



1
REGIONAL DISTRICT OF BULKLEY-NECHAKO
COMMITTEE OF THE WHOLE
AGENDA

Thursday, March 12, 2015

PAGE NO.

ACTION

CALL TO ORDER

SUPPLEMENTARY AGENDA

Receive

AGENDA – March 12, 2015

Approve

MINUTES

2-11

Committee of the Whole Meeting
Minutes – February 12, 2015

Receive

DELEGATION

NEW GOLD INC.

Claudette Gouger, Community Manager
RE: Update

REPORTS

12-28

Laura O'Meara, Senior Financial Assistant
- 2015 Budget Draft No. 3

Direction/Receive

29-33

Cheryl Anderson, Manager of Administrative
Services – North Central Local Government
Association – Executive Nomination Procedures

Direction

34-37

Corrine Swenson, Manager of Regional Economic
Development – 2015 Canada Winter Games
Partnership

Receive

38-43

Corrine Swenson, Manager of Regional Economic
Development – 2015 Regional Marketing Initiative

Receive

SUPPLEMENTARY AGENDA

NEW BUSINESS

ADJOURNMENT

REGIONAL DISTRICT OF BULKLEY-NECHAKO**COMMITTEE OF THE WHOLE MEETING****Thursday, February 12, 2015**

PRESENT: Chairperson Bill Miller

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

Director Absent Tom Greenaway, Electoral Area "C" (Fort St. James Rural)

Alternate Director Bob Hughes, Electoral Area "C" (Fort St. James Rural)

Staff Gail Chapman, Chief Administrative Officer
Cheryl Anderson, Manager of Administrative Services
Hans Berndorff, Financial Administrator
Janine Dougall, Director of Environmental Services
Deborah Jones-Middleton, Protective Services Manager
– arrived at 12:03 p.m.
Jason Llewellyn, Director of Planning – left at 11:11 a.m.,
returned at 12:27 p.m.
Corrine Swenson, Manager of Economic Development – left at
11:11 a.m., returned at 12:03 p.m.
Wendy Wainwright, Executive Assistant

Others Scott Reid, Engineering Coordinator, TransCanada Coastal
GasLink Pipeline Ltd.- left at 11:11 a.m.
Kiel Giddens, Land, Community, and Aboriginal Relations
Liaison, TransCanada Coastal GasLink Pipelines Ltd.- left at
11:11 a.m.

Media Flavio Nienow, LD News – left at 1:12 p.m.

CALL TO ORDER

Chair Miller called the meeting to order at 10:38 a.m.

**SUPPLEMENTARY
AGENDA**Moved by Director Petersen
Seconded by Director Brien**C.W.2015-2-1**"That the Supplementary Agenda be received and dealt with at
this meeting."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

AGENDA

Moved by Director Newell
Seconded by Director Fisher

C.W.2015-2-2

"That the Agenda of the Regional District of Bulkley-Nechako Committee of the Whole meeting of February 12, 2015 be approved."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

OATH OF OFFICE

Gail Chapman, Chief Administrative Officer administered the Oath of Office to Bob Hughes, Alternate Director, Electoral Area "C" (Fort St. James Rural).

MINUTES

Committee of the Whole Minutes – January 15, 2015

Moved by Director MacDougall
Seconded by Director Lindstrom

C.W.2015-2-3

"That the Committee of the Whole meeting minutes of January 15, 2015 be received."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

DELEGATION

TRANSCANADA COASTAL GASLINK PIPELINE LTD. – Scott Reid, Engineering Coordinator, Kiel Giddens, Land, Community, and Aboriginal Relations Liaison RE: Update

Chair Miller welcomed Scott Reid, Engineering Coordinator and Kiel Giddens, Land, Community and Aboriginal Relations Liaison, TransCanada Coastal GasLink Pipeline Ltd.

Mr. Reid and Mr. Giddens provided a PowerPoint Presentation.

Coastal GasLink Pipeline Project – Proposed Route

- 650 km, 40" diameter pipeline transporting natural gas from near Dawson Creek to Kitimat;
- Coastal GasLink's customer, LNG Canada, a consortium of Shell Canada, Mitsubishi, Kogas and PetroChina has proposed to build a facility in the District of Kitimat to liquefy the natural gas for export;
- Proposed route passes to the north of Vanderhoof and Fraser Lake, crosses Highway 16 near Endako, and passes to the south of Burns Lake and Houston.

What is the Market for B.C.'s Natural Gas?

- Natural gas use in Asia will replace higher emitting fuels, helping to reduce global GHG (Green House Gas) emissions.

LNG Value Chain

- Exploration & Development in Canada
 - Gas Production as the resource is gathered in the field – LNG Canada – near Dawson Creek;
 - Transport of the natural gas through the Coastal GasLink Pipeline;
 - Liquefaction to Liquid Natural Gas at the LNG Canada facility – in Kitimat;
 - Transport to export markets – via ship;
 - Regasification;
 - Distribution & Transport.

DELEGATION (CONT'D)

TRANSCANADA COASTAL GASLINK PIPELINE LTD. – Scott Reid, Engineering Coordinator, Kiel Giddens, Land, Community, and Aboriginal Relations Liaison RE: Update

Environmental Assessment Certificate

- Coastal GasLink launched: June 2012;
- Initial landowner and public engagement: fall 2012;
- Coastal GasLink field studies and EAO Working Group review of information needs: 2013;
- Environmental Assessment Certificate Application filed: January 2014;
- EAO Working Group review: March-September 2014;
- EA Certificate issued: October 24, 2014.

Environmental Assessment Certificate – Examples of Conditions

- Water Quality Monitoring Program;
- Wildlife and Wildlife Habitat Management Plan;
- Visual Quality Management Plan;
- Timber Salvage Strategy;
- Social and Economic Effects Management Plan.

Responding to Public Input

- Open house dates planned in consultation with local governments;
- Proposed route revised in response to First Nations, landowner and public input;
- Facilities located in response to input and landowner offers;
- Road upgrades planned in cooperation with current industrial users;
- Training and education program;
- Local and Aboriginal participation plans.

Project Contact to date in RDBN

- Ongoing discussions with First Nations;
- EAO open houses in Burns Lake (2013 and 2014) and Fraser Lake (2014);
- Project information sessions in Vanderhoof, Fort St. James, Fraser Lake, Burns Lake and Smithers;
- "LNG Conversation" community presentations in Smithers, Burns Lake and Vanderhoof, October 2014;
- RDBN Board presentations (2012, 2013) and construction issues meetings with Board members and staff (2014);
- Municipal government presentations;
- Chamber of Commerce memberships, sponsorships, presentations;
- Community investment: search and rescue (Vanderhoof, Houston), fire/rescue (Fraser Lake), sturgeon habitat restoration (Vanderhoof), Burns Lake Fall Fair.

Aboriginal Engagement

- Ongoing engagement with 19 Aboriginal groups, and notification across a wider area;
- Collaboration on traditional land use and ecological knowledge;
- Project agreements in process;
- Designated contracting opportunities identified.

Local and Aboriginal Participation Plans

- Most opportunities to be provided through prime contractors;
- Each prime contractor must present a plan for local participation;
- Prime contractors to attend regional networking events;
- TransCanada will monitor implementation of local participation plans through regular reporting.

DELEGATION (CONT'D)

TRANSCANADA COASTAL GASLINK PIPELINE LTD. – Scott Reid, Engineering Coordinator, Kiel Giddens, Land, Community, and Aboriginal Relations Liaison RE: Update

Education & Training Plan

- Pathway to Pipeline Readiness Program:
 - Local workforce readiness training directly related to the Project;
 - Northwest Community College, PGNAETA;
- TransCanada Education Legacy Program:
 - Long term community capacity building;
 - Breakfast Club of Canada, University of Northern British Columbia.

Construction Camps

- Eight potential sites currently identified in Bulkley-Nechako region. Plans are still tentative;
- Contractor selection scheduled for Q3;
- Contractors are responsible for camp construction and management, including waste management and emergency response;
- Level of on-site medical care still to be determined.

2015-16 Project Schedule

- January-June – Develop regulatory-driven management plans (e.g. Socio-economic Effects Management Plan);
- January-October – Construction planning: camp locations, waste management, traffic management;
- April – Public information sessions;
- Spring – OGC permitting decision;
- Fall – Temporary use permitting, camps and facilities;
- Fall – Vendor networking sessions;
- Early 2016 – Final investment decision.

RDBN Issues

- Business opportunities and jobs;
- Potential pressure on retail and public services;
- Waste management;
- Construction traffic;
- Timber salvage.

