



**REGIONAL DISTRICT OF BULKLEY-NECHAKO  
COMMITTEE OF THE WHOLE  
AGENDA**

Thursday, April 6, 2017

**PAGE NO.**

**ACTION**

**CALL TO ORDER**

**SUPPLEMENTARY AGENDA**

Receive

**AGENDA – April 6, 2017**

Approve

**MINUTES**

2-12

Committee of the Whole Meeting  
Minutes – March 9, 2017

Receive

**REPORTS**

13-16

Corrine Swenson, Manager of Regional Economic  
Development – Vancouver Outdoor Adventure Show

Receive

**SUPPLEMENTARY AGENDA**

**NEW BUSINESS**

**ADJOURNMENT**

**REGIONAL DISTRICT OF BULKLEY-NECHAKO****COMMITTEE OF THE WHOLE MEETING****Thursday, March 9, 2017**

<b>PRESENT:</b>	Chairperson	Bill Miller
	Directors	Taylor Bachrach Eileen Benedict Shane Brien Tom Greenaway John Illes Dwayne Lindstrom Rob MacDougall Rob Newell Mark Parker Jerry Petersen Darcy Repen Gerry Thiessen
	Director Absent	Mark Fisher, Electoral Area "A" (Smithers Rural) Thomas Liversidge, Village of Granisle
	Alternate Director	Linda McGuire, Village of Granisle Stoney Stoltenberg, Electoral Area "A" (Smithers Rural)
	Staff	Melany de Weerd, Chief Administrative Officer Cheryl Anderson, Manager of Administrative Services Janette Derksen, Environmental Services Coordinator – left at 11:56 a.m. Janine Dougall, Director of Environmental Services Jason Llewellyn, Director of Planning – left at 12:05 p.m. Roxanne Shepherd, Chief Financial Officer Corrine Swenson, Manager of Regional Economic Development Wendy Wainwright, Executive Assistant
	Others	Penni Adams, Program Manager, Northwest Invasive Plant Council – left at 11:30 a.m. Chris Beach, Mayor, Village of Burns Lake Donovan Dias, Vice President, Sales & Project Management, CityWest - Via Teleconference – 11:30 a.m.-11:51 a.m. Darrell Hill, Field Coordinator, Northwest Invasive Plant Council – left at 11:30 a.m. Chris Marett, Chief Executive Officer, CityWest - Via Teleconference – 11:30 a.m.-11:51 a.m.
	Media	Flavio Nienow, LD News

**CALL TO ORDER**

Chair Miller called the meeting to order at 10:56 a.m.

**AGENDA &  
SUPPLEMENTARY AGENDA**Moved by Alternate Director Stoltenberg  
Seconded by Director Brien**C.W.2017-3-1**

"That the Agenda of the Regional District of Bulkley-Nechako Committee of the Whole meeting of March 9, 2017 be approved; and further, that the Supplementary Agenda be received."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

**MINUTES**

Committee of the Whole  
Minutes – February 9, 2017

Moved by Director Lindstrom  
Seconded by Director Newell

C.W.2017-3-2

“That the Committee of the Whole meeting minutes of February 9, 2017 be received.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

**DELEGATIONS**

**NORTHWEST INVASIVE PLANT COUNCIL – Penni Adams, NWIPC Program Manager and Darrell Hill, NWIPC Field Coordinator RE: Update**

Chair Miller welcomed Penni Adams, Program Manager and Darrell Hill, Field Coordinator, Northwest Invasive Plant Council.

Ms. Adams provided a PowerPoint Presentation.

**Invasive Plant Management and the Role of the Northwest Invasive Plant Council**

**Why care about invasive species?**

- Some non-native species co-exist in their new environment without negative impacts on native species;
- Others become invasive and can have ecologically devastating impacts leading to local extinction of native species;
- First Nations loss of forage for food and medicinal plants;
- Not just plants – animals, reptiles, fish and invertebrates;
- Spread of invasive species is the second biggest threat to biodiversity after urban expansion.

**Terminology**

**Weed**

- a plant growing where it is not wanted or a plant that no one has found a use for yet; native or introduced;

**Invasive Plant**

- a plant with the ability to spread and dominate an ecosystem;

**Invasive Alien Plant**

- a non-native plant with the ability to spread and dominate an ecosystem;

**Noxious weed**

- the legal term to describe invasive plants covered under the *BC Weed Control Act*.

