



**REGIONAL DISTRICT OF BULKLEY-NECHAKO
COMMITTEE OF THE WHOLE MEETING
AGENDA
Thursday, May 14, 2026**

CALL TO ORDER

First Nations Acknowledgement

AGENDA & SUPPLEMENTARY AGENDA

May 14, 2026

Approve

MINUTES

Committee of the Whole Meeting Minutes - April 16, 2026

Page 4-11

Approve

DELEGATIONS

GOVERNMENT OF ALBERTA

Ron Poole, Poole Consulting
Re: West Coast Pipeline

COLLEGE OF NEW CALEDONIA

Cindy Heitman, President
Bruce McKay, VP Academic
Re: Update

YOUNG AGRARIANS (c/o Agrarians Foundation)

Meghan Masson, Central & North Land Matcher
Re: Update - BC Land Matching Program and Event Planning in the Region

ADMINISTRATION REPORTS

Cheryl Anderson, Director of Corporate Services - Keeping It Rural Conference – June 10-12, 2026 – Kelowna, BC Page 12

Recommendation

Cheryl Anderson, Director of Corporate Services - Union of BC Municipalities Convention - September 14-18, 2026 -Vancouver, B.C. Page 13

Recommendation

Nellie Davis, Manager of Strategic Initiatives and Rural Services - Area F (Vanderhoof Rural) Grant in Aid for Nechako View Senior Citizens Home Society Page 14-20

Recommendation

John Illes, Chief Financial Officer - Quarterly Financial Report Page 21-23

Receive

Shari Janzen, Community Development Coordinator - Go North RV - 2025/26 Final Report Page 24-31

Receive

ADMINISTRATION CORRESPONDENCE

City of Prince George - 2026 UBCM Resolution - Northern Rural Homeowners Grant Page 32-33

Receive

DISCUSSION ITEM

Industrial Development Delegations

SUPPLEMENTARY AGENDA

NEW BUSINESS

ADJOURNMENT



REGIONAL DISTRICT OF BULKLEY-NECHAKO
COMMITTEE OF THE WHOLE MEETING
MINUTES
Thursday, April 16, 2026

Directors Present: Chair Mark Parker
 Gladys Atrill
 Martin Elphee
 Judy Greenaway
 Clint Lambert
 Linda McGuire
 Kevin Moutray
 Chris Newell
 Michael Riis-Christianson
 Stoney Stoltenberg
 Sarrah Storey
 Henry Wiebe
 Alternate Director Alex Kulchar
 Alternate Director Annette Morgan

Directors Absent: Shane Brienen, District of Houston
 Leroy Dekens, Village of Telkwa
 Shirley Moon, Electoral Area F (Vanderhoof)

Staff: Curtis Helgesen, Chief Administrative Officer
 Cheryl Anderson, Director of Corporate Services
 John Illes, Chief Financial Officer
 Nellie Davis, Manager of Strategic Initiatives and
 Rural Services - left at 11:38 a.m.
 Jason Llewellyn, Director of Planning and
 Development Services
 Trevor Tapp, Regional Agriculture Coordinator -
 East - left at 11:12 a.m., left at 11:38 a.m.
 Wendy Wainwright, Deputy Director of Corporate
 Services

Others: Errol Winter, Executive Director, Northern Interior
 Rural Division of Family Practice - via Zoom-left at
 11:11 a.m.

Thursday, April 16, 2026

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CALL TO ORDER

Chair Parker called the meeting to order at 10:30 a.m.

First Nations Acknowledgement

AGENDA

April 16, 2026

2026-COWM-072

Moved by Director Stoltenberg

Seconded by Director Wiebe

That the Committee of the Whole Agenda for April 16, 2026 be approved.

CARRIED UNANIMOUSLY

MINUTES

Committee of the Whole Meeting Minutes - February 12, 2026

2026-COWM-073

Moved by Director Greenaway

Seconded by Director Newell

That the Committee of the Whole Meeting Minutes of February 12, 2026 be approved.

CARRIED UNANIMOUSLY

DELEGATIONS

NORTHERN INTERIOR RURAL DIVISION OF FAMILY PRACTICE - Errol Winter, Executive Director

Re: Healthcare Recruitment and Retention

Chair Parker welcomed Errol Winter, Executive Director, Northern Interior Rural Division of Family Practice.

Mr. Winter provided an outline of the area the Northern Interior Rural Division of Family Practice encompasses and a history of his past experience.

Mr. Winter noted that across the region the NIRDFP represents approximately 1000

Thursday, April 16, 2026

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healthcare practitioners and has had over 100 students brought through the region with funding support. It has been a successful program. Mr. Winter noted the province's funding priorities differ from those of the region. He spoke of follow up conversations with the Regional District of Fraser-Fort George about creating a safety net collaborative structure across the region for recruitment and retention.