Discussion took place regarding the sharing of right of way for the TransCanada proposed pipeline projects, Coastal GasLink, Prince Rupert Gas Transmission Project and Pacific Trails Connector pipeline. Mr. Reid noted the difficulty of sharing right of way between the Coastal GasLink and Prince Rupert Gas Transmission Project as the two lines are separated by a significant distance. The projects are also operated by two separate companies, LNG Canada and Pacific Northwest LNG and it is a very competitive market. The Pacific Trails pipeline is operated by Chevron but through the Oil and Gas Commission permitting TransCanada has requested to co-locate where possible. Mr. Giddens noted that through the consultation process land owners have requested to relocate lines and this has been accommodated.

Director Newell spoke of base line monitoring and the information being provided to the RDBN. Mr. Giddens mentioned that TransCanada has a number of monitoring programs that need to be implemented in the plans and the information will be discussed and shared with the RDBN when completed. Mr. Reid mentioned that in the past two years Coastal GasLink has completed significant field work to collect information for base line studies and that data is available publicly.

6

DELEGATION (CONT'D)

TRANSCANADA COASTAL GASLINK PIPELINE LTD. -- Greg Cano, Project Manager, Kiel Giddens, Land, Community, and Aboriginal Relations Liaison RE: Update

The workforce readiness planning was discussed and will be available for First Nations and non-First Nations citizens. TransCanada is partnering with the College of New Caledonia and Northwest Community college to develop programming. Mr Giddens is also a member of the SWOT (Strategic Workforce Opportunities Team) working group.

Chair Miller thanked Messrs Giddens and Reid for attending the meeting.

ENVIRONMENTAL SERVICES REPORT

2015 Recycling Options

Janine Dougall, Director of Environmental Services brought forward the economic challenges of recycling options in the RDBN due to economies of scale and population base. The funding programs initiated by the RDBN in 2009 were to start local recycling programs by providing funding based on an allocation of funds across the RDBN based on assessments.

Since 2009, a number of communities have developed a recycling program and have been funded by the RDBN. Smithers and Area Recycling Society has been a long term organization with funding beginning in 2003. Since 2009, other recycling groups in the region have utilized the funding: the Greening Up the Fort (GUF) in Fort St. James, Vanderhoof, Fraser Lake, and Houston. Burns Lake has had challenges in developing a recycling program and in lieu of the challenges the RDBN provides bins at the Burns Lake and Southside Transfer Stations.

The allocation of funds originally developed in 2009, has in some instances provided sufficient funding for recycling programs, but in other instances the funding has not been sufficient to pay for existing programs. Concerns were brought forward for Houston and Fraser Lake as these two communities do not receive sufficient funding for current levels of recycling services.

The Regional Board requested staff to investigate equivalent service levels across the region in comparison to service levels provided by the Multi-Material B.C. (MMBC) depot service in Smithers and Nak'azdli. In order to determine costs for said service, discussion took place with Cascades in Prince George, the processing company wherein all MMBC recycling materials are transported for processing and the closest processing facility to the RDBN. Cascades in Prince George is affiliated with Green by Nature, the company that contracts to MMBC to collect post recycling products.

The information provided in Ms. Dougall's 2015 Recycling Options report includes expanding the program to cardboard, paper, general plastics and general metals. The MMBC program includes additional products collected: Styrofoam, plastic film and glass. Staff did not include these additional products in the potential RDBN expanded program due to the lack of an end market for the products and the high cost associated with transportation of the products. The intent would be to investigate the expansion of recycling programs in areas to include cardboard, paper and general plastics and general metals (e.g. pie plates, tin cans) with the intent being, if MMBC in the future provides services to the areas of the RDBN that it does not currently provide services to, the Regional Board would investigate including Styrofoam, plastic film and glass.

Discussion took place regarding the Extended Producer Responsibility (EPR) programs that are currently received at the Fraser Lake Bottle Depot and the changes to the recycling of milk jugs. Multi-Materials B.C. (MMBC) is currently recycling milk jugs but prior to the MMBC program, milk jug recycling was paid for by the dairy industry. MMBC does not provide services to depots in Fraser Lake, Vanderhoof, Burns Lake and Houston, thus the depots no longer receive compensation to recycle the milk jugs.

ENVIRONMENTAL SERVICES REPORT (CONT'D)
2015 Recycling Options (CONT'D)

Ms. Dougall outlined the costs in maintaining the allocations and increasing service levels and the possible increase to the budget of 110%. Staff require further direction from the Regional Board if it wishes to investigate the impact of expanding the existing programs, have sustainable funding, and maintain the annual allocation based on taxation of 2009 assessments.

The Regional Board's request of staff to investigate the possible expansion of recycling services was due to MMBC not providing services in all areas of the RDBN. The budget would potentially double in order to maintain the recycling allocation scenario and allocate monies to different areas of the region based on taxation.

Director Petersen expressed concerns in regard to expanding the budget to expand recycling programs in the Vanderhoof area. Discussion took place regarding the bin and baler utilized at the Vanderhoof Co-op. The possibility of moving the bin to the Vanderhoof Transfer Station was discussed.

Ms. Dougall noted that if the RDBN were to contract with Cascades to expand its recycling program there may be a possibility for revenue sharing opportunities. The potential revenue is unknown as it is market driven.

Director Bachrach spoke of the complexity of the issues and the fact that each community within the RDBN has a different aspiration to the level of recycling occurring in the communities. He spoke of Smithers having a system that has been in place for a number of years involving a very proactive organization, the Smithers and Area Recycling Society (S.A.R.S) that has had the cooperation of Electoral Area "A" (Smithers Rural) and Telkwa residents. S.A.R.S is currently facing issues involving the building it currently rents and the lack of options seeming to face the society. He spoke of the possible opportunity to work together with communities such as Houston and Moricetown as a region in the Bulkley Valley to move forward with recycling. If this opportunity is expanded there will be a significant gap in service levels through the rest of the region.

Director Bachrach also noted that the funding for recycling has been distributed fairly based on assessments. He mentioned that the Town of Smithers and the Smithers and Area Recycling group chose to assume the risk of contracting with MMBC to provide some levels of service to its community. Director Bachrach expressed concern that if there is a reduction of funding that Smithers and Area Recycling may not be able to continue its current levels of service and that the Town of Smithers will not receive the same funding benefit as other communities. He noted that volunteer societies and local governments need to step forward to find solutions to recycling in communities.

Chair Miller mentioned that each community and electoral area has done what is possible with the resources they have available to recycle products in the RDBN. Residents often travel long distances to Smithers and/or Prince George to bring their recyclables to a location that is able to bring the products to end market. Discussion took place regarding MMBC's contract constraints and no negotiation approach that did not allow for all communities in the region to move forward with the MMBC program. Chair Miller expressed his concerns that essentially communities are now working against each other. There is a need and benefit to review recycling from a regional perspective and looking at the question of "How does the entire region reduce waste and work with efficiencies of scale with a large geographical area and limited capacity." Chair Miller also spoke to the importance of finding a base level of reasonable accessible service for the entire region.

ENVIRONMENTAL SERVICES REPORT (CONT'D)
2015 Recycling Options (CONT'D)

Director Thiessen brought forward the issues that the District of Vanderhoof encountered when an MMBC contract offer was provided to them. He noted that in the past the District of Vanderhoof had expanded its boundaries but only provided garbage pick up to those residents in the original boundaries. MMBC would only offer collection to certain areas of the District of Vanderhoof thus the District of Vanderhoof rejected the contract restrictions. Discussion took place regarding the importance and need of developing a regionally based waste management and recycling program.

Director Repen brought forward the need to look to the future for new possibilities and opportunities. Discussion took place regarding a centralized hub within the region where recyclable products could be transported to and continue to end market from this centralized hub.

Concerns were brought forward in regard to the current levels of services being offered in the Regional District and how to move to an equivalent service level for all areas within the region. Residents are paying eco-fees at the time of purchase that are supposed to be used to provide recycling options at end of life by industry. Due to the lack of services provided by MMBC residents are having to additionally fund the end of life recycling of the products.

Discussion took place regarding "Option 2" as outlined in the Director of Environmental Services' December 31, 2015 memo titled "2015 Recycling Options." Director Fisher spoke to the importance of focusing on education to assist the residents of the region in understanding recycling programs and options.

Industrial Commercial Institutional (ICI) component of the waste stream was brought forward for discussion. Originally it was estimated that the ICI component was 60% and the residential component was 40% of the waste stream but now it is estimated that the split is perhaps 75% ICI and 25 % residential. Discussion took place regarding the importance of reducing the amount of waste being brought to RDBN landfills. It was noted that eventually in the future the ICI component will be addressed by industry.