**Characteristics of Invasive Plants**

- aka “superweeds”;
- The best strategists!
- Grow rapidly;
- Prolific seed producers;
- Highly effective seed dispersers;
- No natural controls/competition (fungi, viruses, insects, larger predators);
- Out-compete native species;
- Like disturbed soils (and good soils, too!).

## DELEGATIONS (CONT'D)

### NORTHWEST INVASIVE PLANT COUNCIL – Penni Adams, NWIPC Program Manager and Darrell Hill, NWIPC Field Coordinator RE: Update (Cont'd)

#### **Non-native? Is it invasive?**

- Dandelion *Taraxacum officinale* – No;
- Common harebell *Campanula rotundifolia* – No;
- Mouse-ear Hawkweed *Pilosella officinarum* – Yes;
- Creeping Bellflower *Campanula rapunculoides* L.- Yes.

#### **How bad can it get?**

- Japanese knotweed *Fallopia japonica* - overgrowth;
- Spotted knapweed *Centaurea stoebe* – massive widespread;
- Mountain bluet *Centaurea montana* – massive widespread.

#### **The Bad News**

##### **Economic impacts on**

- Utilities and transportation;
- Recreation and tourism;
- Forestry;
- Agriculture;

##### **Harm to human and animal health**

- Not eaten by animals (no natural control);
- If eaten, may be toxic;
- Poisonous or thorny;

##### **Environmental impacts**

- Ecosystems at risk or destroyed;
- Invasive monocultures threaten productivity of land.

#### **Economic Impacts – Agriculture**

##### **Agricultural land and pastures**

- Invasive plants in crops cost an est. \$2.2 billion each year (CFIA 2016);
- \$1.4 billion is weed damage;
- \$0.4 billion in control measures;
- Livestock illness, mortality.

#### **Economic Impacts – Forestry**

##### **Invasive Plants**

- Increase wildfire hazard;
- Increase soil erosion and stream sedimentation;
- Suppress forest regeneration;
- Damage young trees and seedlings;
- Control requires restrictions on movement of trucks and equipment on known.

#### **Human Health and Safety Impacts**

- Leafy Spurge
  - Cause of dermatitis in humans and grazing animals;
- Common Tansy
  - Toxic and can cause skin irritations;
- Giant Hogweed
  - Sap can cause severe burns, and make skin sensitive to strong sunlight;
- Invasives create impassable barriers and impede site lines;
- Causes of hay fever and other allergies.

## **DELEGATIONS (CONT'D)**

### **NORTHWEST INVASIVE PLANT COUNCIL – Penni Adams, NWIPC Program Manager and Darrell Hill, NWIPC Field Coordinator RE: Update (Cont'd)**

#### **Environmental Impacts**

- Reduced light, moisture, nutrients and space available to native species;
- Loss of natural habitat for native insects, birds, and other wildlife;
- Reduced forage potential for insects, birds, and other wildlife;
- Competition with and replacement of native species;
- Reduced integrity and stability of slopes, hillsides and flowing water shorelines;
- Changes to soil chemistry.

#### **The Good News**

- Invasive Species Council of BC;
- Regional Invasive Species/Weed Committees;
- **Partners**
  - Provincial, regional and municipal governments;
  - First Nations;
  - Industry;
  - Agricultural associations.

#### **Northwest Invasive Plant Council (NWIPC) Invasive Plant Management Areas (IPMA's)**

- Bulkley;
- Lakes District;
- Nechako.

#### **Who is NWIPC?**

##### **Non-profit society; board of directors**

- Operates on a partnership model;
- Approximately 600 members;
- 26 different partners;
- First Nation partnerships;
- Single point invasive plant management;
- Your invasive plant committee as per the provincial Weed Act.

#### **NWIPC Goals**

- NWIPC strives to prevent and control the spread of invasive alien plant species in northwestern BC;
- The goal is to prevent further damage to the ecosystems of northwest BC from invasive alien plants and begin to rehabilitate ecosystems that have been degraded by alien plants.