Mr. Winter noted that there is 10-12% retention of Practice Ready Assessment Candidates and Return of Service Candidates in the region. NIRDFP is investigating solutions to improve retention rates. He commented that creative ideas are being considered such as:

- Student bridge programs with UNBC,
- Student tours of the north
 - Physicians have a 2-3 year contract with the ability to spend approximately 4 months in various communities allowing medical professionals the opportunity to explore and experience northern communities.
- Creating rural designations and compensation to reflect the diverse level of skills and service provided by a primary care physician to meet the health care need in the north versus practicing in larger communities in southern B.C.
- Retirement mentorship programs.
- Technology and implementing more AI.
- Home based monitoring programs.
- Creating economies of scale and amalgamating successful programs throughout the region.
- Working with Health Authorities and corporations to participate in a region wide recruitment and retention program.
- NIRDFP would like to provide additional presentations in the future as ideas are developed and information is available.

Conversation took place regarding:

- Challenges created with varying incentives between communities and competing with neighbouring communities for adequate physician levels
 - Incentive program caps
- Challenges regarding the lack of trained professionals to fill the need
- Education programs changing to adjust to the need
- Technology and digital infrastructure being implemented to assist with support and attraction
 - Drone Pilot Program in Fraser Lake

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- Starlink and mobile starlink infrastructure
- Virtual access to physicians and clinicians
- Successful housing programs that can be implemented in other communities
- Augmenting Northern Health's retention and recruitment strategy
 - NIRDFP working with Northern Health to implement and support programs
 - Participating and partnering to attend conferences
- Community assistance with "Red Carpet" program for healthcare practitioners interested in practicing in communities. Providing assistance and support for housing, employment for spouses, childcare, education, etc.
- The need for advanced and new technology to draw newly educated medical professionals
 - Some programs initiated by NIRDFP
 - portable ultrasound program
 - I pads in Emergency Departments to provide virtual assistance
 - Mobile Starlink to provide connectivity access to increase levels of virtual support
 - Investigating imaging and diagnostic solutions
- Collective voice for a healthcare recruitment and retention initiative.

2026-COWM-074

Moved by Director Riis-Christianson

Seconded by Director Moutray

That the Committee recommend that the Board supports further discussion with Northern Interior Rural Division of Family Practice on a health care recruitment and retention initiative.

CARRIED UNANIMOUSLY

PLANNING AND DEVELOPMENT**Amy Wainwright, Deputy Director of Planning and Development Services -
Heritage Conservation Act Transformation Project Revisions****2026-COWM-075**

Moved by Director Stoltenberg

Seconded by Director Storey

That staff be directed to respond to the request for feedback on the *Heritage*

Thursday, April 16, 2026

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Conservation Act Transformation Project Phase 3 Technical Policy Paper – March 2026 with the following comments:

- The Province should ensure that adequate supports are in place for local governments and First Nations to administer the additional roles and responsibilities created by the proposed legislative changes before they are implemented.
- The Province should refer the draft legislation and regulations to stakeholders for comment prior to adoption.

CARRIED UNANIMOUSLY

ADMINISTRATION REPORTS

Megan D'Arcy, Regional Agriculture Coordinator - Provincial Agricultural Land Commission Staff Layoffs

2026-COWM-076

Moved by Director Storey

Seconded by Director Stoltenberg

That the Committee receive the Regional Agriculture Coordinator's Provincial Agricultural Land Commission Staff Layoffs memorandum.

CARRIED UNANIMOUSLY

2026-COWM-077

Moved by Director Greenaway

Seconded by Alternate Director Kulchar

That the Committee recommend that the Board write a letter to the Honourable Davide Eby, Premier and the Honourable Lana Popham, Minister of Agriculture and Food regarding provincial Agricultural Land Commission staff layoffs.

CARRIED UNANIMOUSLY

Megan D'Arcy, Regional Agriculture Coordinator - Solutions for Sustainable Livestock Processing in Northwest BC Report

2026-COWM-078

Moved by Director Storey

Seconded by Alternate Director Kulchar

That the Committee receive the Regional Agriculture Coordinator's Solutions for Sustainable Livestock Processing in Northwest BC Report memorandum.

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CARRIED UNANIMOUSLY

The Committee discussed the challenges farmers face in relation to the the levels of regulation for livestock processing in northwest BC. Gathering statistical information was discussed. Staff will bring forward information for the Committee's consideration regarding advocacy in relation to the RDBN's Strategic Plan - Community and Economic Sustainability.

Lunch and RBA Committee Meeting Break

Break at 11:38 a.m.