The possibility of using roll off bins to provide a central location for the drop off of products and said bins then being transported to a centralized hub for further processing and/or transportation was discussed. Ms. Dougall noted that roll off bins are not the most cost effective solution but do provide an option in moving forward. In moving forward data will be collected to provide a more accurate summary of volumes of waste/recyclables being generated.

The Regional Board has expressed a desire to create a region wide service that investigates possible options moving forward and possibly forming partnerships with local groups, MMBC and Industry.

2015 Recycling Options

Moved by Director Petersen
Seconded by Director Benedict

C.W.2015-2-4

"That the Committee of the Whole recommend that the RDBN continue to support sustainable recycling initiatives across the RDBN, without increasing the overall 2015 recycling budget. Further, the Committee of the Whole recommends to the Board of Directors to redistribute the overall recycling budget monies to match the costs of the proposed expanded recycling programs in each area of the RDBN where MMBC is not providing PPP (Printed Paper and Packaging) recycling services. Further, that any 2015 unallocated budget monies be placed into a "general recycling" budget line item for future use as directed by the Board of Directors."

(All/Directors/Majority)

DEFEATED

ENVIRONMENTAL SERVICES REPORT (CONT'D)
2015 Recycling Options (CONT'D)

Discussion took place regarding "Options 1 and 2" as outlined in the Director of Environmental Services' December 31, 2015 memo titled "2015 Recycling Options" and the breakdown of costs associated with each option.

Break for lunch at 12:34 p.m.

Reconvened at 1:04 p.m.

Staff indicated that a third option may be drafted to bring forward for the Regional Board to consider that would reflect current assessments and costs for communities to provide a level of recycling that benefits communities and the region.

Moved by Director Thiessen
Seconded by Director Lindstrom

C.W.2015-2-5

"That the Committee of the Whole recommend that the Regional District of Bulkley-Nechako Board of Directors direct staff to draft an "Option 3" that reflects current assessments, and costs to be added to the Director of Environmental Services' December 31, 2015 memo titled "2015 Recycling Options;" and further, that the amended memo be brought forward at a future RDBN Meeting."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

DISCUSSION ITEM

Name for Legacy/Resource Revenue Sharing Committee

The Regional Board discussed suggestions to name the RDBN Legacy/Resource Revenue Sharing Committee.

Name for Legacy/Resource Sharing Committee

Moved by Director Petersen
Seconded by Director Repen

C.W.2015-2-6

"That the Committee of the Whole recommend that the Regional District of Bulkley-Nechako Board of Directors approve the name "Bulkley Nechako Resource Legacy Committee" for the RDBN Legacy/Resource Sharing Committee."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

SUPPLEMENTARY AGENDA

ADMINISTRATION REPORTS

Hans Berndorff, Financial Administrator provided an outline of the second draft of the 2015 budget. Mr. Bendorff noted that he is in the process of reviewing the local service areas with the Rural Directors and the full budget will be presented at the March 12, 2015 Committee of the Whole meeting.

ADMINISTRATION REPORTS (CONT'D)

Discussion took place regarding public engagement opportunities. Mr. Berndorff provided an outline of past presentations and the minimal attendance. Chair Miller mentioned that if there is a desire from communities or rural areas to have a meeting regarding the budget he would attend. The RDBN produces a yearly annual report that can be provided to the municipalities and Mr. Berndorff can provide a summary of the Regional District budget process to Directors wishing to receive the information.

2015 Draft Budget

Moved by Director MacDougall
 Seconded by Director Parker

C.W.2015-2-7

"That the Committee of the Whole receive the Senior Financial Assistant's February 11, 2015 memo titled "2015 Draft Budget."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

Capital Reserve Adequacy

Moved by Director Benedict
 Seconded by Director Liversidge

C.W.2015-2-8

"That the Committee of the Whole receive the Financial Administrator's February 12, 2015 memo titled "Capital Reserve Adequacy."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

Grant Opportunity - Federal Gas Tax Fund - Strategic Priorities Fund

Moved by Director Strimbold
 Seconded by Director Lindstrom

C.W.2015-2-9

"That the Committee of the Whole receive the Manager of Regional Economic Development's February 11, 2015 memo titled "Grant Opportunity – Federal Gas Tax Fund – Strategic Priorities Fund."

(All/Directors/Majority)

CARRIED UNANIMOUSLY

Discussion took place regarding the challenges of having a "shovel ready" project by the application due date of April 15, 2015.

The possibility to apply for funding for broadband connectivity or alternative processing for landfills was discussed. Further information regarding broadband will be brought forward at a future Rural Directors meeting and Director Repen commented that there is a need to understand what is being planned for the region in terms of broadband connectivity.



CORRESPONDENCE

Smithers and Area Recycling Society – S.A.R.S. – Contract Changes – November 5, 2014

Moved by Director Fisher
Seconded by Director Petersen

C.W.2015-2-10

“That the Committee of the Whole receive the correspondence from the Smithers and Area Recycling Society regarding S.A.R.S – Contract Changes – November 5, 2014.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

INVITATION

2015 COFI Convention -April 8-9, 2015, Prince George, B.C.

Moved by Director Thiessen
Seconded by Director Newell

C.W.2015-2-11

“That the Committee of the Whole recommend that the Regional District of Bulkley-Nechako Board of Directors approve Chair Miller's attendance at the 2015 COFI Convention on April 8-9, 2015 in Prince George, B.C.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

SPECIAL IN-CAMERA MEETING MOTION

Moved by Director MacDougall
Seconded by Director Repen

C.W.2015-2-12

“In accordance with Section 90 (2)(b) of the *Community Charter*, it is the opinion of the Regional District of Bulkley-Nechako (COW) that matters pertaining to consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party, including communications necessary for that purpose must be closed to the public therefore exercise their option of excluding the public for the meeting.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY

ADJOURNMENT

Moved by Director Thiessen
Seconded by Director MacDougall

C.W.2015-2-13

“That the meeting be adjourned at 1:52 p.m.”

(All/Directors/Majority)

CARRIED UNANIMOUSLY



Regional District of Bulkley-Nechako Memo – Committee of the Whole Agenda March 6, 2014

To: Chair Miller and the Committee of the Whole
From: Laura O'Meara, Senior Financial Assistant
Date: March 3, 2015
Re: 2015 Budget Draft No. 3

The third draft of the 2015 budget for regional services is complete. The budgets for local services have been sent for review and discussion to the Directors that participate in each local service.

Revised Projected Tax Rates for 2015

Schedule 3 indicates that the overall projected 2015 tax increase for region-wide services and regional rural services has increased by an additional \$121,052 from \$633,547 in the second draft to \$754,599 in the third draft.

The residential tax rate for municipal taxpayers is now projected to increase from \$89.54 for a \$100,000 property to \$91.31 (an increase of \$1.77 compared with the second draft of the budget). The residential tax rate for rural properties is projected to increase from \$119.30 for a \$100,000 property to \$121.54, an increase of \$2.24 from Draft No. 2.

Components of the Change in Taxation Compared with Draft No. 2

The attached Schedule "A" outlines the changes from the second draft of the budget.

- Increased the salaries and benefits for a full time planner vs. part time planner by \$18,069;
- Added \$10,000 to upgrade our main website software to the current version to deal with security issues and to allow internal staff to upload content;
- Increased computer network by \$4,000 for storage hardware to facilitate an increased amount of high intensity data such as photos and videos;
- The 2015 budget for Fraser Lake Recycling was increased by \$4,504;
- As requested by the Committee of the Whole at the February 12, 2015 meeting, budget was added for contribution to the Northwest Resource Benefit Alliance for \$50,000;
- The first two drafts of the budget included the Grants in Lieu of Alcan Taxes at the same amount as last year. Now that the local services budgets are complete, this has now been recalculated based on 2015 taxation. As a result, \$26,000 less is for the benefit of region wide services and move to local services (primarily the Chinook Community Forest);
- Allowed for increases in the 2015 budget for hiring expenses in planning, development services and emergency services by a total of \$8,500



Tax Rate Trend

Schedule 2 includes updated bar graphs showing our actual tax rates from 2011 to 2014 and the projected tax rate for 2015. The trend is measured separately for rural and municipal taxpayers because the number of regional services affecting rural taxpayers is greater than those affecting municipal taxpayers.

2015 Initiatives

Schedule 4 is a listing of proposed new initiatives included in the 2015 budget, which has been updated to reflect the changes in this draft budget.