#### **Why NWIPC for Invasive Plant Work?**

- "One-Stop" agency for all things invasive plant-wise;
- Coordinates invasive plant management activities across an enormous land base (3.7 million hectares);
- Quality assurance, consistency, and data integrity;
  - IPMA contractors required to follow the provincial Invasive Alien Plant Program protocols for surveys, treatments, monitoring and data entry;
- NWIPC audits IPMA contractors' work for quality, accuracy and efficacy of treatments;
- Coordinates with IPMA contractors and partners to ensure priorities are established and the work is done;
- Is responsible for all invoicing, payments, logistics, etc.

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## **DELEGATIONS (CONT'D)**

### **NORTHWEST INVASIVE PLANT COUNCIL – Penni Adams, NWIPC Program Manager and Darrell Hill, NWIPC Field Coordinator RE: Update (Cont'd)**

#### **Continuous Improvement**

- The past two years have seen more efficient and effective workplans prepared for IPMA contractors yielding more on-the ground management, dollar for dollar;
- Increased and better communication between RDBN, NWIPC Field Coordinator and IPMA contractors;
- Containment lines (or polygons) for infestations such as Field scabious, Common tansy are being held;
- Contractors are better promoting the Landowner Weed Removal Rebate;
- Contractors given an "awareness" budget to do outreach to landowners and general public.

#### **Where do we get the funding to do the work?**

1. Provincial funding -provides for core program management and work on Crown lands;
  2. Crown corporation and private sector funds;
  3. Municipal government and regional districts funding:
    - May be given as up front grants; NWIPC invoices for total amount of funds; PO or Requisition; or invoices against an agreed upon maximum
- The varied ways in which NWIPC receives funding and the priorities of partners lend a complexity to managing invasive plants on multiple jurisdictions.

#### **How are Funds Apportioned?**

1. Directed funds (e.g., Landowner Rebate, Education & Awareness pooled fund) are set aside and not subject to program administration levies;
2. Levies are assessed for Program Overhead, Field Operations Coordination and a fund for Regional Early Detection Rapid Response;
  - Pooled funds from all partners;
3. Remainder goes to IPMA contractor budgets for on-the-ground work; jurisdiction specific.

#### **How the NWIPC Partners with the RDBN**

The Regional District of Bulkley Nechako:

- Provides a Director to the NWIPC Board;
- Promotes NWIPC as the invasive plant agency in their district;
- Supports our IPMA contractors with maps and land ownership issues;
- Supports the Landowner Weed Removal Rebate (aka 50:50) cost-sharing program;
- Provides funding agreement which allows operations to continue, year to year, in RDBN.

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**DELEGATIONS (CONT'D)**

**NORTHWEST INVASIVE PLANT COUNCIL – Penni Adams, NWIPC Program Manager and Darrell Hill, NWIPC Field Coordinator RE: Update (Cont'd)**

What the NWIPC did in 2016.

		RDBN 2016 LoA	NWIPC Billing	Difference
<b>IPMA Budget</b>	Bulkley IPMA	10,250.00	10,196.84	53.16
	Lakes District IPMA	10,250.00	10,299.93	-49.93
	Nechako IPMA	10,250.00	10,117.67	132.33
	<b>On the Ground Total Sub Total</b>	<b>30,750.00</b>	<b>30,614.43</b>	<b>135.57</b>
<b>Levies Applied</b>	Program Administration 15%	6,450.00	4,592.17	1,857.83
	REDRR 2%	800.00	612.29	187.71
	Field Ops Coordination %5	2,000.00	1,530.72	469.28
	<b>Levies Sub Total</b>	<b>9,250.00</b>	<b>6,735.18</b>	<b>2,514.82</b>
<b>Partner Directed Funds</b>	E&A	500.00	500.00	-
	50/50	3,000.00	2,486.38	513.62
	<b>Programs Sub Total</b>	<b>3,500.00</b>	<b>2,986.38</b>	<b>513.62</b>
	<b>GRAND TOTAL</b>	<b>43,500.00</b>	<b>40,335.99</b>	<b>3,164.01</b>