Reconvened at 1:02 p.m.

John Illes, Chief Financial Officer - Continuity of Reserves**2026-COWM-079**

Moved by Director Storey

Seconded by Director Riis-Christianson

That the Board receive the Chief Financial Officer's Continuity of Reserves memorandum.

CARRIED UNANIMOUSLY

John Illes, Chief Financial Officer provided an overview of the operational reserve target and unearned revenue.

The following was discussed:

- Long term reserve investments
 - GICs
 - MFA stock fund
 - Earning monies through investing with MFA
- MFA has stock fund - long term for landfill decommission
- Landfill decommission and closure reserve
- Reserves and interest earned - remains specific to reserve
 - legislated for provincial and federal grants
- Reserve goals for each purpose a moving target and increases with inflationary pressures
- Plan for reserve targets
 - Fort Fraser Sewer and Water reserve plan
 - Additional plans will be created through the Asset Management Plan
- Borrowing funds
 - Various models of borrowing and saving

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- Board discretion and decision
- As the RDBN finalizes the Asset Management Plan in the coming year there will be discussions regarding future reserve planning
- Landfill closure costs and future funding for landfill replacements and opening of new landfills

ADMINISTRATION CORRESPONDENCE

North Central Local Government Association and City of Dawson Creek - Request for Support - Improved Access to Publicly Funded Mental Health Services Resolution

2026-COWM-080

Moved by Director Riis-Christianson

Seconded by Director Storey

That the Committee receive the North Central Local Government Association and City of Dawson Creek Request for Support for Improved Access to Publicly Funded Mental Health Services Resolution.

CARRIED UNANIMOUSLY

2026-COWM-081

Moved by Director Riis-Christianson

Seconded by Director Stoltenberg

That the Committee recommend that the Board co-sponsor the North Central Local Government Association and City of Dawson Creek Improved Access to Publicly Funded Mental Health Services Resolution.

CARRIED UNANIMOUSLY

ADJOURNMENT

2026-COWM-082

Moved by Director Newell

Seconded by Director Greenaway

That the meeting be adjourned at 1:19 p.m.

CARRIED UNANIMOUSLY

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Mark Parker, Chair

Wendy Wainwright, Deputy Director of Corporate Services



Regional District of Bulkley-Nechako Committee of the Whole

To: Chair and Committee
From: Cheryl Anderson, Director of Corporate Services
Date: May 14, 2026
Subject: **Keeping It Rural Conference – June 10-12, 2026 – Kelowna, BC**

RECOMMENDATION: **(all/directors/majority)**

That the Committee of the Whole recommend that the Board authorize attendance of Rural Directors wishing to attend the Keeping it Rural Conference from June 10-12, 2026 in Kelowna, B.C.

BACKGROUND

The Keeping it Rural Conference is taking place in Kelowna from June 10-12, 2026. The conference program is not yet available.

Registration is \$732.33 and all associated costs will come from each director's rural legislative budget.

ATTACHMENTS:

None

STRATEGIC PLAN ALIGNMENT:

This topic aligns with the following Strategic Focus Area(s) from the RDBN Strategic Plan:
4. Community and Economic Sustainability



Regional District of Bulkley-Nechako Committee of the Whole

To: Chair and Committee

From: Cheryl Anderson, Director of Corporate Services

Date: May 14, 2026

Subject: **Union of BC Municipalities Convention - September 14-18, 2026 - Vancouver, B.C.**

RECOMMENDATION: **(all/directors/majority)**

That the Committee recommend that the Board authorize attendance of Rural Directors at the UBCM Convention from September 14-18, 2026 in Vancouver, B.C.

BACKGROUND

This year's UBCM Convention is being held in Vancouver, B.C. from September 14-18, 2026. At this time, authorization is being requested for Rural Directors to attend. The CAO and Deputy CAO will also be attending this event as per past practice.

The UBCM resolution deadline is June 15, 2026. If the Board wishes to submit any resolutions, the topics and background information should be submitted to staff by May 29th for staff to draft and include on the June 11th agenda for approval.

The June 11th Committee of the Whole Agenda will also include a discussion item in regard to Minister/Ministry Staff Meeting requests. We have not yet received information in regard to the deadline for submitting these requests.

ATTACHMENTS:

None

STRATEGIC PLAN ALIGNMENT:

This topic aligns with the following Strategic Focus Area(s) from the RDBN Strategic Plan:
2. Advocacy with the Province



Regional District of Bulkley-Nechako Committee of the Whole

To: Chair and Committee

From: Nellie Davis, Manager of Strategic Initiatives and Rural Services

Date: May 14, 2026

Subject: **Area F (Vanderhoof Rural) Grant in Aid for
Nechako View Senior Citizens Home Society**

RECOMMENDATION: **(all/directors/majority)**

That the Committee recommend that the Board approve a Regional Grant in Aid of \$8,650 from the Area F (Vanderhoof Rural) allocation to the Nechako View Senior Citizens Home Society for a duplex renovation project with Charis Supportive Housing Society.

