

REGIONAL DISTRICT OF BULKLEY-NECHAKO

COMMITTEE OF THE WHOLE MEETING

Thursday, April 16, 2015

PRESENT: Chairperson Bill Miller

Directors Taylor Bachrach
Eileen Benedict
Shane Brienen
Mark Fisher
Dwayne Lindstrom
Rob MacDougall
Rob Newell
Mark Parker
Jerry Petersen
Darcy Repen
Luke Strimbold
Gerry Thiessen

Directors Absent Tom Greenaway, Electoral Area "C" (Fort St. James Rural)
Thomas Liversidge, Village of Granisle

Alternate Directors Linda McGuire, Village of Granisle

Staff Gail Chapman, Chief Administrative Officer
Cheryl Anderson, Manager of Administrative Services
Hans Berndorff, Financial Administrator
Janine Dougall, Director of Environmental Services
Corrine Swenson, Manager of Economic Development
Wendy Wainwright, Executive Assistant

Others Stephen Burkholder, General Manager, Pacific Timber – arrived at 12:31 p.m.
Heather Cullen, Director of Project Implementation, Pricing and Tenures, Omineca, Prince George, Ministry of Forests, Lands and Natural Resource Operations – arrived at 12:31 p.m.
Karl Garrett, Mill Manager, Pacific Timber – arrived at 12:31 p.m.
Terry Lazaruk, CanFor
Martin Littlejohn, Western Canada Mountain Bike Tourism Association – Via Teleconference – 11:20 a.m. to 11:48 a.m.
Patrick Lucas, David Nairne & Associates – Via Teleconference - 11:20 a.m. to 11:48 a.m.
Diane MacKay, Fire Centre Manager, Northwest Fire Centre, Ministry of Forests, Lands and Natural Resource Operations – arrived at 12:31 p.m.

CALL TO ORDER

Chair Miller called the meeting to order at 11:18 a.m.

**SUPPLEMENTARY
AGENDA & AGENDA**

Moved by Director Benedict
Seconded by Alt. Director McGuire

C.W.2015-4-1

“That the Supplementary Agenda be received and dealt with at this meeting; and further, that the Agenda of the Regional District of Bulkley-Nechako Committee of the Whole meeting of April 16, 2015 be approved.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

MINUTES

Committee of the Whole
Minutes – March 12, 2015

Moved by Director Petersen
Seconded by Director Newell

C.W.2015-4-2

“That the Committee of the Whole meeting minutes of March 12, 2015 be received.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

DELEGATION

**NORTHERN BC MOUNTAIN BIKE RECREATION AND TOURISM DEVELOPMENT
STRATEGY – VIA TELECONFERENCE – Martin Littlejohn, Western Canada Mountain Bike
Tourism Association and Patrick Lucas, David Nairne & Associates RE: Update**

Chair Miller welcomed Martin Littlejohn, Western Canada Mountain Bike Tourism Association and Patrick Lucas, David Nairne & Associates.

A PowerPoint Presentation was provided.

Northern BC Mountain Bike Recreation and Tourism Development Strategy

Northern BC Mountain Bike Tourism Strategy

- Partnership between MBTA (Mountain Bike Tourism Association) & Northern BC Tourism;
- Goals:
 - o Establish the economic viability for northern communities to collaborate;
 - o Develop a strategy to increase visitation rates, revenues, funding, trails, etc.

Northern BC Mountain Bike Recreation & Tourism Area

- Terrace;
- Smithers;
- Telkwa;
- Houston;
- Burns Lake;
- Fraser Lake;
- Fort St. James;
- Vanderhoof;
- Prince George;
- Mackenzie;
- McBride;
- Valemount.

DELEGATION (CONT'D)

NORTHERN BC MOUNTAIN BIKE RECREATION AND TOURISM DEVELOPMENT STRATEGY – VIA TELECONFERENCE – Martin Littlejohn, Western Canada Mountain Bike Tourism Association and Patrick Lucas, David Nairne & Associates RE: Update

Northern BC has the potential to become a significant destination for mountain bike recreation and tourism.