Looking at 2017

**NWIPC respectfully submits its request for \$44,500**

<b>Funding Request 2017</b>	<b>44,500.00</b>
<b>Budget</b>	
<b>Directed Funds</b>	
a) Landowner Weed Removal Rebate (formerly 50/50)	3,000.00
b) Education & Awareness Pooled Fund	500.00
<b>Amount remaining for "on the ground" Invasive Plant Management by NWIPC Contractors</b>	<b>41,000.00</b>
1. Program Administration and Field Operations Coordination Levies:	
a) 15% Program Management Overhead	6,150.00
b) 2% REDRR Non Contributing Landowners' Pooled Fund	820.00
c) % Field Operations Coordination	2,050.00
2. NWIPC IPMA "on the ground" contracts (10,660 per District)	31,980.00

**A Few of the Nasties!**

- Hawkweeds (Hieracium spp.)
  - Native and non-native:
    - Orange=INVASIVE;
    - White = NATIVE;
    - Yellow = could be INVASIVE or NATIVE!
- Spotted knapweed (Centaurea stoebe.);
- Common tansy (Tanacetum vulgare);
- Leafy spurge (Euphorbia esula);
- Field scabious (Knautia arvensis);
- Oxeye daisy (Leucanthemum vulgare).

Director Parker noted that at the Agriculture Forum in 2016 it was identified that invasive plant education was extremely important. Ms. Adams mentioned that there are printed materials, brochures, fact sheets, tip sheets, carabiners with quick check information readily available from NWIPC and their field technicians. Discussion took place regarding the utilization of the Landowner Weed Removal Rebate (formerly 50/50) program. Ms. Adams noted that education to promote the program may be necessary but it is starting to be subscribed to throughout the

## **DELEGATIONS (CONT'D)**

### **NORTHWEST INVASIVE PLANT COUNCIL – Penni Adams, NWIPC Program Manager and Darrell Hill, NWIPC Field Coordinator RE: Update (Cont'd)**

region. The NWIPC has also extended the program to the Skeena Regional Cattleman's Association.

Ms. Adams provided an overview of the "Report a Weed" app that can be downloaded to a mobile device. It provides the ability to identify plants and invasive species along with the location of the plant. The information is uploaded to the Ministry of Forests, Lands and Natural Resource Operations Invasive Species Specialist.

Discussion took place regarding the Canada Thistle that is in abundance along the highway corridor. Mr. Hill mentioned that the Canada Thistle is not identified as a top priority for the Ministry of Transportation and Infrastructure and funding is applied to high priority invasive species areas in accordance of priority. He indicated that individuals that are actively managing their lands are being identified to assist other agencies in treating right of ways.

Discussion took place regarding the management of invasive species such as the mountain bluet on organic farming land. Mr. Hill indicated that when contractors are provided the information regarding an organic farming operation there are alternate methods to treat invasive species. Individuals can contact the NWIPC if they require assistance in ridding their property of an invasive species in an organically friendly manner.

Chair Miller thanked Ms. Adams and Mr. Hill for attending the meeting

## **DELEGATIONS (CONT'D)**

### **CITY WEST – Donovan Dias, Vice President, Sales & Project Management and Chris Marett, Chief Executive Officer RE: Update and Connect to Innovate Grant Application – Via Teleconference 11:30 a.m. – 11:51 a.m.**

Chair Miller welcomed Chris Marett, Chief Executive Officer and Donovan Dias, Vice President, Sales & Project Management, City West.

Mr. Dias mentioned that CityWest has been in Prince Rupert since 1910 and now has internet telephone and television services from Prince Rupert to Houston. CityWest is investigating expanding services east of Houston. CityWest has fibre infrastructure along highway 16 with connectivity in Prince George, Vancouver and Seattle Washington, USA.

CityWest has recently been bringing fibre to home builds and replacing coaxial cable plants in Smithers, Telkwa and 40% complete in Houston and in locations west of the RDBN boundaries.

#### **Connect to Innovate Program**

- \$500 million grant program offered by the Federal Government;
- To connect communities and bring fibre backhaul to access the internet at high speed connections.

#### **What can CityWest do for the RDBN municipalities and rural areas?**

- How many households will be represented?
- Areas wanting to expand internet services to:
  - o Burns Lake and area;
  - o Fraser Lake and area;
  - o Topley and area;
  - o Vanderhoof and area.

## **DELEGATIONS (CONT'D)**

### **CITY WEST – Donovan Dias, Vice President, Sales & Project Management and Chris Marett, Chief Executive Officer RE: Update and Connect to Innovate Grant Application – Via Teleconference 11:30 a.m. – 11:51 a.m. (Cont'D)**

- o Looking for Regional District support to build fibre into the RDBN municipalities which will help solidify CityWest's business case to move into the rural areas of the RDBN;
- CityWest typically builds capacity (breakouts) in the municipalities and then works to build out to the rural areas;
  - o Building POP's (Point of Presence) locations can be challenging and cost prohibitive depending on distances;
- Doesn't currently have breakouts east of Houston;
- CityWest is a wire company and runs cable for its services;
  - o Cables are run on BC Hydro or Telus poles (CityWest is charged for each point of pole contact);
  - o Wire is long term and wireless is a short term solution;
  - o Primarily focused on delivering fibre to builds.
- Ensure that the CityWest Project Manager completes the mapping project to identify underserved areas in the RDBN.

Chair Miller commented that high speed internet to the communities and rural areas in the region is a high priority of the RDBN Board of Directors. He noted that in Electoral Area "B" (Burns Lake Rural) there is very high interest to extend fibre and build capacity for high speed internet.

#### **CityWest's request of the RDBN**

- Letter of support for the Connect to Innovate Program;
  - o Identify institutions that are currently underserved in communities;
  - o Clarify the areas in the region that have been identified as having internet service are incorrect;
- Letters of support from area Members of Legislative Assembly (MLA's) and Members of Parliament (MP's);
- RDBN provide information to the Federal Government and CRTC (Canadian Radio-television and Telecommunications) that additional areas on the maps provided by the Federal Government in regard to the Connect to Innovate Program are underserved and need to be added to the map along with correct information in regard to the backbone/last mile service;
  - o Federal Government is relying on municipalities and Regional Districts to provide feedback in regard to their maps;
  - o There may be updated mapping available but most of the changes that CityWest could identify were in eastern Canada;
- Identify that the bandwidth of 5 Mbps upload and 1 Mbps download speeds identified in the Connect to Innovate Program is not sufficient for current and future internet usage;
  - o The CRTC has identified that the target for internet service is 50 Mbps download and 10 Mbps upload speeds.

The RDBN is working to clarify the unidentified areas on the Federal Government maps that are underserved. CityWest's project manager is working with the RDBN GIS Technician to identify areas that CityWest will be able or won't be able to serve. Once the locations that can be serviced by a POP location are identified CityWest will be able to determine the areas that can be included in the Connect to Innovate Program application. The areas that are outside of a POP location may need to be serviced by a fixed broadband company.

Discussion took place regarding ISP's (Internet Service Provider's) infringement policy agreements. The infringement policy agreement does not apply to CityWest.

**DELEGATIONS (CONT'D)**

**CITY WEST – Donovan Dias, Vice President, Sales & Project Management and Chris Marett, Chief Executive Officer RE: Update and Connect to Innovate Grant Application and Chris – Via Teleconference 11:30 a.m. – 11:51 a.m. (Cont'D)**

Discussion took place regarding additional funding to extend services beyond what can be provided through the Connect to Innovate Program.

Director Repen thanked CityWest for the work completed in Telkwa to provide high speed internet to the community.

Chair Miller thanked Mr. Donovan and Mr. Marett for attending the meeting via teleconference.

**REPORTS**

**NWIPC Funding for 2017**

Moved by Director Petersen  
Seconded by Director Bachrach

**C.W.2017-3-3**

1. "That the Committee of the Whole receive the Environmental Services Coordinator's February 28, 2017 memo titled "NWIPC Funding for 2017."
2. Further, that the Committee of the Whole recommend that the Regional District of Bulkley-Nechako Board of Directors contribute \$43,500 to the Northwest Invasive Plant Council for invasive plant management for 2017."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

Discussion took place regarding the need to have additional funding for invasive species education.

