies and/or Bylaws):

None at this time.

### 3.3 Environmental Considerations

None at this time.

### 3.4 Social Considerations:

Public benefit through more financially efficient delivery of service. Some members of the public may have a negative opinion of the RDCK changing levels of service.

### 3.5 Economic Considerations:

The elimination of contracted dog control services would result in the loss of that income for the current contractors

### 3.6 Communication Considerations:

A communication strategy would be developed with RDCK media liaison.

### 3.7 Staffing/Departmental Workplace Considerations:

Contracting dog control services or bringing dog control in house both require BET time to manage. Resolving this issue is on the BET work plan for 2024.

### 3.8 Board Strategic Plan/Priorities Considerations:

Manage our assets and service delivery in a financially responsible manner. Reduce operational costs.

## SECTION 4: OPTIONS & PROS / CONS

Option 1. Hire a contractor to deliver dog control service to areas A, B, and C.

Option 2: Determine desired service level by area Directors and if feasible deliver the service through RDCK Bylaw Enforcement Staff.

## SECTION 5: RECOMMENDATIONS

This report is for discussion and information only.,

Respectfully submitted,

Jordan Dupuis – Supervisor Bylaw Enforcement Team

## **CONCURRENCE**

General Manager Development and Community Sustainability – Sangita Sudan  
CAO – Stuart Horn

### **ATTACHMENTS:**

**Attachment A – SWOT Analysis**

ATTACHMENT A

SWOT Analysis
<b>Strengths:</b> <ul style="list-style-type: none"><li>-BEO staff professional, accountable, experienced, capable.</li><li>-Existing contracts end 2025 providing change opportunity.</li><li>-Existing funding could be redirected no new taxation required.</li><li>-Data collection in place to guide decision making.</li></ul>
<b>Weaknesses:</b> <ul style="list-style-type: none"><li>-Bylaw requires updating.</li><li>-Risk of activity vs. contractor competence, training, experience.</li><li>-language of contracts requires revision.</li><li>-inconsistent contractor uniform, practices.</li><li>-minimal enforcement through issuing BEN.</li><li>-RDCK liability for contractors and their activities.</li><li>-Cost of delivering service is expensive and will continue to increase.</li></ul>
<b>Opportunities:</b> <ul style="list-style-type: none"><li>-Request for dog control / expansion in areas A, B, C, H, K provides opportunity to expand consistent service to entire RDCK.</li><li>-Consideration for S.49 service and establishment bylaw.</li><li>-Examine level of service to be offered. Dogs at large? Barking? Include barking in noise bylaw?</li><li>-Pursue standing offer for kenneling.</li></ul>
<b>Threats:</b> <ul style="list-style-type: none"><li>-Lack of support for RDCK S.49.</li><li>-Disproval of change in level of service provided.</li><li>-Public perceptions, concerns around animal welfare</li></ul>

## Southern BC Agricultural Forum

### About the event:

The Creston Valley-Kootenay Lake Economic Action Partnership is proposing to host a multi-day agricultural forum comprising of expert-led presentations, panel discussions with farmers, and farm tours. The event is to be hosted in the Creston Valley.

The primary purpose of the event is to provide the agricultural sector with the support it requires for sustained operations in the face of a rapidly changing climate. One avenue for providing such support is through education and connecting farmers with the most reliable bodies of knowledge on best practices as well as valuable connections to existing services and supports to help them deal with both climate adaptation and other prevalent issues. This proposed educational support will not only benefit the local farming community, but also farmers across the southern interior and further afield in the province. Many of the expert-led sessions will further serve to support organizations engaged in forestry-related activities.

For the proposed presentations, we aim to invite experts on such topics as:

- climate adaptation (focusing on fruit and vegetable growers);
- risk management for the agricultural sector;
- agri-tourism destination development;
- immigration and sourcing of foreign agricultural workers
- and agri-forestry best practices

As a secondary goal, the forum would also provide the farmers of the southern interior with a platform for discussion of common challenges and opportunities for growth and collaboration. These important insights will be gained through panel discussions between food producers, others engaged in the agricultural sector, and industry leaders or experts as facilitators. Such input will allow and, potentially influence, decisions and actions by local and provincial government, various community organizations and community leaders as regards further support to the agricultural industry.

