



REGIONAL DISTRICT OF CENTRAL KOOTENAY

**Kaslo and Area D Economic Development
Commission S109
OPEN MEETING AGENDA**

1:00 p.m.

Monday, October 16, 2023

Village of Kaslo Council Chambers

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

Join by Video:

Join Zoom Meeting

<https://us02web.zoom.us/j/84838839557>

Meeting ID: 848 3883 9557

One tap mobile

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Join by Phone:

+1 778 907 2071 Canada

Meeting Number (access code): 848 3883 9557

Meeting Password: 848 3883 9557

In-Person Location: 413 4th St, Kaslo BC – City Hall

Commissioner Hewat	Village of Kaslo
Commissioner Lang	Village of Kaslo
Commissioner Davie	Village of Kaslo
Commissioner Nay	Village of Kaslo
Commissioner Watson	Area D
Commissioner Brown	Area D
Commissioner Jones	Area D

STAFF

Stuart Horn	CAO, RDCK
Ian Dunlop	CAO, Village of Kaslo

Catherine Allaway
Karissa Stroshein

CO, Village of Kaslo
Secretary

GUESTS

Sarah Sinclair Rural Northern Immigration Pilot Program

1. CALL TO ORDER

Chair Matthew Brown will call the meeting to order at 1:00 p.m.

2. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

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

3. ADOPTION OF AGENDA

4. RECEIPT OF MINUTES

The September 11, 2023 Kaslo & Area D Economic Development Commission S109 minutes have been received.

5. DELEGATE

5.1 Sarah Sinclair, representative for the Rural Northern Immigration Pilot Program, was unable to attend the meeting.

6. STAFF REPORTS

6.1 Rural Economic Diversification and Infrastructure Program (REDIP)

The Commission Report dated October 16, 2023 from Chelsey Jones, LINKS ED, re: Kaslo and Area Shared-Use Commercial Kitchen Project, has been received.

7. NEW BUSINESS

7.1 Rural Economic Diversification and Infrastructure Program (REDIP)

7.2 Eco Depot

7.3 Open House – Public Consultation

7.4 Imagine Kootenay

7.4.1 Strategic Plan

7.4.2 Meeting Minutes

7.5 Commission Stipend

8. PUBLIC TIME

The Chair will call for questions from the public.

9. NEXT MEETING

The next Kaslo & Area D Economic Development Commission S109 meeting is scheduled for December 11, 2023 at 1:00 p.m.

10. ADJOURNMENT

The Kaslo & Area D Economic Development Commission S109 meeting is adjourned.



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Commissioner Hewat	Village of Kaslo
Commissioner Lang	Village of Kaslo
Commissioner Davie	Village of Kaslo
Commissioner Watson	Area D
Commissioner Brown	Area D
Commissioner Jones	Area D

REGRETS

Commissioner Nay	Village of Kaslo
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STAFF

Catherine Allaway	CO, Village of Kaslo
Karissa Stroshein	Administration

6 out of 7 voting Commission members were present – quorum was met.

GUESTS

Jen Comer

1. CALL TO ORDER

Chair Matthew Brown called the meeting to order at 1:00 p.m.

2. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

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

3. ADOPTION OF AGENDA

MOVED and seconded,
AND Resolved:

The Agenda for the September 11, 2023 Kaslo & Area D Economic Development Commission S109 meeting, be adopted as circulated.

Carried

4. RECEIPT OF MINUTES

The August 14, 2023 Kaslo & Area D Economic Development Commission S109 minutes have been received.

5. DELEGATE

5.1 Sarah Sinclair, representative for the Rural Northern Immigration Pilot Program, was unable to attend the meeting.

6. STAFF REPORTS

7. NEW BUSINESS

7.1 Rural Economic Diversification and Infrastructure Program (REDIP)

Commissioner Jones presented a timeline for applying to the Rural Economic Diversification and Infrastructure Program and asked for feedback from the commission.

7.2 Imagine Kootenay

Commissioner Hewat gave a verbal update on the Imagine Kootenay meeting she attended on Aug 29, 2023.