**2017 Budget – Third Draft**

Moved by Director Brienon  
Seconded by Alternate Director McGuire

**C.W.2017-3-4**

"That the Committee of the Whole receive the Senior Financial Assistant's February 27, 2017 memo titled "2017 Budget – Third Draft."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

The Committee of the Whole suggested the following adjustments to the 2017 Budget:

**Planning**

Plotter Purchase (Funding from Capital Reserve)  
Budgeted - \$34,000 reduce to \$20,000;

**Environmental Services**

Update the Solid Waste Management Plan (\$100,000 over 2 years)  
Budgeted - \$70,000 (for 2017) adjust to \$50,000 for 2017 and \$50,000 for 2018.

## SUPPLEMENTARY AGENDA

### CORRESPONDENCE

BC Transit – Notice of Intent  
for Direct Award- Bulkley  
Nechako Regional System

Moved by Director Newell  
Seconded by Director MacDougall

C.W.2017-3-5

"That the Committee of the Whole receive the correspondence from BC Transit titled "Notice of Intent for Direct Award – Bulkley Nechako Regional System."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

Director Bachrach noted that preliminary research was conducted to determine if there may be companies available that have the capacity and the ability to provide transit services for the Bulkley Nechako Regional System (Highway 16 Regional Transit Service) in a timely manner. The company that has been identified in BC Transit's Notice of Intent 17.06 For Direct Award notice currently operates all but one of the systems representing the North East region, including the Prince George Transit System.

Director MacDougall spoke of encouraging BC Transit and Ministry of Transportation and Infrastructure to discuss with Pacific Western Transportation the need to explore the opportunities to work to build partnerships in the region and hire local sub-contractors, employees, etc.

North Central Local  
Government Association  
- Last Call for NCLGA  
Award Nominations

Moved by Director Benedict  
Seconded by Alternate Director Stoltenberg

C.W.2017-3-6

"That the Committee of the Whole receive the correspondence from the North Central Local Government Association titled "Last Call for NCLGA Award Nominations."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

### NEW BUSINESS

Regional District of Fraser  
-Fort George 50<sup>th</sup>  
Anniversary Celebration  
-March 8, 2017

Director Thiessen spoke of attending the Regional District of Fraser-Fort George's 50<sup>th</sup> Anniversary celebration on March 8, 2017 in Prince George.

**ADJOURNMENT**

Moved by Director Bachrach  
Seconded by Director Greenaway

C.W.2017-3-7

"That the meeting be adjourned at 12:09 p.m."

(All/Directors/Majority)

**CARRIED UNANIMOUSLY**

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Bill Miller, Chair

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Wendy Wainwright, Executive Assistant



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Regional District of Bulkley-Nechako  
April 6, 2017  
Board of Directors

To: Chair Miller and the Board of Directors  
From: Corrine Swenson, Manager of Regional Economic Development  
Date: March 29, 2017  
Regarding: Vancouver Outdoor Adventure Show

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Please find attached the 2017 Vancouver Outdoor Adventure Show Summary Report.

The Budget for participating in the Travel Northern BC partnership and for sending a RDBN staff person to attend is as follows:

Expense	2017 Budget	2017 Actuals
Booth Rental and Supplies	1,700	1,440
Attendee to staff the booth	1,750	1,291
<b>Total Expenses</b>	<b>\$ 3,450</b>	<b>\$ 2,731</b>

The show continues to be well attended and beneficial for promoting Visit Bulkley Nechako. The partnership is very successful at providing a cost effective tradeshow presence and encouraging visitors to "Travel Northern BC".

<b>RECOMMENDATION:</b>	<b>(All/Directors/Majority)</b>
Receive.	

## **2017 Vancouver Outdoor Adventure Show Summary Report**

The RDBN and the following partners attended the 2017 Vancouver Outdoor Adventure Show:

- Tourism Kitimat
- Tourism Smithers
- Tourism Prince George
- Regional District of Kitimat-Stikine
- Tourism Prince Rupert
- Kermodei Travel

For the 2017 show, staff attended for the first time in three years. The RDBN has been sponsoring a Visitor Information Centre employee to attend on behalf of the RDBN. The Vancouver Bike Show was included this year, adding value for attendees with biking demonstrations and mountain bike specific booths.

### **Booth Design**

The Travel Northern BC booth is custom built for the show and is a unique design that no other booth uses. Because of the unique design, the booth really stands out visually. It is made from green cedar and the smell really draws people in.