Community leaders and organizations who will be invited to attend include:

- RDCK Area Directors
- the Mayor and Council of the Town of Creston
- MLA Brittny Anderson (Nelson-Creston)
- MLA Doug Clovechok (Columbia River- Revelstoke)
- MLA Katrine Conroy (Kootenay West)
- MLA Roly Russell (Boundary-Similkameen)
- MLA Tom Shypitka (Kootenay East)
- MP Rob Morrison
- MP Richard Cannings (South Okanagan-West Kootenay)
- Ministry of Agriculture and Food



- Ministry of Jobs, Economic Development and Innovation
- Community Futures (Central and East Kootenay)
- KCDS
- Fields Forward Society
- Fruit and Vegetable Growers of Canada
- Michael Hoher (Export Navigator Advisor)
- Cory Kanzig (local PacifiCan representative)
- Other

A third objective of the forum will be to serve as a source of economic stimulus for the agricultural sector and wider community of Creston Valley-Kootenay Lake. The event will be hosted in Creston, thereby drawing an influx of visitors who are expected to take advantage of local accommodation, restaurant and retail opportunities on offer. Catering for the event will feature local food and wine. Farm tours will provide an additional opportunity to promote the agricultural sector of Creston-Kootenay Lake.

**Financial support requested:**

The CV-KL Economic Action Partnership is planning to submit a grant application to ETSI-BC's Advancing Key Sectors funding stream (deadline: April 12<sup>th</sup>, 2024). A total of \$35,000 will be requested from ETSI-BC, which will be used for:

- general organization of the event
- venue rental and catering
- travel costs and accommodation for presenters
- rental and set up of audio-visual equipment
- support staff for the three days of the event
- marketing expenses

ETSI-BC requires the applicant to provide a minimum of 25% of the total budget from other sources. In order to secure an amount of \$35,000, we would therefore require a contribution of \$8,750. The CV-KL Economic Action Partnership's request to the Regional District and the Creston Valley Services Committee is for this amount of \$8750 to support this event, and to use as leveraging for the ETSI-BC grant application.



# Creston Valley Services Committee Presentation

Thursday April 4, 2024



FIELDS FORWARD  
*Growing More Together*

## Who are we?

The Fields Forward Society is a non-profit organization devoted to the development of a vibrant local agri-food system that sustains the community's environmental and economic values.

Fields Forward promotes the development of food production in the Kootenays, careers in the food and farm sector, and access to healthy local foods.

## Our Board

Chair – Jeff Lee, Owner of Honey Bee Zen & Swan Valley Honey

Treasurer – Anthony Mondia, Owner of Moneywell Accounting

Secretary – Megan McKendry, Co Owner of Big Bear Meats

Director – Brian Pealow, Owner of Pealow's Independent Grocery store

Director – Miriam Firth, Retired with thirty years of food safety experience with HACCP and CFIA.

Ministry of Agriculture – Jeff Nimmo

## Our Staff

Executive Director - Tanya Wall (Shared Position with CVFAC)

Product Development – Brian Kiraly, started April 3, 2024 (Shared Position with CVFAC)

Design & Tech – Jewelson Fernandes, started April 3, 2024 (Shared Position with CVFAC)

Media & Marketing - Kristen Mitchell, starting April 15, 2024 (Shared Position with CVFAC)





## **Who Are We?**

The Creston Valley Food Action Coalition is a dynamic group dedicated to fostering a resilient and sustainable local food system. Through collaboration and community engagement, we strive to enhance food security, promote agriculture diversity, and strengthen the connections between growers, producers and consumers. Our efforts encompass education, advocacy and practical initiatives that nurture a vibrant food culture while respecting the environment.

## **Our Board**

Chair – Amanda Goodman Lee, Owner of Honey Bee Zen & Swan Valley Honey

Vice Chair – Open, past - Wendy McNamar

Treasurer – Open, Apex Accounting

Secretary – Diana Klejne, local realtor

HR Director – Paul Dort, Retired Community Member

Director – Jessica Piccinin – Owner of Root & Vine Acres

Director – Kip Cantrell – Owner of Thistle Farms

## **Our Staff**

Executive Director - Tanya Wall (Shared Position with FFS)

Farmers' Market Manager – Rylee Collins

Market Collaborator – Nicole Day

- Working on special projects - Indigenous Engagement Principles and Social Inclusivity

Harvest Share Manager – Open, hiring in June Of 2024 – Seasonal

Media & Marketing - Kristen Mitchell, starting April 15, 2024, (Shared Position with FFS)

FFS and CVFAC have been working collaboratively since June of 2023 to create a healthier, more equitable food landscape for all in the Creston Valley.

## **Our Community Programs**

Our Food Hub is a collaborative, friendly space where producers and community members can use our affordable equipment to create their own retail-ready food products and delectable innovations as well as exchange ideas about exciting trends in food products and learn up-to-the-minute manufacturing and processing techniques.