7.3 Rural Northern Immigration Pilot (RNIP)

8. PUBLIC TIME

The Chair called for questions from the public at 1:49 p.m.

9. NEXT MEETING

The next Kaslo & Area D Economic Development Commission S109 meeting is scheduled for October 16, 2023 at 1:00 p.m.

10. ADJOURNMENT

MOVED and seconded,
AND Resolved:

The Kaslo & Area D Economic Development Commission S109 meeting be adjourned at 1:50 p.m.

Carried

Matthew Brown, Chair

EDC October 2023 REDIP-ED Grant -

Project Name: Kaslo and Area Shared-Use Commercial Kitchen Project

October 16, 2023 Update Report

Prepared by Chelsey Jones, LINKS ED

Process:

Chelsey (LINKS) and RDCK CAO Horn are working in collaboration to prepare the final draft for submission.

RDCK will submit the application by *submission deadline October 30, 2023 at 11:59 PM PST.*

Summary of Submission (to date)

Project Title: Kaslo and Area Shared-Use Commercial Kitchen Feasibility Study

Project Description

Conduct community engagement to:

- A. Establish the need for a shared-use commercial kitchen in Kaslo.
- B. If the need is identified, determine its feasibility of operation, the best location, and create an implementation/operating plan.
- C. Create an inventory and usage guide of existing and possible future community and commercial kitchen assets to help connect food producers/processors with facilities.

Intended Outcomes

1. Determine needs and capacity of Kaslo and Area as regards a shared-use commercial kitchen.
2. Support growth of current small-scale food producing/processing businesses.
3. Incubate new food producing/processing businesses in the area.
4. Create new jobs.
5. Increase community capacity for food producing/processing through training opportunities and access to facilities.
6. Strengthen connections between local food businesses, such as farmers and food processors, and food processors and retailers.
7. Support food security and community resilience.

Positions created from project:

1. Administration: Hiring project coordinator and consultant. Ensuring reporting.
2. Project Coordinator (10 hrs/week for 15 weeks): A community member that can work with the consultant to provide community context to the report. This could extend into a longer-term position to help coordination of the community kitchen assets, including operating the potential new shared-use commercial kitchen.
3. Consultant: A short-term contract to complete the community consultation, feasibility and operation plan.

Budget

Still being finalized.

Letters of Support

We have received 3 letters of support to date for this project.

Imagine Kootenay (IK)

Recommendations on Next Steps – By Mike Stolte - September 18, 2023



The IK Strategic Planning Session was held on Aug. 29/23. Current members, former members and those who have considered being a member were invited and included. This is a rough list of recommendations by strategic planning facilitator Mike Stolte on possible ways of proceeding in a stepped and sustainable fashion. It was determined at this meeting that the IK Steering Committee (Tom Thomson (Chair), Garry Jackman (Vice Chair) and Andrea Wilkey (CFCK)) would meet in mid-to-late September to ensure continuity from the planning session. CFCK has made it clear that managing the IK contract going forward is not an option.

NOTE: *I am not fully aware of all IK operations and history. This is a set of recommendations based on limited information and should be taken as such.*