BACKGROUND

Please see the attached application for further information.

The remaining allocation of Area F (Vanderhoof Rural) Regional Grant in Aid is \$142,987

Director Shirley Moon is supportive of the request.

ATTACHMENTS:

Nechako View Senior Citizens Home Society Grant in Aid Application

STRATEGIC PLAN ALIGNMENT:

This topic aligns with the following Strategic Focus Area(s) from the RDBN Strategic Plan:
Not Applicable

Nellie Davis

From: Nellie Davis
Sent: April 20, 2026 11:10 AM
To: Nellie Davis
Subject: Grant in Aid Application - NV Seniors and Charis Supportive Housing

Grant in Aid Application

Organization Legal Name:
 Nechako View Senior Citizens Home Society

Contact Email Address:
 [REDACTED]

Contact Phone Number:
 [REDACTED]

Organization Mailing Address:
 [REDACTED] Vanderhoof, BC V0J 3A2

Project or purpose for which you require assistance:

Nechako View Senior Citizens' Home Society has partnered with Tuson & Associates Inclusion Services LTD by purchasing a purpose-driven duplex in Vanderhoof on Connaught Street. This duplex will provide 24/7 support exclusively for 4 adults with developmental disabilities.

Amount of Grant Requested:

8650

To the best of my knowledge, all of the information that is provided in this application is true and correct. Furthermore, I hereby certify that this application for assistance is NOT being made on behalf of an individual, industry, commercial or business:

Yes

Please describe the services/benefits that your organization provides to the community. Are these services/benefits available to the community from another organization or agency?:

NVSCS primarily provides seniors independent living units in the Nechako Valley. Currently, we own and actively manage 36 units that are fully occupied. We also have two other seniors housing projects under construction and development that will provide an additional 58 seniors apartments. Beyond this; Vanderhoof is in dire need of supportive housing for adults with developmental disabilities. We have partnered with a local group, Charis Supportive Housing Society, on a project that entails the renovation of a duplex that will provide four beds. Licensed service providers "Tuson & Associates Inclusion Services Ltd" currently are contracted with Community Living BC (CLBC) to provide services to two local individuals who are in need of 24/7 support.

Is your organization voluntary and non-profit?:

Yes

Please detail any remuneration paid, or funds otherwise made available to members, officers, etc. of your organization.:

We are a volunteer board of directors, as well all the construction on the Connaught duplex for the renovation is volunteer, NVCHS building committee will be overseeing the project.

Please comment on the number of members/volunteers in your organization and how long your organization has been in operation.:

NVCHS was established in 1959, and we currently own and actively manage 36 units that are fully occupied. As well, we have 2 other projects under construction which will provide an additional 58 senior apartments. We have an 8 member board of directors

Assistance is being requested for::
Capital project and/or equipment

Other Purpose:

Please describe the project/event for which you are requesting assistance. If you are applying for an exemption from fees and/or charges or other consideration, please provide details of your request here. Attach additional information if required.:

The NVCHS has purchased a duplex. We are currently nearing completion of renovation on unit 1, and are requesting help to complete the renovations in unit 2. The total cost of the unit 2 renovation is 30,000.00. We are requesting funding for the flooring in the kitchen, bathroom, and bedroom (6,150.00) as well as the accessible ramp (2,500.00)

Describe how this proposal will benefit the community.:

Parents of adults with developmental disabilities are having difficulty caring for their adult children. A place to live offers less hardship for families, encourages respect, diversity, equity, and inclusion.

Have you applied for a grant/funding from other source(s)?:

Yes - please provide information below

Name of Grant or Funding Agency:
Nechako Kitimat Development Fund

Amount applied for:

Status of application:
Pending

Name of Grant or Funding Agency:
Vanderhoof Community Foundation

Status of application:
Pending

Name of Grant or Funding Agency:
Integrus Credit Union

Status of application:
Pending

Has the organization received assistance (grant in aid/waiving of fees, etc.), from the Regional District of Bulkley-Nechako in previous years?:

No

If yes, please provide the year, the amount, and the purpose for the assistance.:

Does your Organization: (Please check all that apply):
Provide an opportunity for individuals to make direct contributions?

Contact Name:
Noella Herod (president)

Attach supporting financial information, ie: budget/financial report. Ensure all information is clearly itemized, including: total cost of project, grants/funding from other sources, funding contributed by applicant, total expenses for the fiscal year.:

Contact Name:
Cliff Irving (treasurer)

Contact Phone Number:

[REDACTED]

Contact Email Address:

[REDACTED]

Which RDBN electoral area(s) receive services or benefits from your organization?:
Electoral Area F (Vanderhoof Rural)

Is your organization signed up to receive funds from the RDBN via Electronic Funds Transfer?:
Yes.



Nechako View Senior Citizens Home Society
241 Northside Road
Vanderhoof, B.C. V0J 3A2
Registered: Not For Profit Society
[REDACTED]

Date: April 16, 2026

Name: Grant In Aid

Attention: Shirley Moon

Dear Shirley Moon:

The Nechako View Seniors Citizens Home Society (NVSCHS) is a non-profit, registered charity based in Vanderhoof BC, and works primarily to provide seniors independent living units in the Nechako Valley.

Established in 1959 we currently own and actively manage 36 units that are fully occupied. We also have two other seniors housing projects under construction and development that will provide an additional 58 seniors apartments.

Beyond the growing demand for seniors housing, Vanderhoof also is in dire need of supportive housing for adults with developmental disabilities. We have partnered with a local group, Charis Supportive Housing Society, on a project that entails the renovation of a duplex that will provide four beds and Licensed service providers "Tuson & Associates Inclusion Services Ltd." will be staffing the facility.

The NVSCHS has purchased a duplex and have obtained the appropriate permits that has allowed us to commence with the renovations. Renovations will consist of living area updates, accessibility adaptations to Ministry standards and energy upgrades to doors, windows and siding.

Once completed and certified the building will have accommodation for 4 residents and will be actively managed by "Tuson & Associates Inclusion Services Ltd.". They will be responsible for managing and operating the facility to approved Ministry standards of care. Tuson will structure the lease with NVSCHS as they have contract with Community Living B.C.

NVSCH will be retaining ownership of the building and the rental fees' paid by Tuson will be tied to the actual housing allowances the four tenants receive from the Ministry of Social Development and Poverty Reduction.

At present the Nechako View Seniors Citizens Home Society is asking for financial or in kind support to allow for completion of the renovations of this supportive housing facility. We have budgeted \$100,000 to complete the renovations and would like to ask for your support so that we can complete the renovations and provide a home for these individuals and families. A tax receipt will be issued for all donations

We sincerely hope you find this project worthy of your support so that together we can continue to develop and provide essential accommodation to this underserved part of our population.

Sincerely,

Nechako View Seniors Citizens Home Society

If you require further information, please contact one of the following board members:

NVSCHS Board member contacts:

Noella Herod – President – [REDACTED]

John Alderliesten – Vice President – [REDACTED]

Vikki Stavast – Secretary – [REDACTED]

Cliff Irving – Treasurer - [REDACTED]



Regional District of Bulkley-Nechako Committee of the Whole

To: Chair and Committee
From: John Illes, CFO
Date: May 14, 2026
Subject: **Quarterly Financial Report**

RECOMMENDATION: **(all/directors/majority)**

Receipt

BACKGROUND

There are no concerns noted by staff in this first quarterly report.

Most capital projects are set to begin in spring and most of the Regional District's revenue is expected to arrive in the third quarter.

Of note is that just over 25% of the Regional District's budget is supported by grants. This indicates that without grants, many of the Regional District's capital projects and some of its services would be greatly diminished.

ATTACHMENTS:

1st Quarter (March 31st) Financial Report

STRATEGIC PLAN ALIGNMENT:

This topic aligns with the following Strategic Focus Area(s) from the RDBN Strategic Plan:
 Not Applicable

Regional District of Bulkley-Nechako Quarterly Financial Report

	Actual To March 31, 2026	Budget	
REVENUES			
Taxation	-	15,683,427	0%
Lieu of Taxes	4,023	1,330,670	0%
Taxation and Service Agreement	-	109,668	0%
Fees and Charges	362,130	1,714,288	21%
Donations and Minor Grants	137,726	160,000	86%
Miscellaneous Revenue	67,230	310,289	22%
Subtotal Own Source Revenue	571,108	19,308,342	
Federal Grants (Community Works)	455,285	1,359,375	33%
Provincial Government Transfers			
Northwest Revenue Sharing	1,020,525	3,619,077	28%
Northern Capital And Planning Grant	117,875	883,369	13%
Growing Community	60,257	525,080	11%
EMBC Reibursement Grants	5,935	250,000	2%
Other Government Transfers	1,602	205,000	1%
Provincial Unconditional Grant		185,000	0%
NDIT Grants	(48,921)	318,000	-15%
UBCM Grants	(9,737)	292,057	-3%
Subtotal Grant Revenue	1,602,822	7,636,958	
Investment Revenue	106,416	6,963	
Municipal Debt Payments		687,073	0%
Internal Transfer from Own Reserves		87,500	0%
Prior Year Surplus	2,160,113	2,161,545	100%
Sale of Assets (Net)		-	
Total Revenue	4,440,459	29,888,381	15%

Regional District of Bulkley-Nechako Quarterly Financial Report

EXPENSES

Directors Remuneration and Benefits	129,662	526,449	25%
Directors Travel and Expenses	34,548	161,060	21%
Elections	400	68,000	1%
Association Dues	20,624	33,500	62%
Staff Salaries and Benefits	1,818,810	8,242,958	22%
Other Staff Costs	75,040	141,000	53%
MFA Interest Paid		306,758	0%
MFA Principal Repayment		661,198	0%
Accounting		40,000	0%
Legal	6,065	57,500	11%
Insurance	239,809	398,702	60%
BC Transit	31,527	188,461	17%
Utilities	46,978	219,510	21%
Fuel	112,750	478,000	24%
Services and Supplies	447,190	2,504,194	18%
Equipment and Vehicle Maintenance	120,742	462,600	26%
Leasehold Closure Expense		46,384	0%
Emergency Management	3,342	250,000	1%
Other Expenses and Special Projects	75,222	1,536,279	5%
Grants to Municipalities	222,583	2,552,228	9%
Grants to Societies	535,093	3,469,754	15%
Capital	1,254,686	5,911,408	21%
Contribution to Reserves	138,658	1,511,359	9%
Prior Year Deficit	111,925	121,079	92%
Total Expenses	5,425,652	29,888,381	18%
Net Gain (Loss)	(985,194)	-	



Regional District of Bulkley-Nechako Committee of the Whole

To: Chair and Committee
From: Shari Janzen, Community Development Coordinator
Date: May 14, 2026
Subject: **Go North RV - 2025/26 Final Report**

RECOMMENDATION: **(all/directors/majority)**

Receive.

BACKGROUND

The RDBN is a partner in Go North RV (GNRV) - a consortium of municipalities and regional districts, community destination marketing organizations, the BC Lodging and Campgrounds Association, Northern BC Tourism Association, and Destination BC. This project aims to promote RV travel into and throughout the Northern BC region through a variety of marketing initiatives.

To help grow awareness and encourage exploration of Northern BC's iconic routes, including the Great Northern Circle Route, Route 16, and the Alaska Highway and their offshoots, Go North RV's marketing initiatives include digital advertising campaigns, content development, visitor education, website development, email marketing, influencer marketing, and earned media opportunities. The budget for this program includes partner contributions and matching funds from Destination BC's Cooperative Marketing Partnerships program.

2025/26 campaign highlights include:

- Impressions – 2.4 million (the total number of times the content is displayed to users)
- Reach – 235,195 (the number of users who have seen the content at least once)
- Social Engagement – 64,360 (likes, comments, shares, and other actions)
- Verified Summer Visits – 521
- Newsletter Subscriptions – 1,154 (up 63% from last year)

ATTACHMENTS:

Highlight slides from the Go North RV 2025/26 Final Report

STRATEGIC PLAN ALIGNMENT:

This topic aligns with the following Strategic Focus Area(s) from the RDBN Strategic Plan:

4. Community and Economic Sustainability

Additionally, the recommendation supports the following objective(s) related to this Focus Area(s):

4.1 Learn the needs of the tourism sector and explore ways to support and advance tourism in the region.



2025/26 REPORT



ABOUT GO NORTH RV

Established in 2021, Go North RV is a consortium of 12 communities and regional districts and Destination Management Organizations working together to encourage RV travel and responsible wilderness recreation in Northern British Columbia.

<p>12 Community Partners + BCLCA</p>	<p>6 Years in Partnership</p>	<p>\$242,132 Community & BCLCA Contributions 2021-2025</p>	<p>\$20,000 Misc. Grant Funding 2021-2025</p>	<p>\$83,995 NBCTA Contributions 2021-2025</p>
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Since 2021, by working together, Go North RV has been able to deploy

\$300,877

to promote the tourism economy in the region.



CO-OP ACTIVITIES 2025/26



Paid Ads/Digital Campaigns

- Campaign Strategy
- Campaign Development
- Programmatic Advertising
- Google Advertising
- Instagram Advertising
- Facebook Advertising
- YouTube Advertising
- Email Marketing

Content Development

- Developed blog content for website
- Acquired assets to fill gaps
- Rights usage, model release and licensing agreement management
- Asset uploads and meta-tagging for the Destination BC Content Hub

Website Development

- Built out blog pages framework
- Content updates & fact check
- Ongoing maintenance & security
- SEO, AI & Plug-in updates

Administrative

- Project management
- Communications
- Reporting
- Budget tracking and reconciliation
- Contract & supplier management



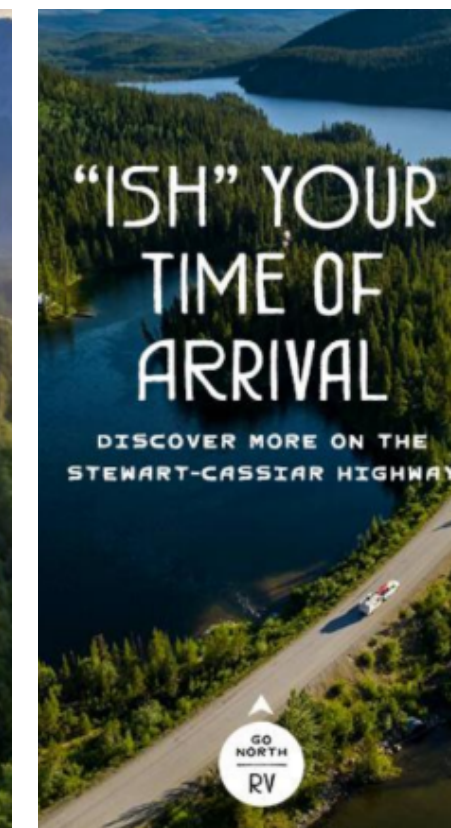
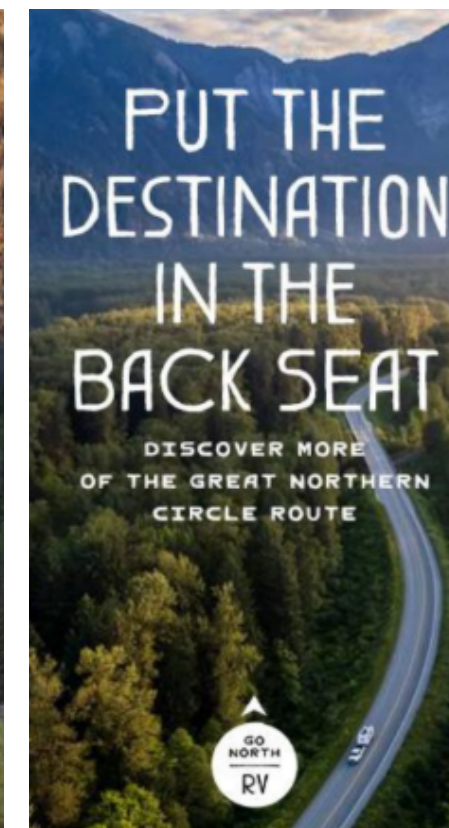
KEY METRICS - CAMPAIGN SUMMARY

IMPRESSIONS
2.4 million

REACH
235,195

SOCIAL ENGAGEMENT
64,360

5+ PAGE VIEWS
744



VERIFIED VISITS - SUMMER

In 2025/26 the co-op used data tracking through Verified Visits. While data gained is an incomplete snapshot due to longer planning periods often associated with travel to Northern BC, over time we expect to gain valuable research to inform future campaigns

The campaign generated 521 Clicked Verified Visits, those who clicked on an ad and visited NWBC at a cost of \$19.13per visit

\$9.57 per person, travel party of two

\$4.78 per person, travel party of four



Verified Visits are counted when the following three criteria are met:

- A user (device) with location services enabled has clicked on a paid ad
- User is based in target region
- The user physically makes its way to the region via assigned entry points

Verified Visits have 2 metrics from which we measure:

1. Those that clicked on one of your ads and then physically was tracked into our target zone.
2. The number of people that saw your ads, clicked or didn't click, but ended up in your geographical target area during your target campaign window.

Verified Visits only represent “trackable traffic” served digital display advertising. Those smart phones with enabled ‘Do Not Track’ features turned on will not be represented in these numbers.

WEBSITE

Website Traffic

April 1, 2025 - Mar 31, 2026

Users: 30,330

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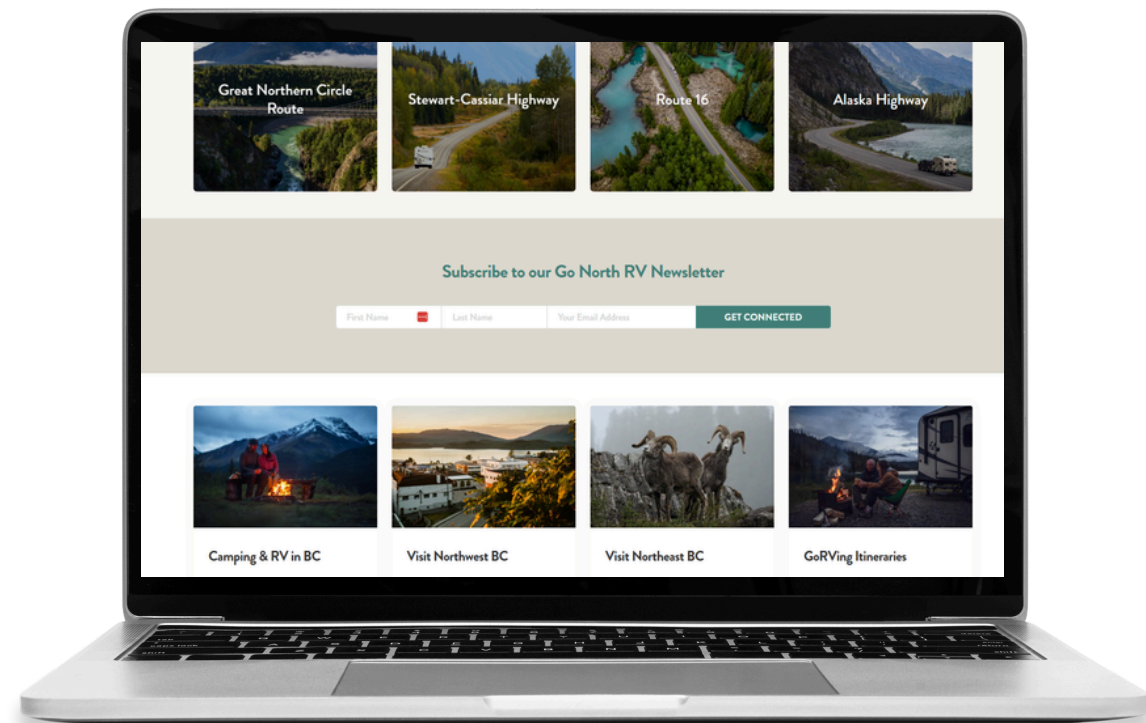
Page Views: (Campaign + Organic) 50,176

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**CITY OF
PRINCE
GEORGE**

Office of the Mayor

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Northern & Rural Governments in
British Columbia

Transmitted via email

April 28, 2026

RE: City of Prince George requesting co-sponsorship of the Northern-Rural Homeowners Grant resolution to UBCM

Dear Colleagues,

On behalf of the Prince George City Council, I am writing to ask for your support in cosponsoring on the attached Northern-Rural Homeowners Grant resolution to UBCM. The homeowner grant offered by the Government of British Columbia helps reduce the amount of property taxes residents pay each year on their principal residence. The grant is available to homeowners who pay property taxes to a municipality, or directly to the Province if they live in a rural area.

Currently, the regular grant amount is **\$570** for properties located in the Capital Regional District, the Metro Vancouver Regional District, and the Fraser Valley Regional District. For all other areas of the province, the grant amount is **\$770**.

However, effective for the 2027 and subsequent taxation years, the \$200 Northern and Rural Homeowner Benefit will be repealed. This benefit was originally introduced as part of the homeowner grant program to offset the effects of the carbon tax, which has now ended. As a result, the regular homeowner grant will be reduced to \$570 across all areas of the province.

This change will have a disproportionate impact on northern and rural communities. Municipalities in these regions continue to face unique and persistent cost pressures not experienced to the same extent in southern urban centres. Higher transportation costs, longer supply chains, increased heating expenses, and limited access to services are ongoing realities for residents in our communities. These challenges will not disappear simply because provincial tax policy has changed.

We are calling on all northern and rural local governments impacted by this decision to stand together in support of this resolution and formally urge the Province to reverse the repeal of the Northern and Rural Homeowner Benefit or implement a meaningful alternative that reflects the true cost of living in our regions.

A strong and coordinated response from municipalities across British Columbia will send a clear message: provincial programs must recognize regional realities and must not unfairly disadvantage northern and rural residents. Together, we can advocate for fairness, protect affordability, and help ensure the long-term sustainability and viability of our communities. We encourage you to make your voice heard by co-sponsoring this resolution.

Respectfully,

Mayor Simon Yu
City of Prince George

Resolution: Northern-Rural Homeowners Grant

WHEREAS the Province has indicated they will end the northern and rural homeowner benefit beginning in 2027 reducing the amount northern and rural communities are eligible for;

AND WHEREAS there remains strong rationale for a higher grant value in northern and rural communities due to higher costs of heating and transportation regardless of the repeal of the consumer carbon tax.

THEREFORE BE IT RESOLVED that UBCM strongly urges the Province to explain and reverse the decision to reduce the Northern Rural Homeowners grant