## **Our Anchors & Users**

### **Pippin Point Juicing Customers**

Barrette Mountain Estate  
Creston Fruit Market  
Famous Fritz  
Faraman Farms  
Firevines  
JB Smagh  
John Hall  
Just A Mere Organics  
Keith Kepke  
Marar Orchard Farm  
Margo's Farm  
No Orchard  
Salt Spring Wild  
Skimmerhorn Winery  
Sternwheeler Craft Distillery  
Webber's Mountainside Cherries  
Wloka Farms  
YN Farms



### **Old Iron Ranch – Egg Processing**

### **Mammoth Foods – Freeze Drying Freeze Dryer Customers**

Wloka Farms  
Just A Mere Organics  
Blueberry Patch  
Bluebird Farms  
SD#8 – Harvest Share picks and donated to school breakfast program

## Commissary Kitchen Customers

Savour & Company – Food Truck  
Big Bear Meats – Meat Processing – Retail and Farmers' Market Vendor  
Boro Boro - Retail and Farmers' Market Vendor  
Bear Paw Ridge Coffee - Retail and Farmers' Market Vendor  
Kootenay Christian School

## 2024 Interested Customers

Dream Acres  
Vintage Acre Farms  
Ravjeet Sidhu  
Angie Isaac  
Charles Toews

**In 2023, from June to November through the use of services offered at the food hub, the above businesses generated \$280,146.00 in revenue sales in our community. Additionally, the 18 juice customers then sold their product which was packaged or pasteurized into totes in the retail market for an estimated \$688,000.00. The overall economic stimulus resulting from the services offered at Kootenay Farms Food Hub during the above mentioned period is a total of \$968,146.00 in our community.**



Chef Ned Bell, Buy BC Program



Strawberries for freeze drying



Volunteers sorting Blueberries



Creston Valley Farmers' Market is a vibrant community hub where local growers, artisans, and food enthusiasts converge. Our market offers a diverse array of fresh, seasonal produce, handcrafted goods, and culinary delights. With a commitment to fostering connections and supporting local economy, we invite you to experience the best of our region's harvest and creativity every week.

### **Our 2023 Vendors**

- 45 – Farmers
- 37 – Prepared Foods
- 87 – Artisans
- 9 – Wine & Spirit Producers
- 40 – Community Organizations



**2023 Direct Sales of Market - \$689,831.00**

**Direct Sales of Neighbour Businesses - \$740,928.00**

**Farmers' Market Economic Impact to Community - \$1,034,746.00**



### **BCAFM Farmers' Market Nutrition Coupon Program**

<https://bcfarmersmarket.org/coupon-program/how-it-works/>

The Farmers' Market Nutrition Coupon Program (FMNCP) is a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia. Community partner organizations provide coupons to lower-income families, pregnant people and seniors. Coupons can be spent at all BCAFm member farmers' markets that participate in the FMNCP, and can be used to purchase vegetables, fruits, nuts, eggs, dairy, herbs, vegetable & fruit plants, honey, meat and fish.

Households enrolled in the program may receive \$27/week in coupons for up to 16 weeks. The amount and frequency and duration can vary according to each partner's program guidelines and the length of the Farmer's Market season in the community.

Coupons can be used at any participating BC Farmers' Market from June 4th – December 18th. Not all BC Farmers Markets operate during that entire period.

BC Farmers' Markets does not give out coupons directly to participants. You must get in touch with your local community partner directly who you can find on our [Where It Operates](#) page and then search their contact information. Please note that there is high demand and limited funding for this program across BC, and capacity will vary from partner to partner.

**2023 Nutrition Coupon Program** initiative supported Creston Valley families and seniors with a total of **\$18,279.00 in coupons**, in addition to directly supporting our local farmers.

### Exciting Move for 2024!

We are moving back to Market Park! With support from the Town of Creston and the completion of Market Park – Phase 1 we will be returning to the downtown location. Vendors are extremely excited to be back at this location as it offers a greater tourist opportunity for the market being visible to traffic travelling through our downtown core.

First Outdoor Soft Opening Market – April 27

Grand Opening Market – May 11



We are working with the Town of Creston on a fabulous celebration and market events which include a live band, face painting and delicious treats.

Outdoor markets operate from 9am to 1pm until the end of October. Then we move back to the Creston & District Community Complex for the late fall and winter season.

Attached Documents:

BCAFM – Creston Economic Impact Results

BCAFM 2023 Media Release

CVFAC Operational Budget 2024

FFS Operational Budget 2024 – Not approved, will circulate once approved



The Harvest Share is a food system recovery program. We aim at capturing fresh produce – such as fruit, vegetables and nuts – that would otherwise go to waste. We then make this produce available to picking volunteers and local service agencies that assist individuals in need. The program pursues different environmental and social economic goals such as;

- **To reduce waste**
- **To reduce wildlife attractants**
- **To support families and individuals in need**
- **To reduce carbon footprint related to food consumption**

The Harvest Share program also provides support to people who are unable to harvest their own fruit, vegetables or nuts. We organize teams of volunteers to harvest the produce. This is a service free of charge and the harvested produce is divided three ways; between the owners, the volunteer pickers and local social or charitable organizations.