### **Booth Attendees**

There were 16,300 attendees at the show. This number is determined by a combination of advance on-line ticket sales, at the door ticket sales and free admission coupons that are redeemed at the door.

Booth attendee numbers were tracked using a tally counter. Total booth attendance for Saturday was 588 and for Sunday 508. Total number of booth attendees for both days was 1096.

Conversations with booth attendees were about

- How to get to Northern BC. Questions specific to the coastal route.
- General activity inquiries; hiking, mountain biking, camping. A couple questions about indoor or cultural activities.
- Many attendees came to the booth wanting to talk about a specific location. If the area 'expert' was available we directed these people to them.
- In many cases people just want to show you where they have been. They were encouraged to return.

### **Brochures and Swag**

Each partner supplied 100 of their community's tourism brochures. The RDBN provided 50 Hiking and Winter Guides, and 50 Activity Maps. Many booth attendees often ask activity specific questions so the activity based brochures were very useful.

In addition to the brochures 250 Travel Northern BC bags were handed out, 100 Visit Bulkley Nechako pins, pens from Prince George and Terrace, postcards from Kitimat, and USB drives with the Travel Northern BC logo on them.

### Partnership

This year there were two partners that did not attend the show but who contributed financially. This was discussed amongst the attending partners. The discussion was that partners should be encouraged to attend the show but if they are unable to attend their financial contribution to the partnership is appreciated. By not send a representative from their region these partners are missing the "expert" on their community/region. The attending partners were adequately able to represent Northern BC.

At the end of the show the partners talked about possibly attending a different show as a group next year. This was not supported by all partners and the feasibility of attending two shows is not possible for all partners. Tourism PG is attending the Calgary show and will share any insights with the group. A plan for next year was not determined by the partners.

### Conclusion

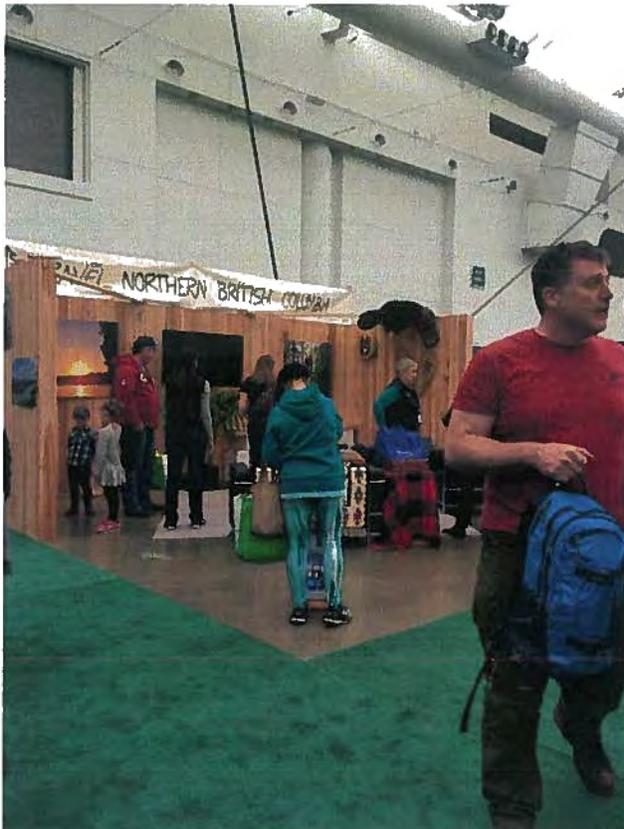
There is value for the RDBN to continue to attend the Vancouver Outdoor Show as part of the Travel Northern BC group. Northern BC is a large area and the geography and specific locations within the area are not well known to booth attendees. Someone may only have heard about Prince Rupert and stop at the booth because of this. There is the opportunity then to expand their knowledge base of the area. This same person may not stop at a Bulkley-Nechako booth. From a partnership point of view building relationships with others in the tourism industry is very important in the success of marketing our region.



Highway display on the back wall of the booth.



The Travel Northern BC Booth. Tourism Smithers is teaching Tourism India about our bears.



The booth during the Show. The cedar smell of the booth was remarked on over and over.