Projected Tax Changes for each Service

Schedules 6 through 17, which highlight the major items affecting the projected tax change in each region-wide service and each regional rural service has been updated to reflect the changes in Draft No. 3 of the budget.

Detailed Service Budgets

If Directors would like copies of the detailed budgets for each service, these are available on request.

Recommendation:

(all/directors/majority)

That the Committee of the Whole receives the Senior Financial Assistants March 3, 2015 memo titled "2015 Budget Draft No. 3" and provides direction regarding any changes to the draft budget.

RDBN - 2015 Budget
Projected Tax Rates for Regional Services
 (excludes local services)

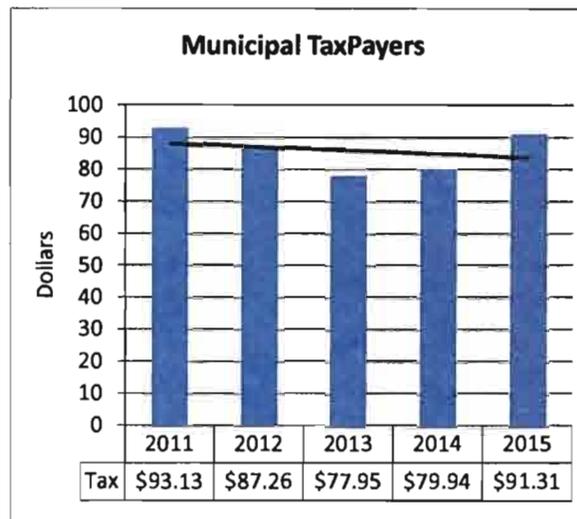
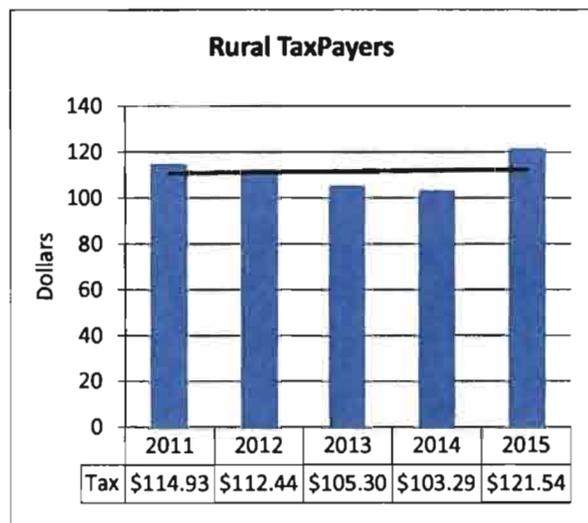
Dept	Function				Converted Assessments		Tax on a \$100,000 Residential Property					
		2014 Tax	2015 Tax	2014 vs 2015	2014 Completed Roll	2015 Completed Roll	Rural Taxpayers		2015 vs 2014	Municipal Taxpayers		2015 vs 2014
							2014	2015		2014	2014	
Region-Wide Services												
1201	General Govt - Legislative	243,945	257,641	13,696	543,712,951	542,160,596	4.49	4.75	0.27	4.49	4.75	0.27
1202	General Govt - Administration	420,437	491,327	70,890	543,712,951	542,160,596	7.73	9.06	1.33	7.73	9.06	1.33
1203	General Govt - Finance	288,152	288,121	(31)	543,712,951	542,160,596	5.30	5.31	0.01	5.30	5.31	0.01
		952,534	1,037,089	84,555	543,712,951	542,160,596	17.52	19.13	1.61	17.52	19.13	1.61
1301	Feasibility Studies	-	(93)	(93)	543,712,951	542,160,596	-	(0.00)	(0.00)	-	(0.00)	(0.00)
2500	Regional Economic Development	288,188	285,890	(2,298)	543,712,951	542,160,596	5.30	5.27	(0.03)	5.30	5.27	(0.03)
4301	Development Serv	227,303	278,482	51,179	543,712,951	542,160,596	4.18	5.14	0.96	4.18	5.14	0.96
5000	Environmental Serv.	2,451,433	2,958,691	507,258	543,712,951	542,160,596	45.09	54.57	9.49	45.09	54.57	9.49
7501	9-1-1 Service	283,157	237,235	(45,922)	543,712,951	542,160,596	5.21	4.38	(0.83)	5.21	4.38	(0.83)
	Total Region-Wide Services	4,202,615	4,797,295	594,680	543,712,951	542,160,596	77.29	88.48	11.19	77.29	88.48	11.19
Regional Rural Services												
1101	Rural Govt - Legislative	83,021	79,152	(3,869)	272,543,950	271,411,242	3.05	2.92	(0.13)			
1102	Rural Govt - Administration	69,518	60,379	(9,139)	272,543,950	271,411,242	2.55	2.22	(0.33)			
		152,539	139,531	(13,008)	272,543,950	271,411,242	5.60	5.14	(0.46)			
1103	Rural Grant in Aid	122,837	134,381	11,544	272,543,950	271,411,242	4.51	4.95	0.44			
4101	Rural Planning	180,247	198,627	18,380	543,712,951	542,160,596	3.98	4.25	0.27	2.65	2.83	0.18
4201	Building Inspection	85,229	141,041	55,812	157,952,776	157,952,776	5.40	8.93	3.53			
4401	Building Numbering	5,458	5,896	438	272,543,950	271,411,242	0.20	0.22	0.02			
4501	Unightly Premises	26,780	36,131	9,351	254,063,404	252,001,120	1.05	1.43	0.38			
5901	Weed Control	38,540	38,602	62	272,543,950	271,411,242	1.41	1.42	0.01			
7601	Emergency Preparedness	97,339	182,180	84,841	272,543,950	271,411,242	3.57	6.71	3.14			
7602	Emergency Response	7,500	-	(7,500)	272,543,950	271,411,242	0.28	-	(0.28)			
	Total Regional Rural Services	716,469	876,389	159,920			25.99	33.06	7.06			
		4,919,084	5,673,683	754,599			103.29	121.54	18.25	79.94	91.31	11.37

Percentage Change - Region-wide Services	14.2%
Percentage Change - Regional Rural Services	22.3%
Percentage Change - Total	15.3%

Tax Rate	1.03	1.22	0.18	0.80	0.91	0.11
----------	------	------	------	------	------	------

H

RDBN 2015 Budget - Tax on a \$100,000 Property (excludes local services)



Includes:

- General Government
- Regional Economic Development
- Feasibility Studies
- Planning
- Development Services
- Environmental Services
- 9-1-1 Service
- Rural Government
- Rural Grants in Aid
- Building Inspection
- Building Numbering
- Unightly Premises
- Noxious Weed Control
- Emergency Preparedness

- General Government
- Regional Economic Development
- Feasibility Studies
- Planning
- Development Services
- Environmental Services
- 9-1-1 Service

15

RDBN - 2015 Budget
Initiatives for 2015

Administration & Finance

Increase in Directors Remuneration	47,000
Capital Asset Management Plan	30,000
Development of Office Space	19,250
Legacy Funding	20,000
Northwest Resource Benefit Alliance	50,000
Administration Cabinetry	16,000
New Office Phone System (Funded from Capital Reserve)	26,849
	<u>209,099</u>

Regional Economic Development

Hire SWOT Coordinator (Position is fully funded from Provincial Grants)	44,819
Economic Development Workshop Sponsorship (funded from grants)	26,522
	<u>71,341</u>

Planning

Plotter Purchase (Funding from Capital Reserve)	34,000
GIS Server Purchase	14,330
Hire Full Time Planner to Replace Part Time Planner	18,000
Increase Property Database Contingency from \$40,000 to \$50,000	10,000
	<u>76,330</u>

Environmental Services

Increase reserve for carbon emission reduction initiatives	13,250
Remediation of old Smithers/Telkwa Landfill	50,000
Top Soil, Grass and Rip Rap for Vanderhoof Landfill Site	50,000
Knockholt Scale Upgrade, Plants & Lechate Pipe Extension	60,000
Clearview Landfill Scale Upgrade	40,000
Replace STTS and BLTS Transfer Station Bobcats	120,000
New Storage area at Smithers/Telkwa Transfer Station	5,000
Well Remediation and Lighting at Vanderhoof Transfer Station (\$20k from Gas Tax)	30,000
Manson Creek Site Upgrades	75,000
Bobcat Hauling Trailer	10,000
Area "D" Transfer Station recycling Area	15,000
	<u>468,250</u>

Emergency Preparedness

Regulatory Compliance Officer Salary and Benefits	<u>40,656</u>
---	---------------