### **2023 Success...**

Total Harvested Fruit: 5979 lbs (cherries, apples, pears, grapes, apricots, blueberries & walnuts)

Total Harvested Vegetables 4478 lbs + 600 dozen corn

Volunteer hours = 400 + / 51 active volunteers

### **Community Partners:**

Food Banks (Gleaners, Fruitvale, Salmo, Trail, Nelson), Woman's Shelter, Swan Valley Lodge, Crestview Retirement Village, Homelinks School, Kootenay River Secondary School, TAPS, Cornerstone Clubhouse, Orchard House, Creston Valley Youth Network, Holy Cross Soup Kitchen, Purcell House.



## **2024 Fields Forward and Creston Valley Food Action Coalition Societies Focuses**

Continued improvement of our organizations.

Explore options of collaborating with the Creston Valley Gleaners Society – Food Bank. Working together towards our community food security issues.

Collaborating with other agriculture focused groups in the Creston Valley to find synergies and support in advocating for our community programs or new program developments.

Relationship building with and advocating for more resource time from the Kootenay Boundary Advisor Program and the Central Kootenay Food Policy Council.

### **Kootenay Farms Food Hub**

Future Facility Assessment

Revenue Neutral Fixed Cost Operational Plan – current location

Increased User Base – current location

Feeding Futures Program Development with School District #8

- Local school breakfast and lunch program
- 345 identified vulnerable students

Small Scale Meat Production –turning current location into a cut and wrap / meat processing facility

Community canning and cooking classes

Community Engagement – what are the future needs

### **Farmers' Market**

Relocation into Market Park

Introduction of the Indigenous Engagement Principles and Social Inclusivity projects to market

### **Harvest Share**

Harvest sorting and equipment storage project, located at the food hub

Hiring of a new seasonal program manager

Supporting community food security programming

## Current Funding Partners

Vancouver Foundation - \$50,000.00 per year – 2023, 2024 & 2025 – Fields Forward

ETSI BC - \$35,000.00 – 2024 - Staffing Support – Fields Forward

BC United Way – 2024 Critical Infrastructure & Equipment - \$19,400.00 – FFS Food Hub

BC Gaming \$10,400.00 – 2024 – Harvest Share Program

## For Consideration

Understanding that the 2024 budget process is closed we request that consideration be given for discretionary grant funding to the Harvest Share program for the amount of \$10,000.00 to stabilize the program for this year.

In addition, for future consideration that a review be conducted of the Kootenay Boundary Farm Advisors and the Central Kootenay Food Policy Council impact of services to the Creston Valley. Although we see the value of these programs we feel there may be an opportunity to distribute some of the budgetary allocations from these programs to support the programs that we directly deliver in our community. Our local organizations could have a greater impact on services offered to our local area farmers, work collectively to increase the agricultural awareness of our valley, advocate for policy change that is directly related to our valley, focus on local food security issues all well creating a stronger agriculture collaboration and supporting local jobs.

In closing, we greatly appreciate your support towards the current programs that are working for our local producers and the residents of the Creston Valley. Together we can continue to drive change and ensure that we have a vibrant agriculture culture in the Creston Valley



Our display at the FABX



Our local 90% LOCAL Breakfast at FABX



**CVFAC Operational Budget 2024**

**INCOME**

	<i>Actuals</i> <u>2021</u>	<i>Actuals</i> <u>2022</u>	<i>Actuals</i> <u>2023</u>	Budget <u>2024</u>
Farmers Market Stall Fees	\$ 31,799.00	\$ 37,448.00	\$ 39,225.00	\$ 39,225.00
Farmers Market Nutrition Coupons	\$ 18,500.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Farmers Market Grants	\$ 45,224.00	\$ 7,145.00	\$ 10,000.00	\$ 10,000.00
Harvest Share Grant			\$ 13,481.00	\$ 13,481.00
Harvest Share Gaming Grant			\$ 10,400.00	\$ 10,400.00
Harvest Share CBT Grant			\$ 8,806.00	\$ 8,806.00
Food Action Grants	\$ -	\$ 2,521.00	\$ 2,284.00	\$ 2,284.00
Food Action Fundraising			\$ 5,000.00	\$ 5,000.00
Food Action Vendor Membership	\$ 1,865.00	\$ 1,875.00	\$ 2,500.00	\$ 2,500.00
Food Action Community Membership	\$ -	\$ 80.00	\$ -	\$ -
Basin Food Coupons	\$ -	\$ 1,070.00	\$ -	\$ -
Interest	\$ 158.00	\$ 130.00	\$ 75.00	\$ 75.00
	\$ 97,546.00	\$ 67,269.00	\$ 108,771.00	\$ 108,771.00