Stabilizing IK (the next month)	Walking (Next 3-6 months)	Running (6 months to a year)
<p>The most immediate needs are:</p> <ol style="list-style-type: none"> Narrow scope and focus. IK needs to be tighter, smaller and more focused. The current IK suffered from “scope creep” according to members, moving away from the Invest Kootenay origin and intent of its predecessors. The focus going forward should be investment attraction, business succession, with an aim to promote the region. The workforce attraction and housing components (if any) should be eliminated. Ensure web-site functionality. A proposal has been submitted to IK in this regard that addresses website functionality. The website should be tidied up and made solid so front-facing content and business opportunities are easily accessible (e.g. updating plug-ins). Determine other immediate social media and marketing needs. Decisions on other immediate marketing and social media needs should also be made at this time so as to minimize additional costs or time. Determine temporary management structure moving forward. Members of IK should be polled to determine their capacity and willingness to temporarily host or cohost IK. A membership discount 	<p>Once budget for the year has been created and approved:</p> <ol style="list-style-type: none"> Complete contract description and compensation package for the coordinator. Top skills should include marketing, project management and member management. Hire contracted coordinator. <p>The coordinator’s first responsibilities would be to:</p> <ol style="list-style-type: none"> Meet with current, former, and potential members to build relationships, determine needs and solidify IK partnerships. This would start with meeting with core members who are long-standing and secure IK members, and move outwards from there. This review should also include regional districts (beginning with Boundary Services Committee who funds Grand Forks’ participation). Special attention should be paid to bringing Cranbrook into the IK tent (as Cranbrook represents the biggest regional player and a big void in the IK universe) as well as Castlegar, Trail & Fernie, with the coordinator possibly working with existing IK members using a team approach. 	<p>Once short-term needs are addressed, thought can be given to:</p> <ol style="list-style-type: none"> A larger marketing plan. A plan should be developed that gets members excited and is doable. Extensive consultation with members should be employed. This will be constrained by the success of IK in meeting funding targets, new management, and coordinator capacity. Explore new partnerships. Explore potential partnerships with aligned organizations like KORE, linking to DMOs, and leveraging the networks and contacts of existing members. Explore new ways to enhance delivery of services. A review of member needs should be examined. FPCs should be consulted. Other polling might be employed. Engage in a new strategic planning process that takes IK’s new situation into account. The August 2023 strategic plan was conducted in an atmosphere of stabilizing IK. Future planning should build out in a sustainable way based on the situation in a year or so. Funding, like that for this strategic plan, could be acquired through ETSI-BC or another entity. Sustainable expansion and operation. The budget, the new management,

<p>or other innovative ways of being compensated for this should be considered.</p> <p>5. Determine new IK host (or cohosts) to oversee: funding applications (incl. reporting), web-site functionality, marketing & social media management, member/partner management, hiring a coordinator, creating and managing budget, and managing other needs. These functions could possibly be split up for a short time if no immediate host is identified.</p> <p>6. Determine yearly budget. Based on verbal commitment from members, a budget should be drafted for the next year. Budget items could be categorized as <i>essential</i>, <i>nice to have</i> and <i>aspirational</i>. For instance, if it is determined that \$50,000 will be generated from existing commitments, the budget should work backwards from the fixed costs (e.g. web-site) to determine how much is available for a coordinator's contract. The coordinator's contract could also consider incentivizing successfully signing on new memberships or other innovative ways of generating revenues.</p>	<p>2. Review and determine fee structure. This should include options for a tiered structure. This might take into consideration a base fee, training and mentoring support, and other levels that might have more support from IK coordinator.</p> <p>3. Meet with first points of contact (FPCs) to determine their needs and insights, and build network.</p> <p>4. Develop one-pager with clear expectations for first points of contact with value proposition (including ROI, statistics, testimonials and stories) for: realtors, members and potential members (e.g. regional districts and AKBLG), DMOs, and possibly others.</p> <p>5. Determine first contact training needs.</p> <p>6. Provide first contact training support.</p> <p>7. Identify other possible funding sources. While member fees will likely be the main source of funding for the immediate future, other sources like new members (especially looking to regional districts using the RDKB model for Grand Forks), a tiered funding structure, and new grants should be considered.</p> <p>8. Increase IK awareness with elected officials through AKBLG presentation. Currently, IK seems to not be well known amongst existing elected local and regional officials. Efforts should be made to get on the agenda for a presentation at next Spring's AKBLG where networks can be built and awareness can be increased. Testimonials, stories, stats and a value proposition should be part of the presentation. Particular efforts should be made to utilize the already existing elected officials who are part of IK – e.g. Garry Jackman, Suzan Hewat, Roberta Schnider, etc.</p>	<p>coordinator capacity and the success of IK over the past 6 – 12 months will determine what expansion is possible, or wanted. Members should be consulted on any expansion plans or planning.</p>
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MINUTES

**Imagine Kootenay Virtual Meeting
Regional Steering Committee Meeting
Tuesday September 26th, 2023**

Attendees

Tom Thomson (Nelson) Chair
Garry Jackman (Area A RDCK) Vice Chair
Pete Bourke (Columbia Valley)
Cat Moffat (Revelstoke)
Sandy Elzinga (Boundary)
Melanie Myers (Golden)
Mayor Suzan Hewatt (Kaslo)
Sarah Dinsdale (Boundary)
Roberta Schnider (Area G RDEK)
Mike Stolte Facilitator Strategic Planning

1. Welcome and Introductions

Meeting called to order (9:34am) Tom Thomson Chair

2. Adoption of Agenda

Moved by Suzan Hewatt, seconded by Garry Jackman and resolved that the AGENDA be adopted as circulated.

3. Review and approval of Strat Plan meeting August 28th.2023

The notes were developed and compiled by facilitator Mike Stolte. The session included current steering committee communities; past IK supported communities (Lower Columbia. Castlegar, Fernie (Elk Valley), as well as future communities including Cranbrook)

It is important to review the content and have this document as a key focus in the long-term IK sustainability plan.

It was very valuable to have current members, as well as past members and even future members to get the perspective of what it would take to rejoin or to be a part of IK in the future.

4. Review-Discuss-Approval of Strategic Plan Recommendations

Facilitator Mike Stolte reviewed the Next Steps-Recommendations for Imagine Kootenay to consider. (Updated recommendations provided with meeting minutes).

Mike Stolte developed the recommendations from the Strat planning notes and prioritized the content into 3 categories.

- *Stabilizing (4-6 weeks)*
- *Walking (3-6 months)*
- *Running (6 months-year)*

Action Items:

- 1) Nelson and District Chamber of Commerce, in collaboration with Columbia Valley Chamber of Commerce, and support from Area A Garry Jackman will take on a short term co management of the IK program to move forward and develop short- and medium-term recommendation.**
- 2) Website functionality is contracted to Maverick Design. The management group will ensure that the web contractor is aware of and acting on issues relating to website functionality in a timely manner. This is imperative as maintaining current steering committee members and attracting future communities to the IK steering committee. will be influenced by a high quality and functioning invest attraction and business succession planning strategy.**

Recommend that the web site work plan contract with Maverick be completed by November 30th.

- 3) Pete Bourke and Columbia Valley Chamber will reach out to Jessica Fairhart (former contractor to IK, and current ED of the Radium DMO) to discuss short-medium term social media marketing opportunities. Communities with a strong social media contractor can also reach out to the management team for other social media marketing companies to be considered.**

An RFP or a request for proposal opportunity could be developed in the future as required. Considering the timeline and a sense of moving forward with this social media and or marketing, it was agreed that a short-medium term solution be a first priority. It is important that website functionality be ensured prior to any social media outbound marketing.

- 4) Develop a one pager with clear explanations for first points of contact, and for future discussions with Regional Districts, Steering committee communities and for future**

community recruitment. There had been discussions about leaving this work for a coordinator to be tasked with, however it was agreed that this action item be moved from medium to short term priority.

Content to include but not limited to:

- *Value proposition of IK for a community*
- *Return on Investment*
- *Success stories and testimonials*
- *Statistics-Metrics*

- a) With guidance from steering committee elected officials, develop action plan to present Imagine Kootenay opportunities to with targeted Regional Directors and or presentations to the RDEK, RDCK and RDKB to further grow or maintain IK support.*
- 5) Management group to meet with Community Futures Central Kootenay prior to mid October to get a financial update and spreadsheet on funds remaining in the current operating year. This update will be shared with the Steering Committee when received.*

Moved by Tom Thomson; Seconded by Pete Bourke and RESOLVED that IK amend the current community MOU, to ensure the community withdrawal notification is changed from October to January 31st.

5. What's happening in your community roundtable?

Wildfires, Climate change Housing, Mental Health and Addictions, Public Drug Use repercussion of Decriminalization, Vaagen Fibre Canada sawmill in Midway causing transition concerns in the Boundary. Child Care becoming a serious issue in Revelstoke with close to 300 families impacted with a lack of after school care.

6. Next Meeting Tuesday December 5th,2023

7. Adjourn 10:56am pst