865,676

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Rural Government

	(\$000s)
2014 Taxation	153
2015 Taxation	140
Increase (Decrease)	(13)

	(\$000's)		
Item	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Surplus from Prior Year	84	50	34
Administration Grant	43	65	(22)
Grant in lieu of Alcan taxes	36	29	7
			19
<u>Expenditures</u>			
Directors remuneration	73	78	5
Directors travel	54	52	(2)
Salaries & Benefits	32	-	(32)
Conferences and Conventions	4	-	(4)
Allocation of staff costs from General Go'	81	96	15
Liability Insurance	8	9	1
Share of Office Costs	6	-	(6)
Special Projects	15	15	-
Other			(9)
			(32)
			(13)

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
General Government

	(\$000s)
2014 Taxation	953
2015 Taxation	1,037
Increase (Decrease)	84

	(\$000's)		
Item	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Surplus from Prior Year	193	198	(5)
Other Grant Revenue	-	15	(15)
Transfer from Capital Reserve (Includes new phone system)		31	(31)
Transfer from Vehicle Reserve	10	15	(5)
Province of BC Administration Grant	75	115	(40)
Grant in lieu of Alcan taxes	111	108	3
			(93)
<u>Expenditures</u>			
Directors remuneration	217	258	41
Directors Travel	90	84	(6)
Salaries & Benefits	773	798	25
Staff Education	17	18	1
Allocation of staff costs to rural gov't	(47)	(79)	(32)
Association Dues	17	12	(5)
Allocated Building Occupancy Costs	51	49	(2)
Communications (Includes new phone system)	10	49	39
Newsletters	6	3	(3)
Liability Insurance	9	10	1
Special Projects	58	136	78
Capital Expenditures	25	56	31
Other			9
			177
			84

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Feasibility Studies

	<u>(\$000s)</u>		
2013 Taxation			-
2014 Taxation			-
Increase (Decrease)			-

<u>Item</u>	<u>2012</u> <u>Budget</u>	<u>2013</u> <u>Budget</u>	<u>Tax Increase</u> <u>(Decrease)</u>
Feasibility Studies			-

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Regional Economic Development

	(\$000s)
2014 Taxation	288
2015 Taxation	286
Increase (Decrease)	<u>(2)</u>

	(\$000's)		
<u>Item</u>	<u>2014</u>	<u>2015</u>	<u>Tax Increase</u>
	<u>Budget</u>	<u>Budget</u>	<u>(Decrease)</u>
<u>Revenue</u>			
Surplus from Prior Year	57	75	(18)
Grants in Lieu of Alcan Taxes	36	30	6
Project Grants	64	113	(49)
			<u>(61)</u>
<u>Expenditures</u>			
Salaries & Benefits	223	233	10
Allocation of staff costs to rural gov't	(34)	(16)	18
Staff Education	8	16	8
Staff Travel	3	2	(1)
Allocated Building Occupancy Costs	19	27	8
Communications	4	1	(3)
Legal	2	1	(1)
			<u>39</u>
<u>Projects</u>			
- Tourism	34	44	10
- Agriculture Project	36	30	(6)
- Marketing Initiatives	5	10	5
- Business Forum	17	2	(15)
- Entrepreneurship Contest	-	4	4
- Economic Development Workshops	8	35	27
- Regional Skills Gap Analysis	46	68	22
- Action Plan	58	8	(50)
- Minerals North & Roundup	9	6	(3)
- Image Bank	-	29	29
			<u>23</u>
Other			(3)
Total Expenditures			<u>59</u>
			<u>(2)</u>

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Rural Planning

	(\$000s)
2014 Taxation	180
2015 Taxation	198
Increase (Decrease)	18

Item	(\$000's)		
	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Grants in lieu of Alcan Taxes	29	28	1
Surplus from Prior Year	39	36	3
			4
<u>Expenditures</u>			
Salaries & Benefits	164	179	15
Title Searches	-	1	1
Hiring Expense	1	5	4
Building Occupancy Costs	19	16	(3)
Website Maintenance	1	-	(1)
Communications	3	1	(2)
Supplies	5	3	(2)
Capital Expenditures	10	11	1
Other			1
			14
			18

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Building Inspection

	(\$000s)
2014 Taxation	85
2015 Taxation	141
Increase (Decrease)	<u>56</u>

	(\$000's)		
<u>Item</u>	<u>2014</u>	<u>2015</u>	<u>Tax</u>
	Budget	Budget	Increase
			(Decrease)
<u>Revenue</u>			
Surplus from Prior Year	62	23	39
Cost Sharing by Municipalities	85	90	(5)
			<u>34</u>
<u>Expenditures</u>			
Salaries & Benefits	205	211	6
Staff Education	6	9	3
Staff Travel	14	19	5
Liability Insurance	18	20	2
Other			6
			<u>22</u>
			<u>56</u>

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Development Services

	(\$000s)
2014 Taxation	227
2015 Taxation	278
Increase (Decrease)	51

Item	(\$000's)		
	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Surplus from Prior Year	56	66	(10)
Grants in Lieu of Alcan Taxes	27	29	(2)
Transfer from Reserve	-	34	(34)
			(46)
<u>Expenditures</u>			
Salaries & Benefits	206	241	35
Hiring Expense	1	4	3
Computer Systems	55	74	19
Capital Expenditures	-	34	34
Other			6
			97
			51

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Uninsightly Premises Regulatory Control

	(\$000s)
2014 Taxation	27
2015 Taxation	36
Increase (Decrease)	9

Item	(\$000's)		
	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Surplus from Prior Year	1	4	(3)
Grant in Lieu of Alcan Taxes	4	5	(1)
			(3)
<u>Expenditures</u>			
Salaries & Benefits	19	27	8
Staff Travel	1	3	2
Other			2
			12
			9

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Environmental Services

	(\$000s)
2014 Taxation	2,451
2015 Taxation	2,958
Increase (Decrease)	507

Item	(\$000's)		Tax Increase (Decrease)
	2014 Budget	2015 Budget	
<u>Revenue</u>			
Surplus from Prior Year	1,268	860	408
Transfer from Landfill Closure Reserve	171	150	21
Transfer from Capital Reserve		100	(100)
Transfer from Landfill Development Res		-	-
Transfer from Gas Tax Reserve	-	20	(20)
Construction & Demolition Waste Fees			-
Contaminated Soils Revenue			-
Grants in lieu of Alcan Taxes	286	307	(21)
Metal Recycling Revenues	82	150	(68)
Bobcat Trade In Revenue	26	34	(8)
			212
<u>Administration Expenditures</u>			
Director's Remuneration & Benefits	5	9	4
Salaries & Benefits	452	477	25
Staff Travel	35	40	5
Liability Insurance	13	15	2
Carbon Emission Reduction Initiatives	27	40	13
Other			2
			51
<u>Operations</u>			
- Landfills	867	835	(32)
- Transfer Stations	1,518	1,587	69
- Operating Contingencies	57	21	(36)
- Landfill Closure Costs	171	165	(6)
- Recycling Expenditures	798	861	63
- Capital Expenditures	167	355	188
- Contributions to Reserves	131	131	-
- Other			(2)
			244
Total Expenditures			295
			507

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Weed Control

	(\$000s)
2014 Taxation	39
2015 Taxation	39
Increase (Decrease)	<u>-</u>

	(\$000's)		
<u>Item</u>	<u>2013</u>	<u>2014</u>	<u>Tax Increase</u>
	<u>Budget</u>	<u>Budget</u>	<u>(Decrease)</u>
<u>Revenue</u>			
Surplus from Prior Year	7	9	(2)
Grant in Lieu of Alcan Taxes	9	8	1
			<u>(1)</u>
<u>Expenditures</u>			
Salaries & Benefits	8	8	-
Contribution to NWIPC	37	37	-
Other			1
			<u>1</u>
			<u>-</u>

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
9-1-1 Service

	(\$000s)
2014 Taxation	283
2015 Taxation	237
Increase (Decrease)	(46)

	(\$000's)		
Item	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Surplus from Prior Year	6	33	(27)
Grants in Lieu of Alcan Taxes	28	21	7
User Fees - Telus Land Lines	155	142	13
			(7)
<u>Expenditures</u>			
Salaries & Benefits	50	37	(13)
Repairs & Maintenance	42	45	3
PSAP Costs	145	55	(90)
FOCC Operating Costs	218	223	5
Contribution to Capital Reserve	-	50	50
Contribution to Vehicle Reserve	-	1	1
Miscellaneous Expense (Alcan GIL)	-	5	5
Other			-
			(39)
			(46)