**EXPENSES**

Accounting and legal	\$ 9,602.00	\$ 5,500.00	\$ 7,000.00	\$ 7,000.00
Advertising and promotion	\$ 5,059.00	\$ 9,038.00	\$ 7,000.00	\$ 7,000.00
Amoritzation	\$ 5,766.00	\$ -	\$ -	\$ -
Automotive	\$ 3,130.00	\$ 1,722.00	\$ 720.00	\$ 720.00
Consulting	\$ -	\$ 1,185.00	\$ -	\$ -
Dues, memberships and licenses	\$ 250.00	\$ 1,845.00	\$ 1,250.00	\$ 1,250.00
Farmers Market Nutrition Coupons	\$ 18,500.00	\$ 16,626.00	\$ 17,000.00	\$ 17,000.00
Food recovery expenses	\$ -	\$ 1,130.00	\$ -	\$ -
Insurance	\$ 1,222.00	\$ 2,942.00	\$ 2,933.00	\$ 2,933.00
Interest and bank charges	\$ 1,327.00	\$ 274.00	\$ 328.00	\$ 328.00
Office	\$ 1,396.00	\$ 2,460.00	\$ 2,500.00	\$ 2,500.00
Professional Courses	\$ 1,000.00	\$ -	\$ 3,075.00	\$ 3,075.00
Rent	\$ 5,290.00	\$ 2,830.00	\$ 3,000.00	\$ 3,000.00
Repairs and Maintenance	\$ 1,229.00	\$ 89.00	\$ 500.00	\$ 500.00
Subcontract	\$ 285.00	\$ -	\$ -	\$ -
Supplies	\$ 7,567.00	\$ 239.00	\$ 2,250.00	\$ 2,250.00
Telephone			\$ 600.00	\$ 600.00
Wages & employee benefits	\$ 59,370.00	\$ 50,650.00	\$ 68,000.00	\$ 68,000.00
	\$ 120,993.00	\$ 96,530.00	\$ 116,156.00	\$ 116,156.00

Net Profit (Loss)

**\$(-23447.00) \$(-29257.00) \$(-7385)**

Grant funding risk **\$(-25765)**

Farmers Market Budget Risk **\$(-7385)**

**\$(-33150)**



# imaginekootenay

Your better life

## MEMORANDUM OF UNDERSTANDING

Between....

***Imagine Kootenay Partner Communities,***

and

**The Columbia Valley Chamber of Commerce** (*program administrator*)  
**The Nelson and District Chamber of Commerce** (*governing organization*)

With respect to

**The Imagine Kootenay Partnership**  
**April 1<sup>st</sup>, 2024**

### **Purpose**

This Memorandum of Understanding (MOU) aims to support the continued development of strong and effective working relationships between Imagine Kootenay partners.

Imagine Kootenay provides partner communities with a cost effective and easy to implement strategy for attracting, business and investment in their communities to support their economic development plans.

To that end, the parties acknowledge that economic development, and business or community investment to the region is a long-term process that requires consistent effort, over time, to produce positive and long-lasting results. As such, the parties are committed to continuing this long-term partnership.

## **Imagine Kootenay Partner Communities**

Partner communities are located in the following government areas in southeastern BC:

- City of Nelson and Regional District of Central Kootenay Area E & F
- Creston & District: Yaqan Nukiy (Lower Kootenay Band), RDCK Areas A, B & C, Town of Creston
- City of Revelstoke and Columbia Shuswap Regional District Area B
- City of Grand Forks and Regional District of Kootenay Boundary Area C, D & E
- Town of Golden and Columbia Shuswap Regional District Area A
- Columbia Valley: Invermere, Radium, Canal Flats and Regional District East Kootenay Area F & G
- Village of Kaslo and Area D

## **GOVERNING Organization**

### **Nelson and District Chamber of Commerce**

The Imagine Kootenay (IK) program has been in place since 2005 (formerly known as Invest Kootenay); and the first partnership that was formed at that time, has expanded to other communities. The Nelson and District Chamber of Commerce was an original partner community and has been a key player from the formation of the partnership and supporting the partnership. Growth and transition. The Nelson and District Chamber of Commerce is positioned to work collaboratively with the Program Administrator and partner communities to identify and leverage additional grants or funding opportunities.

## **PROGRAM Administrator**

### **Columbia Valley Chamber of Commerce**

The Columbia Valley Chamber of Commerce will carry out the duties of coordinator of IK and administrator of the funds, with guidance from the Community Partner Steering Committee, and with assistance from the Nelson and District Chamber of Commerce. Accordingly, The Columbia Valley Chamber of Commerce, as the Service Provider, is party to this MOU but is assigned a distinct set of responsibilities.

These roles are critical to the expansion and sustainability of the partnership.

## **Responsibilities**

In accordance with the purpose of this MOU, the following activities will be completed by the parties identified.