Mountain Bike Travellers are seeking opportunities and destinations that can provide a broad diversity and variety of riding experiences that the communities of northern BC can best provide through collaboration.

Key Findings

- Mountain bike recreation has significant social & community benefits:
 - o Participation rose over 400% between 1987 & 2000;
 - o 21% of BC residents participate in Mountain Bike biking;
- Mountain Bike tourism generates significant economic benefits:
 - o Mountain bike tourists are motivated to travel;
 - o Awareness of Northern BC is growing;
- Mountain bike tourism is a growing and increasingly lucrative market:
 - o Sea to Sky corridor: trails generated \$10.3 million in visitor spending in 2006, 200 jobs;
 - o Squamish: \$8 million annually (2013);
 - o Rossland & Golden: \$500,000 to \$1,000,000 annually;
 - o Cariboo Chilcotin: \$1.61 million annually;
 - o Oregon: 4 Mountain Bike bike events generate \$2.6 million annually;
 - o 7 Stanes – Scotland: \$16.4 million (CAD) annually.

Regional Collaboration

- Regions that engage in collaboration experience:
 - o Substantial growth in number of riders on trails;
 - o More visitors;
 - o More economic activity;
 - o More employment;
 - o Increased value of the mountain bike recreation & tourism sector;
 - o Greater participation in regional mountain bike events.

What are Mountain bikers looking for?

Trails!

- Diversity & progressive challenges;
- Offering unique experiences & designed to the highest standard;
- Well maintained;
- Quality over quantity;
- Epic or signature trails are important attractions.

Other Key elements

- Travel & Transportation;
- Seasonal considerations;
- Reputation;
- Culture;
- Costs;
- Events & festivals;
- Supporting amenities & accommodations.

DELEGATION (CONT'D)

NORTHERN BC MOUNTAIN BIKE RECREATION AND TOURISM DEVELOPMENT STRATEGY – VIA TELECONFERENCE – Martin Littlejohn, Western Canada Mountain Bike Tourism Association and Patrick Lucas, David Nairne & Associates RE: Update

Northern BC as a mountain bike destination

Impression of Northern BC

- No trails!
- Short season!
- Isolated!
- Too Far!
- No Information!
- Hard to reach!
- **BUGS!!**

Intention of visiting Northern BC

- As awareness improves, intention increases;

Travel motivations & preferences

- Majority will travel by car;
- Seeking information on trail loops, itineraries & circle routes;

Sources of Information

- Recommendation from friends (reputation);
- Video & photography;
- Mountain bike related websites (mountainbikingbc.ca).

Most immediate opportunity for growth?

- Local Markets;
- Create awareness and increase participation throughout the region;
- Encourage new riders & demographics (women and families);

Inter-regional & provincial market

- BC residents represent 61% of leisure travelers to northern BC & 51% of total leisure travel spending;
- Mountain bike travelers survey indicated a strong likelihood of travel to northern BC (17%);
- Yellowhead corridor could attract significant riders from within the province;

Inter-provincial market

- Largest potential market: Alberta as well as the Yukon;
- Sport is growing rapidly in the province;
- Proximity to highways from Alberta can impact tourism;
- Albertans represent 15% of visitors to mountainbikingbc.ca.

Target Markets

- US market:
 - o 2006 study showed 135,000 US visitors visited BC for mountain biking;
 - o Visitors from Washington & Alaska enter region via ferry – 250,000 passengers in 2012;
 - o Alaska is a strong attraction, visitors may be compelled to stay longer in the Yellowhead corridor for riding opportunities.
- International market:
 - o Substantial number of international visitors in BC for mountain biking each year;
 - o German visitors show greatest interest;
 - o International visitors are drawn by scenery;
 - o Mountain biking is growing rapidly in Europe and other regions around the world;
 - o BC is recognized as a primary destination.