Regional District of Bulkley-Nechako
Details of Projected Tax Changes
Emergency Preparedness Planning

	(\$000s)
2014 Taxation	105
2015 Taxation	182
Increase (Decrease)	77

Item	(\$000's)		
	2014 Budget	2015 Budget	Tax Increase (Decrease)
<u>Revenue</u>			
Surplus from Prior Year	65	32	33
Other Grant Revenue	64	70	(6)
Grants in Lieu of Alcan Taxes	23	38	(15)
Misc Revenue	-	2	(2)
			10
<u>Expenditures</u>			
Directors remuneration & travel	-	-	-
Salaries & Benefits	86	170	84
Staff Education	2	11	9
Staff Travel	1	5	4
Hiring Expense	-	3	3
Consulting Fees - GIS Study	34	70	36
Emergency Volunteer Program	10	12	2
Legal	1	3	2
Contingency	1	3	2
Capital Expenditures	40	10	(30)
Contribution to Emergency Response R	50	-	(50)
Other			5
			67
			77



REGIONAL DISTRICT OF BULKLEY-NECHAKO

MEMORANDUM

TO: Chair Miller and Board of Directors

**FROM: Cheryl Anderson
Manager of Administrative Services**

DATE: March 5, 2015

**SUBJECT: North Central Local Government Association
- Executive Nomination Procedures**

NCLGA is accepting Nominations for the following positions:

President
1st Vice President
2nd Vice President
Director at Large (3 Positions)
Regional Representatives (appointed by the Regional District)

NCLGA requests that the nominations and appointments be submitted by the March 27, 2015 deadline.

RECOMMENDATION: (All/Directors/Majority)

Direction.

NCLGA Executive Nomination Procedures

This document provides an explanation of the NCLGA Executive Nomination process.

The deadline for advance nominations is **March 27th, 2015**. Nominations received by the deadline will be included in the Annual Report. NCLGA also accepts nominations from the floor of the Convention.

Positions Open to Nomination:

- President
- 1st Vice President
- 2nd Vice President
- Director at Large (3 Positions)

Regional Representatives:

In regards to the NCLGA **Regional Representative** positions, our bylaws were revised in 2011 and under the revised bylaw Regional Representatives shall be *appointed* by their respective Regional District or Regional Municipality. NCLGA requests that the names of these appointees be submitted by the March 27th, 2015 deadline.

Regional Representative Appointee Nominations for Executive Positions:

NCLGA accepts nominations for Regional Representative Appointees who would like to run for any of the Table Officer positions (President, 1st Vice President, 2nd Vice President) or Director at Large positions while they are also an appointee for the Regional Representative position. If a Regional District or Regional Municipality chooses to nominate their Regional Representative Appointee for one of the other Executive Positions, they should appoint a **substitute representative** and notify NCLGA of their choice prior to our AGM in May.

In the event that the Regional Representative Appointee is successfully elected to a Table Officer or Director at Large position they cannot also hold the Regional Representative Position on the NCLGA Executive, and the substitute appointee will automatically step into the position.

Please note: Only those who are nominated for the Executive Positions listed above as being Open to Nomination will have their bio and photograph included in the Annual Report Book. When the elections are completed, the complete new Board of Directors, Table Officers, Directors at Large and Regional Representatives will be introduced to the delegates.

Process for Elections (2 Ballots will be held)

If there is more than one nomination received for any Table Officer Position, there will be an election for that position. All other Table Officer Positions will be filled by acclamation.

The **first ballot** will be for:

- President
- First Vice-President
- Second Vice-President

Any unsuccessful candidate from the first ballot may choose to put their name forward for the **second ballot**, which will be for the three Director at Large positions.

Information on the responsibilities and commitment of NCLGA Executive members is attached as Appendix A.

APPENDIX: A

**Terms of Reference for Positions on the Executive
of the North Central Local Government Association:**

Candidates for the North Central Local Government Association Executive may be nominated by an NCLGA member. If their candidate is successful, the sponsoring community must be prepared to provide the NCLGA with a contact person within the community administration, and provide 20 hours per year of support to the NCLGA Executive Director.

General obligations for Executive committee members:

- Members of the NCLGA Executive are expected to consider the concerns of the entire NCLGA area when participating at the NCLGA table or representing the NCLGA at events and workshops.
- All Executive members will be expected to attend 4 – 6 meetings “In person” meetings throughout the year. Most meetings are held in Prince George, but it may be necessary for meetings to be held in other locations. Members will also be expected to attend regular “conference call” meetings.
- Executive members will confirm attendance or express regrets for all scheduled meetings.
- Each Executive member will sit on at least one working committee. Meetings will be held by phone, or in person in conjunction with an Executive meeting. E-mail communication will also be used.
- Executive members will be aware of and follow NCLGA policy and by-laws.
- Executive members will be required to use to e-mail and the Internet for internal board communications.

In addition to the general requirements listed above, specific obligations are attached to the following positions. There are no additional obligations attached to the position of Director at Large:

President: The President is responsible for the following:

- Chairing meetings of the NCLGA Executive.
- Acting as the main spokesperson for the Association when speaking to the media, membership, public, and other levels of government.
- Acting as the Area Association representative on the UBCM Board of Directors.
- Providing direction to staff between Executive meetings.
- Ensuring Executive input into the content of media releases.

First Vice President: Acts on behalf of the President in his/her absence. Sits as a table officer on the finance and personnel committees.

Second Vice President: Acts on behalf of the President in the absence of the Vice-President. Sits as a table officer on the finance and personnel committees.

Regional Representative: In addition to the general requirements, the Regional Representative is responsible for the following:

- Providing a conduit between the membership (municipal councils and regional boards) and the Executive by reporting out to the members within their area and by bringing the concerns of these members to the Executive table.
- Bringing the perspective of the members within the region to issues debated at the Executive table.
- With the approval of the President, may be asked to speak on behalf of the Association to the members, media, public, or other levels of government.



**Regional District of Bulkley-Nechako
Committee of the Whole
March 12, 2015**

To: Chair Miller and the Board of Directors
From: Corrine Swenson, Manager of Regional Economic Development
Date: March 3, 2015
Regarding: 2015 Canada Winter Games Partnership

For the Board's information, please find attached a report on the Canada Winter Games Partnership that took place last month.

Recommendation:	(All/Directors/Majority)
Receive.	

2015 Canada Winter Games Tourism Booth Partnership

As a sponsor of the 2015 Canada Winter Games, Northern BC Tourism Association (NBCTA) provided an opportunity to the communities in their region to set up a tourism booth on the grounds of the Winter Games pavilion. Under the Visit Bulkley-Nechako name, six partners set up for three days.



Deneve Vanderwolf



Visit Bulkley-Nechako Booth



Krystin St Jean &
Gavin Ireland

Partnership members:

- Village of Burns Lake
- Village of Granisle
- Village of Fraser Lake
- District of Vanderhoof
- District of Fort St. James
- Regional District of Bulkley-Nechako

Dates in the Booth: February 17, 18, 19

Booth Description

The Visit Bulkley-Nechako booth was located in the "Trapper Cabin" trailer within the area of NBCTA space in the parking lot of the Four Seasons Pool in Prince George. The space had a large photo banner (image chosen by partners) and a small round table. Directly across from the booth was a magazine rack and TV that displayed a photo slideshow highlighting Visit Bulkley-Nechako. (Images were from the Regional Image Bank).



Trappers Cabin Photo Area



Magazine Rack & Photo Slideshow

Booth Stats (based on estimates from booth staff over three days)

Number of people that visited the booth 4000
 Amount of promo handed out 3000 pins

People were from:

90% Prince George
 8% Lower Mainland
 2% Other Canadian Provinces

People were interested in

Outdoor Activities – Hiking, mountain biking, bird watching, fishing
 Talking about their past experiences in our region
 Talking about connections they have with people in our region
 Collecting Pins
 Knowing where we are located on a map

The best audience included the people that had only driven through the region and had not spent much time checking out activities. This audience enjoyed hearing about the activities they could now participate in on their next trip through our region. Many indicated that they would now make the effort to spend more time in the Bulkley-Nechako.



Day Time Crowds

Evening Shot of the
Booth Trailer**Gift Basket**

The partnership provided a gift basket as one of the daily prizes in the NBCRoadtrip contest. The winner was posted on NBCTA Facebook Page.



Visit Bulkley-Nechako Gift Basket



Congrats to Gail Rhodes, winner

Outdoor Activation

To add to the winter theme of the Visit Bulkley-Nechako booth an ice fishing game was provided by the RDBN for the outdoor activation space. The game brought families over that had young children and provided the opportunity for staff to talk about the region and encourage them to visit the indoor booth. The game was very successful in bringing over people that would have otherwise passed by. Having this fun activity increased the exposure our region received.



Ice Fishing Game



Line up at the Ice Fishing Game

Medal Presentation

Coordination between partnership members and Northern BC Tourism was difficult. There was some miscommunications with Canada winter Games organizers but the mayors that wished to participate presented medals. Mayors from Burns Lake, Vanderhoof, and Fraser Lake participated in the medal presentations and felt that the experience was worthwhile. Partners have requested pictures of the presentations.

Partnership Summary

Overall partners felt that by providing the opportunity to partner they were able to participate in an opportunity that alone they would not have been able to do. By partnering, each partner spent only one day in the booth. All partners agreed that should a similar opportunity arise, forming a multi community partnership with the RDBN is a good idea and all would participate again.



Regional District of Bulkley-Nechako Committee of the Whole March 12, 2015

To: Chair Miller and the Board of Directors
 From: Corrine Swenson, Manager of Regional Economic Development
 Date: March 3, 2015
 Regarding: 2015 Regional Marketing Initiative

The marketing activities of the Regional Economic Development Work Plan for 2015 have been combined to create the 2015 Regional Marketing Initiative.

A logic model has been created (attached) as a way to identify the project activities and outcomes. The logic model will be used to assist staff with implementing the projects and reporting on outcomes to stakeholders, funding organizations and the RDBN Board of Directors.

The RDBN has submitted applications for the 2015 Regional Marketing Initiative to Northern Development Initiative Trust and the Nechako Kitimaat Development Fund Society. Responses to the applications are expected by the end of March.

The Regional Marketing Initiative is broken into five components, including:

- Regional Marketing
- Tourism Marketing
- Agriculture Marketing
- Energy Marketing
- Mining Marketing

Please see the attached logic models for information about each of the five components of the Regional Marketing Initiative.

Recommendation:	(All/Directors/Majority)
Receive.	



Regional Economic Development 2015 Regional Marketing Initiative



Regional Marketing Project Logic Model

Project Inputs

Human and physical resources

Project Activities

The things you "do" with your inputs – the actions

Project Outputs

Product or service stemming from a completed group of activities

Project Outcomes

Results emerging from the outputs

- Regional Economic Development Action Plan (2014)
- Regional Economic Development Staff
- Funding Sources
- Graphic design company
- Invest in BC staff
- Invest in RDBN Advertisement
- Minerals North
- Minerals Round-up
- RDBN Business Forum
- Professional print company
- Social Media
- RDBN Residents
- RDBN Visitors
- Visitor Information Centres
- Community and Recreation Groups
- Regional Image Bank
- Professional Photographer(s)
- Economic Development Professionals
- Chambers of Commerce (6)
- Municipalities (8)
- Electoral Areas (7)
- RDBN website
- Web Master

Invest in RDBN Ad

- Engage the services of a graphic design company.
- Design an ad that is adaptable in size, font and audience
- Print a one page, high gloss professional copy
- Distribute investment ad at events and tradeshows
- Supply the ad to economic development professionals in the region for distribution
- Purchase ½ page advertisement in the 2016 Invest in BC magazine

"Give us your Best Shot" Photo Contest

- Determine photo/video required to fill gaps in Regional Image Bank
- Request photos/videos from residents and visitors through the 2015 Give Us Your Best Shot Photo & Video Contest
- Promote contest through community partners, visitor information centres, project webpage and social media
- Award monetary prizes to winners selected by a panel of professional photographers
- Contact community and recreation groups to provide photos / videos
- Upload all photos/videos to the Regional Image Bank

Photo Acquisition

- Issue RFP to hire professional photographer (s)
- Provide list of photos/videos required to the successful photographer
- Photographer will visit events, activities and locations throughout the year to capture images for the Regional Image Bank

Web

- Create an enhanced landing page for Regional Ec Dev website

- Grant application
- Activity reports
- Marketing tools
 - Investment Ad
 - Regional Image Bank
- Investment Ad in Invest in BC Publication
- Invest in RDBN glossy print, 1 page print advertisements (1500)
- Employment of graphic design company
- Amateur images acquired (400).
- Professional images acquired (900)
- Employment of professional photographer(s)
- Social media presence
- Enhanced landing page for regional economic development webpage

Short-Term

- Increase exposure of RDBN to potential tourists, residents, business, and investors
- Job creation for graphic design company and professional photographer(s)
- Increase number of resources in the Regional Image Bank
- Strengthen relationships with stakeholders and partners
- Increase social media audience
- Engage local residents

Medium-Term

- Increase in awareness of Investment opportunity in the RDBN
- Support opportunities for local business
- Contributing to the local economy
- Increase public knowledge of the opportunities in the RDBN
- Increase use of the Regional Image Bank

Long-Term

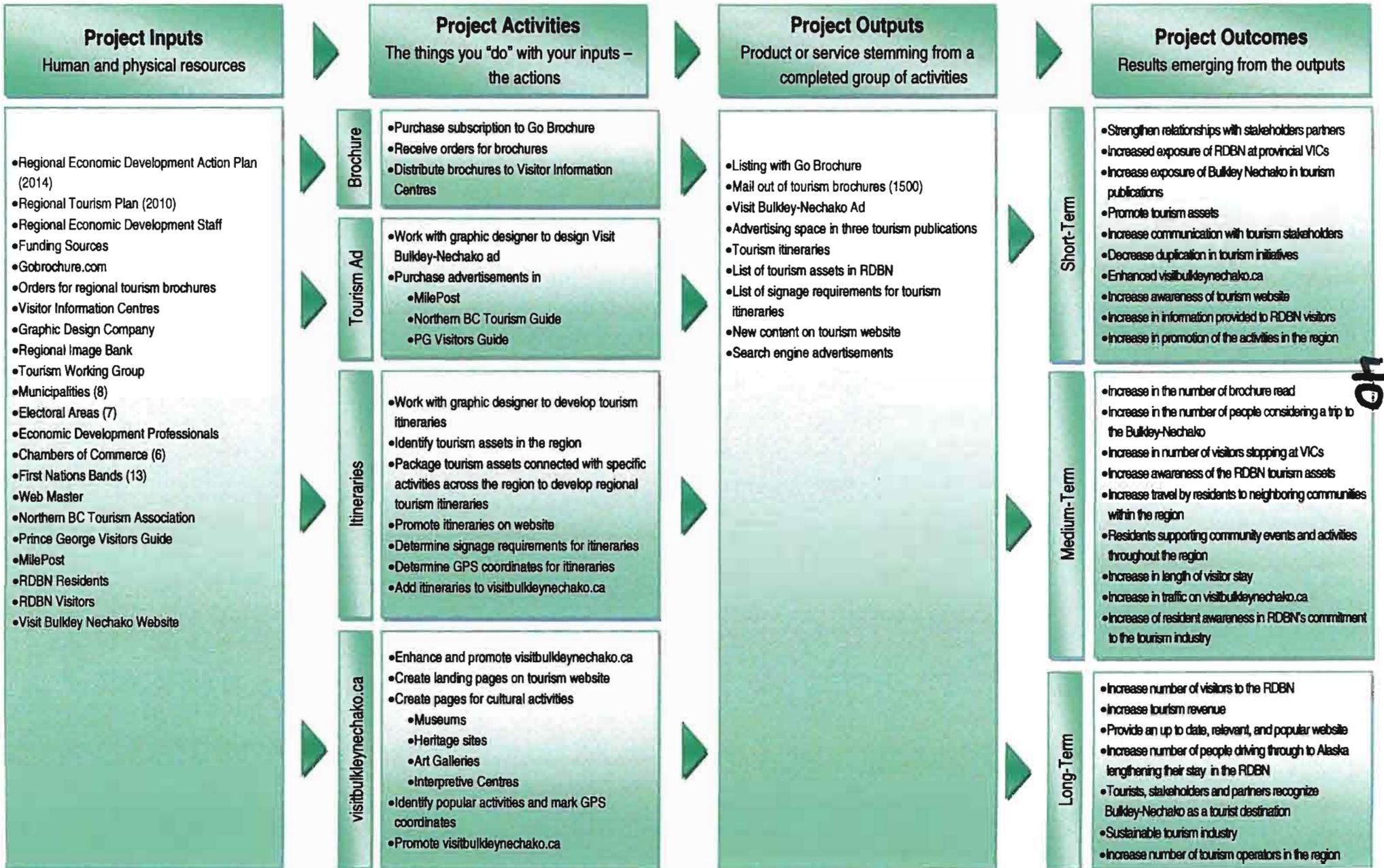
- Increase the number of visitors and residents in the RDBN
- Increase investment in the RDBN
- Increase stakeholder engagement with RDBN
- Residents have increased knowledge of RDBN initiatives and supports



Regional Economic Development 2015 Regional Marketing Initiative



Tourism Marketing Project Logic Model



OH



Regional Economic Development 2015 Regional Marketing Initiative



Agriculture Marketing Project Logic Model

Project Inputs

Human and physical resources

- Regional Economic Development Action Plan (2014)
- Regional Economic Development Staff
- RDBN Agriculture Plan (2012)
- Funding Sources
- Agriculture resource and producer lists
 - Beyond the Market Project
 - Nechako Valley Food Network
 - Smithers Farmers' Institute
- Agriculture producers
- RDBN Residents
- Connecting Consumers & Producers Community Event Partner
- Regional Image Bank
- Economic Development Professionals
- Web Master

Project Activities

The things you "do" with your inputs – the actions

Agriculture Brochure

- Collaborate with project partners including:
 - Nechako Valley Food Network
 - Beyond the Market
 - Smithers Farmers Institute
- Research agriculture content for brochure
- Review Regional Image Bank for brochure images
- Design agriculture brochure
- Brochure content reviewed by agricultural community
- Print brochures (1000)
- Distribute brochures at community events

Community Events

- Create application process for community events
- Evaluate and approve applications received (8)
- Establish partnerships (8)
- Assist partners with development of event
- Prepare and distribute event kits (750)
- Connecting Consumers & Producers Community Events take place (8)
- Receive and evaluate final report
- Provide funding for community events
- Project reporting and distribution

Project Outputs

Product or service stemming from a completed group of activities

- Agriculture brochure (1000)
- Number of producers listed in directory (100)
- Community event guide and application package
- Connecting Consumers & Producers community event partnerships (8)
- Event kits (750)
- Number of attendees at Connecting Consumers & Producers community events (750)

Project Outcomes

Results emerging from the outputs

Short-Term

- Increase in consumer awareness about local producers in region
- Increase in consumer knowledge about eating locally produced food year round
- Increase in short-term producer sales
- Promotion of regions producers

Medium-Term

- Increase in knowledge about the benefits of eating locally produced food
- Increase in number of consumers purchasing locally produced food
- Increase in short-term and long-term producer sales
- Increase in number of producers listed in regional directories
- Increase and strengthen relationships with stakeholders
- Increase quality of life for residents
- Increase of resident awareness in RDBN's commitment to the agriculture industry

Long-Term

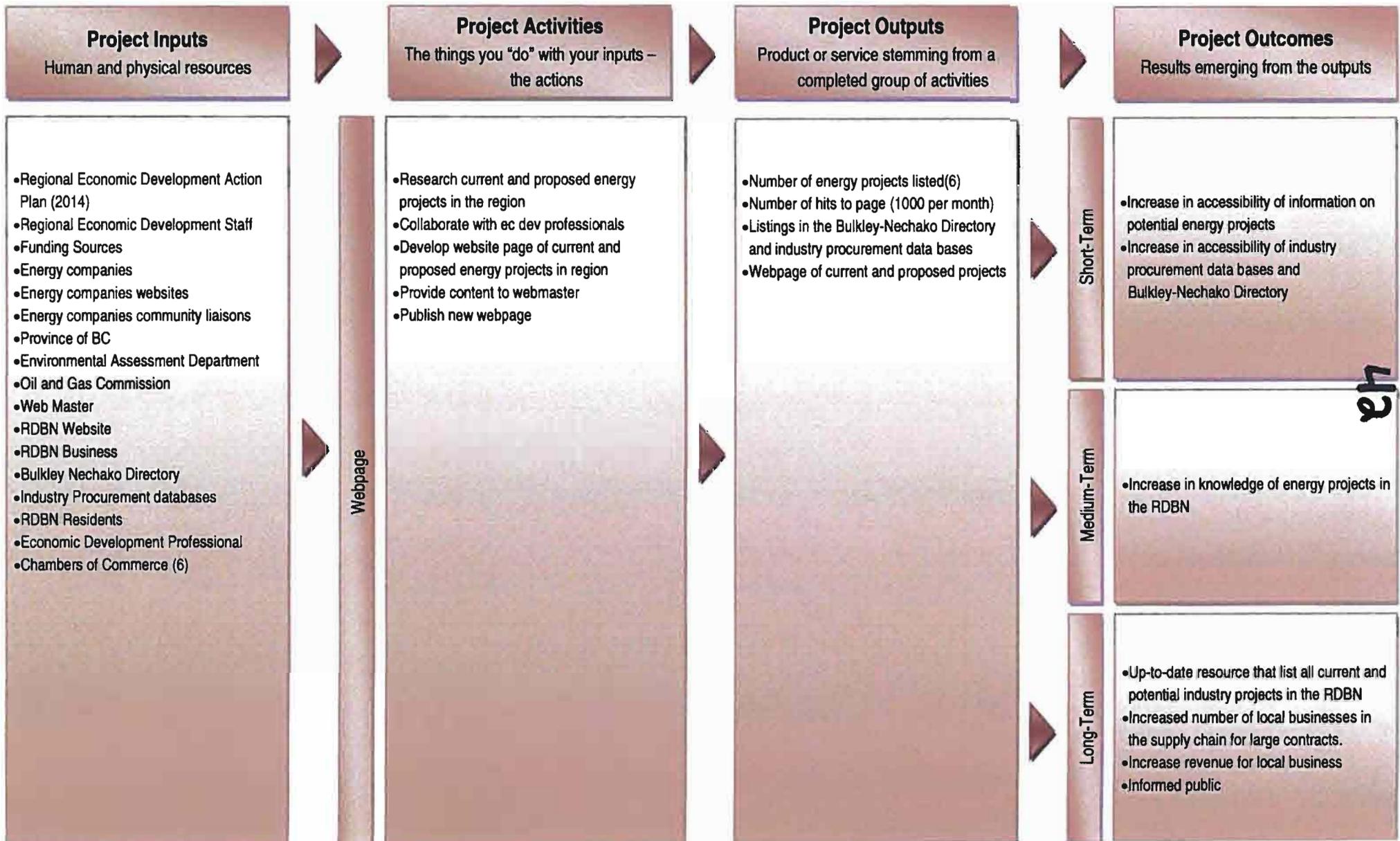
- To have producers who know how to grow and promote their products
- To create a culture of people who value locally produced food
- Increase in agriculture revenue
- The agriculture sector is supported to grow and prosper in the RDBN
- Increase in number of producers
- Increased agriculture production



Regional Economic Development 2015 Regional Marketing Initiative



Energy Marketing Project Logic Model



eh



Regional Economic Development 2015 Regional Marketing Initiative



Mining Marketing Project Logic Model

Project Inputs

Human and physical resources

- Regional Economic Development Action Plan (2014)
- Regional Economic Development Staff
- Funding Sources
- Municipal Directors (8)
- Electoral Area Directors (7)
- Economic Development Professionals
- Province of BC
- Regional Geologists (2)
- Mining Stakeholders
- Web Master

Project Activities

The things you “do” with your inputs – the actions

- Upgrade and promote mining website
- Determine municipal partners
- Secure 2016 Roundup Tradeshow Booth
- Plan booth display
- Contact mining and exploration companies operating in the region and set meetings to be held at tradeshow booth
- Attend Minerals Roundup
- Track number of attendees
- Provide information requested by attendees
- Report to RDBN Board of Directors

Mining Website and Tradeshow

Project Outputs

Product or service stemming from a completed group of activities

- Enhanced mining website
- Number of hits on website (6000 per month)
- Search engines advertisements
- Numbers of tradeshow booth partner (3)
- Tradeshow booth
- Number of attendees to the tradeshow booth (100)
- Number of meetings with mining and exploration companies (10)

Project Outcomes

Results emerging from the outputs

- Increase in accessibility of information on mining website
- Increase in public awareness of the mining sector
- Increase connections made with mining companies
- Increase knowledge of mining industry trends

Short-Term

- Increase in number of visitors to mining webpage
- Increase of resident awareness in RDBN's commitment to the mining industry

Medium-Term

- Increase revenue in mining sector
- Informed public
- Provide an up to date, relevant, and popular website
- Established and strong relationships between the RDBN and mining stakeholders

Long-Term