### **Responsibilities of the Community Partners**

- Identify the local sources of the financial contribution to the Partnership.
- Liaise with funders and provide reporting to funders
- Pay partnership fees, as established by the IK Steering Committee
- Identify person(s) (max 2 per community partner) who will serve as primary contacts for the purpose of carrying out partnership obligations, including but not limited to:
  - the person who will have authority to sign on behalf of the local steering committee;
  - the person appointed to the IK Steering Committee and the alternate (See Governance Policy); and
  - the person or agency designated as the First Point of Contact (see First Point of Contact Appendix).

- Provide reports on local activities as required to the IK Steering Committee and to IK staff
- Ensure that, whenever possible, local government is engaged and the local Chamber of Commerce or Economic Development organization is fully participating in the local group
- Participate in on-going program activities including but not limited to;
  - the development of listings on the IK website for businesses for sale and featured employers;
  - provide community photos for print and web; and
  - reviewing and updating community profile and investment profile.
- Promote and drive uptake of Imagine Kootenay tools to opportunity holders and investors from the local to international level
- Pursue joint-marketing opportunities with IK
- Act as ambassadors for the IK program
- Identify and coordinate local IK sessions and community outreach and attend events and activities on behalf of the IK program
- Provide on-going reporting to local government, business and local groups (ie: Realtors, Brokers, Tourism Partners, etc.).

#### **Responsibilities of the Governing Organization**

- Leverage partnership funds wherever possible.
- Work with the Columbia Valley Chamber of Commerce to identify funding opportunities.
- Act as liaison for government funding opportunities as required.
- Support Columbia Valley Chamber of Commerce with financial reporting and ongoing IK Initiatives

#### **Responsibilities of the Program Administrator**

- Implement work plan based on the Strategic Plan as developed by the IK Steering Committee
- Complete or Hire contractors to facilitate:
- The development of promotional material and marketing services
- Work with first points of contact to support the development of community profiles, investment profiles and related web and social media content
- Work with web developer contractor to ensure maintenance of the Imagine Kootenay website, including the investment database and regular content updates
- Implementation of marketing plan and related activities
- Management of funds, administrative support, and financial reporting
- Hiring and supervision of staff and contractors as required
- Proposal development and application and on-going leveraging of community and partner funds
- Performance reporting to the IK Steering Committee
- Liaising, orientation and continuous support to the First Points of Contact

#### **Additional partners**

Additional community partners who can support and contribute to the purpose and functioning of Imagine Kootenay are welcome to join subject to the approval of the Imagine Kootenay Steering Committee. At the time of joining the IK partnership, this MOU will not be re-opened, but a letter of acceptance will be fully executed by the new partner and the Imagine Kootenay Steering Committee.

### Term of Agreement

This Memorandum of Understanding will remain in effect until March 31, 2027 or until such time as all parties agree to undertake to modify its contents. A party may withdraw from the partnership at the end of the fiscal year (March 31) by providing written notice to the Imagine Kootenay Steering Committee before December 31<sup>s</sup> of that fiscal year.

### COMPLIANCE

To ensure a consistent understanding, by all parties, of the principles and operational parameters that underline the functioning of Imagine Kootenay, the parties agree to adhere to the policies in this MOU as established by the IK Steering Committee.

### PARTNER/COMMUNITY FEE STRUCTURE

The fee structure and first point on contact disbursement is as follows. These rates were adopted by the Imagine Kootenay Steering Committee on March 1, 2024, to go into effect starting April 1, 2024.

Pricing - by population - Starting at 3,000 & \$2,000 increments:	Cost
Under 3,000ppl	\$2,000
Between 3,001-6,000	\$4,000
Between 6,001-9,000	\$6,000
Between 9,001-12,000	\$8,000
Between 12,001-15,000	\$10,000
Over 15,001	\$12,000

Based on our current partners and this new fee structure, the program and first point on contact disbursement amounts are as follows:

Communities:	Population (2021 Census)	Amount	IK	Community
Boundary (Grand Forks, Midway, Greenwood, RDKB Areas C,D,E)	13,322	\$10,000	\$6,000	\$4,000
Columbia Valley (Invermere, Radium Canal Flats, RDEK E,F)	11,233	\$8,000	\$4,800	\$3,200
Creston Valley-Kootenay Lake (Creston+RDCK Areas A,B,C)	14,301	\$10,000	\$6,000	\$4,000
Golden (+ CSRD Area A)	7,311	\$6,000	\$3,600	\$2,400
Kaslo and North Kootenay Lake	2,511	\$2,000	\$1,200	\$800
Nelson (+ RDCK Areas E,F)	19,119	\$12,000	\$7,200	\$4,800
Revelstoke (+ CSRD Area B)	8,938	\$6,000	\$3,600	\$2,400
<b>TOTALS:</b>	<b>76,735</b>	<b>\$54,000</b>	<b>\$32,400</b>	<b>\$21,600</b>

- **NOTE: Current partners may opt to hold their current investment rate as is for 2024-2025.**
- **See additional table at the end of this MOU that reflects what a full Kootenay Partnership could be.**

**EXECUTED** AS AN AGREEMENT BY THE PARTIES ON THE DATES BELOW:

**SIGNED** on behalf of **Nelson & Area IK Steering Committee**

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name and position) (print name)

\_\_\_\_\_ \_\_\_\_\_  
(signature) (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **Creston & District IK Steering Committee**

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name and position) (print name)

\_\_\_\_\_ \_\_\_\_\_  
(signature) (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **Kaslo and Area IK Steering Committee**

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name and position) (print name)

\_\_\_\_\_ \_\_\_\_\_  
(signature) (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **Revelstoke IK Steering Committee**

\_\_\_\_\_  
(print name and position)

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_ (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **Boundary IK Steering Committee**

\_\_\_\_\_  
(print name and position)

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_ (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **Golden IK Steering Committee**

\_\_\_\_\_  
(print name and position)

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_ (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **Columbia Valley IK Steering Committee**

\_\_\_\_\_  
(print name and position)

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_ (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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***PARTNERSHIP ADMINISTRATIVE Agreement***

**SIGNED** on behalf of **GOVERNING Organization Nelson and District Chamber of Commerce**

\_\_\_\_\_  
(print name and position)

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_ (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**SIGNED** on behalf of **PROGRAM ADMINISTRATOR Columbia Valley Chamber of Commerce**

\_\_\_\_\_  
(print name and position)

\_\_\_\_\_ witness: \_\_\_\_\_  
(print name)

\_\_\_\_\_  
(signature)

\_\_\_\_\_ (signature)

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

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**\*\*\*See additional table at the end of this MOU that reflects what a full Kootenay Partnership could be.**

<b>Communities:</b>	<b>Population (2021 Census)</b>	<b>Amount</b>	<b>IK</b>	<b>Community</b>
Boundary (Grand Forks, Midway, Greenwood, RDKB Areas C,D,E)	13,322	\$10,000	\$6,000	\$4,000
Castlegar & Area I & J	14,462	\$10,000	\$6,000	\$4,000
Columbia Valley (Invermere, Radium Canal Flats, RDEK E,F)	11,233	\$8,000	\$4,800	\$3,200
Cranbrook/Kimberley (+ RDEK Areas A & B)	36,836	\$12,000	\$7,200	\$4,800
Creston Valley-Kootenay Lake (Creston+RDCK Areas A,B,C)	14,301	\$10,000	\$6,000	\$4,000
Fernie/Elk Valley (+ RDEK Areas C & E)	15,092	\$12,000	\$7,200	\$4,800
Golden (+ CSRD Area A)	7,311	\$6,000	\$3,600	\$2,400
Kaslo and North Kootenay Lake	2,511	\$2,000	\$1,200	\$800
Lower Columbia (Trail, Fruitvale, Rossland, RDKB Areas A,B)	17,064	\$12,000	\$7,200	\$4,800
Nakusp & Area K	3,373	\$4,000	\$2,400	\$1,600
Nelson (+ RDCK Areas E,F)	19,119	\$12,000	\$7,200	\$4,800
Revelstoke (+ CSRD Area B)	8,938	\$6,000	\$3,600	\$2,400
Slocan Valley (H, Slo, Silv, ND)	6,060	\$6,000	\$3,600	\$2,400
Salmo, G	2,790	\$2,000	\$1,200	\$800
<b>TOTALS:</b>	<b>172,412</b>	<b>\$112,000</b>	<b>\$67,200</b>	<b>\$44,800</b>

## CVSC ACTION ITEMS LIST – 03.07.2024

#	ACTION ITEM	MEETING ORIGIN	STATUS
1.	<b>STAFF DIRECTION:</b> That the Board direct staff to prepare a draft policy for Board review that requires recipients of financial grant in aid funds to engage with local area Directors and/or provide documentation during the budget process, in order to be eligible for funding via taxation in a given year.	05-Jan-2023	(Staff direction from Apr 6 Meeting)
2.	<b>STAFF DIRECTION:</b> That staff create a Terms of Reference on how the Dog Control Service will be delivered. Sangita Sudan and Jordan Dupuis to discuss with Mike Morrison, Manager of Corporate Administration – RDCK, on how this service would be addressed.	02-Mar-2023	Report on May agenda.
3.	<b>STAFF DIRECTION:</b> That staff prioritize proposed or existing parks identified in the Ktunaxa RDCK Traditional Use Study (TUS) Summary Report dated April 2023 and come back at a later date to the Creston Valley Services Committee meeting with recommendations.	04-May-2023 & 01-Jun-2023 & 06-Jul-2023	(Staff direction at May, June, July meetings)  Ongoing
4.	<b>STAFF DIRECTION:</b> Stuart Horn, Chief Administrative Officer – RDCK, to talk to Tom Dool, Research Analyst, about reaching out to the Hospital Boards and BC Transit with regards to transportation between Creston and Cranbrook.	04-May-2023	Ongoing
5.	<b>STAFF DIRECTION:</b> Staff to develop a clear process for feasibility studies, for clubs/ groups submitting recreation request proposals. Example: Creston Tennis Club	04-May-2023	Ongoing
6.	<b>STAFF DIRECTION:</b> Staff to communicate to Ministry of Transportation and Infrastructure (MoTi) that there is a benefit to the community if they came to some resolution to keep the toilets and garbage at Martell Beach.	01-Jun-2023	Ongoing
7.	<b>STAFF DIRECTION:</b> Staff to create a contribution agreement with Kootenay River Secondary School where RDCK lists what the funding is for and what the expectations are for the funding. To formalize the agreement, Staff to include in the agreement what the rates are that RDCK is going to charge to receive that funding. CVSC would review the contribution agreement with Kootenay River Secondary School every year.	01-Jun-2023	Ongoing.
8.	<b>STAFF NOTE:</b> Stuart Horn, Chief Administrative Officer – RDCK advised that the ownership and maintenance of the signage is being handled by Kootenay Employment Services and the Committee will receive an update later in 2023.	06-Jul-2023 & 04-May-2023	Complete.
9.	<b>STAFF DIRECTION:</b> That staff report back to the CVSC as part of the 2024 budget process to provide direction on what would be required to reinstate the grant funding to Lister and Crawford Bay cemeteries, including the release of prior years amounts being held in reserve.	07-Sep-2023	Ongoing

10.	<b>STAFF DIRECTION:</b> That staff reach out to Ministry of Transportation to get their response/interest on Martel Beach regarding blocking trailer boat access.	07-Sep-2023	Ongoing
11.	<b>STAFF DIRECTION:</b> That staff request a workshop/session (in conjunction with a site visit for the Creston Valley Services Committee) with the Traditional Use Study (TUS) authors, the Ktunaxa Nation and Yaqaan Nukiy, to educate the Committee to better understand the TUS.	09-Sept-2023	Ongoing
12.	<b>STAFF DIRECTION:</b> That staff write a request to the Kootenay Lake Partnership to consider integrating the Traditional Use Study with the update of Cultural Values Study.	07-Sept-2023	Ongoing
13.	<b>STAFF DIRECTION:</b> That the Town of Creston organize a tour of the Creston Education Centre.	05-Oct-2023	Date to be determined.
14.	That staff meet with the Chamber of Commerce to plan a partnered Canada Day event and provide the appropriate budgetary impact in the draft 2024 budget.	08-Feb-2024	
15.	That staff work with Creston Minor Hockey Association regarding raising a banner at the opening ceremony of the Provincial Hockey tournament in March 2024, in honour of local resident, Jet Fumerton, Hockey Hall of Famer and oldest female hockey player.	08-Feb-2024	
16.	<b>STAFF DIRECTION:</b> The staff look into establishing a reserve for S108 Economic Development and bring back to the April 4th, 2024 meeting.	07-Mar-2024	Complete
17.	<b>STAFF DIRECTION:</b> That staff arrange a meeting with the RDCK and the Town of Creston to discuss internal governance regarding the Kootenay Employment Services contract.	07-Mar-2024	Date to be scheduled
18.	<b>STAFF DIRECTION:</b> That staff arrange a meeting with Kootenay Employment Services (KES) and the Town of Creston regarding the KES contract, which is set to expire in 2025.	07-Mar-2024	Date to be scheduled.
19.	<b>STAFF DIRECTION:</b> That staff work with library to develop a policy around the capital reserve and investment amounts to establish how the reserved funding is being spent.	07-Mar-2024	
20.	<b>STAFF DIRECTION:</b> That staff reach out to the Goat River Association regarding the budget.	07-Mar-2024	
21.	<b>STAFF DIRECTION:</b> That staff remove the budgeted surplus of \$2,234 from the S164 Dyking budget and adjust the requisition.	07-Mar-2024	Complete
22.	THAT staff be directed to reduce the grant by \$20,000 in S240 Creston Valley Regional Airport Society and reduce the requisition by \$20,000 in the 2024 Draft Financial Plan.	20-Mar-2024	Complete

23.	THAT the staff be directed to reduce the accumulating operating surplus expense by \$40,000 for S108 Economic Development - Creston and Area B and C and reduce the requisition by \$40,000 in 2024 Draft Financial Plan.	20-Mar-2024	Complete
24.	THAT the staff be directed to reduce grants by \$41,453 in S263 Discretionary Grants – Area C and reduce the requisition by \$41,453 in the 2024 Draft Financial Plan.	20-Mar-2024	Complete.