DELEGATION (CONT'D)

NORTHERN BC MOUNTAIN BIKE RECREATION AND TOURISM DEVELOPMENT STRATEGY – VIA TELECONFERENCE – Martin Littlejohn, Western Canada Mountain Bike Tourism Association and Patrick Lucas, David Nairne & Associates RE: Update

Mountain Bike Recreation & Tourism Development Regional Strategies

- Support the growth of mountain bike recreation;
- Regional branding strategy;
- Regional trails & tourism committee or group;
- Coordinate festivals & events;
- Provide trip itineraries & circle routes;
- Regional race series;
- Regional marketing strategy.

Mountain Bike Recreation & Tourism Development Community Strategies

- Build capacity;
- Clear visions & planning for trails & mountain bike recreation;
- Foster mountain bike culture & community;
- Build mutually supportive partnerships;
- Develop sustainable trails & infrastructure;
- Support local businesses;
- Ensure trails are maintained;
- Monitor, evaluate & report on social and economic impacts.

Mountain Bike Recreation & Tourism Development Regional District Strategies

- Access to land;
- Trail & infrastructure planning;
- Support trail development & maintenance;
- Technical & permitting support;
- Funding through grants & local taxes;
- Insurance;
- Regional trail coordinators;
- Regional trail maintenance.

Next Steps

- Implementation planning (Spring/summer 2015);
- Regional working group (summer 2015);
- Branding strategy (summer/fall 2015).

Discussion took place regarding the challenges of accessing funding for the maintenance of trails. The North Shore Mountain Biking Association has initiated a trail adoption plan and partnerships with local businesses that help support the maintenance of trails. Some groups have also implemented a trail pass system to generate small amounts of revenue to assist with trail maintenance. Mr. Nairne suggested a grant opportunity is an aboriginal youth program wherein youth trail crews work with mountain bike clubs to maintain trails.

Director Repen spoke of a concept route through the Telkwa pass that a group of individuals are working on in Telkwa to develop a mountain bike experience through the region which would build on events already taking place.

Director Fisher brought forward the potential to partner with other groups such as Spinal Cord Injury BC to fund, develop and promote accessibility for trails in the region.

Chair Miller thanked Messrs. Littlejohn and Lucas for attending the meeting via teleconference.

SUPPLEMENTARY AGENDA

INVITATION

The BC Jobs Plan Webinar
Series- Small Business:
Resources from Small
Business BC – April 23, 2015

Moved by Director MacDougall
Seconded by Director Petersen

C.W.2015-4-5

“That the Committee of the Whole receive the Invitation titled
“The BC Jobs Plan Webinar Series – Small Business:
Resources from Small Business BC – April 23, 2015.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

NEW BUSINESS

Condition of Colleymount Rd.

Director Benedict spoke to the safety concerns in regard to travelling on Colleymount Rd. The road and banks along the road are sloughing and are in poor condition. The road is also too narrow in many areas for two way traffic. She noted that Colleymount Rd. has a high level of industrial logging truck traffic, tourism traffic along with the public and school buses. The road requires upgrading to address the level and types of traffic utilizing Colleymount Rd. along with the safety concerns regarding the poor conditions of the road.

Concerns were also brought forward regarding the maintenance of Colleymount Rd. and other secondary roads.

Moved by Director Benedict
Seconded by Director Petersen

C.W.2015-4-6

“That the Committee of the Whole recommend that the Regional District of Bulkley-Nechako Board of Directors write a letter to the Ministry of Transportation and Infrastructure regarding the need to allocate funding for safety upgrades to Colleymount Rd.; and further, that the letter be forwarded to WorksafeBC, John Rustad, MLA Nechako Lakes and Lakes District Maintenance (LDM).”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

ADJOURNMENT

Moved by Alt. Director McGuire
Seconded by Director Petersen

C.W.2015-4-7

“That the meeting be adjourned at 12:42 p.m.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY