

THE VILLAGE OF PORT CLEMENTS

Regular Meeting of Council, Monday, Dec 7th, 2009, 7:30pm

AGENDA

1. ADOPT AGENDA.

2. PETITIONS, DELEGATIONS & OPENING OF SEALED TENDERS.

D-1a-Travis Glasman, MIEDS executive director, requesting: NDI 2010 Funding.

D-1b-MIEDS letter of support for their application to the Coast Sustainability Trust fund in the amount of \$75000.00 for the Haida Gwaii Destination Marketing Implementation.

D-2-Larry Brealey-Unsightly bylaw & Expulsion of Mushroom buyers in community.

3. MINUTES.

M-1-Minutes regular meeting of Council, Nov 16th, 2009.

M-2-Minutes Recreation Commission meeting October 22nd, 2009.

4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED BUSINESS.

BA-1-Jasmine Ryland, Deputy Clerk/Treasurer-Facebook report.

BA-2-Request from the Emergency Committee for use of the Port Clements Community Park, and a bay in the Port Clements Fire hall to house and care for animals in case of an emergency situation.

BA-3-Derelict Vehicles.

5. ORIGINAL CORRESPONDENCE.

C-1-Letter to BC Ferries CEO David Hahn from Mayor Delves regarding recent sailing on Skidegate to Prince Rupert run on Nov 22nd.

C-2-BC Legislative Assembly-requesting information about the maintenance level of standards that highway contractors meet.

6. GOVERNMENT.

G-1-Councilor Hughes-McMullon letter of resignation effective immediately.

G-2-PCVFD-Daryl Fish application for membership.

G-3-Appointments to the 2010 Boards and Alternates.

G-4-Office Closure request Dec 28th-Jan 1st inclusive.

G-5-Council meeting cancellation Dec 21st, 2009?

7. FINANCE.

F-1-Cheque list Dec 4th, 2009.

8. NEW BUSINESS.

9. REPORTS & DISCUSSIONS.

R-1-Action Plan

10. QUESTIONS FROM THE PRESS.

ADJOURNMENT.

In Camera meeting to follow under Community Charter Section 90-1-c & e.



November 16th, 2009

Village of Port Clements
PO Box 198
Port Clements, BC V0T 1R0

Attn: Mayor and Council

Recommendation

That the Village of Port Clements apply to NDI
for the 2010 Community Development Capacity
Building in the amount of \$35,000 on behalf of MIEDS.

VIA E-MAIL

Dear Mayor Delves,

RE: 2009 NDI Community Report and request for 2010 Funding.

It is my pleasure to present our report for the 2009 NDI - Community Economic Development Capacity Building Program for your review and acceptance. The report provides a brief description of our relevant economic development activities and expenditures under this funding. As you are aware, the three municipalities and two electoral areas on Haida Gwaii had agreed to pool their allotment under this fund. This collaboration has enabled each community to access an additional \$5,000 from NDI under this program, as well as facilitated strategic use of these funds for Islands-wide economic development initiatives.

As this funding has been pooled, we have chosen to report out on the full \$122,500 provided to MIEDS under this joint report on behalf of the participating communities. Should Council be so inclined, we would like to submit this report upon your acceptance directly to NDI on behalf of the participating communities. In order to do so, it would be helpful to attach a supporting letter from your board confirming receipt of this document as the report on behalf of your community.

The MIEDS Board wishes to sincerely thank you for your support of our collaborative work on community economic development for Haida Gwaii. Having already drawn your attention to the attached report for the detailed list of MIEDS' accomplishments in 2009, I will take a moment to specifically note the leadership role in tourism that we have taken for Haida Gwaii, our collaboration with the Haida on forest tenure acquisition, and the fulfillment of the central role of MIEDS in coordinating economic development on Haida Gwaii through our Regional Economic Development Implementation (REDI) plan as significant and ongoing work that will continue into 2010.

We anticipate having our Tourism Advisory Committee in full swing early in the year, be in pursuit of tourism funding under the Hotel Tax and Resort Region programs, and be launching a unified destination marketing program for Haida Gwaii through our downtown Vancouver storefront during

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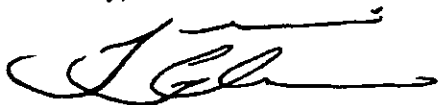
the Olympics. Significant progress is foreseen in regards to local control of forest resources on Haida Gwaii as part of our collaboration with the Haida Nation in this regard and in light of tenure and land use plan decisions soon to be finalized by the Province. We will also be collaborating closely with our colleague organizations through the REDI plan to ensure that we collectively understand our progress on shared economic development priorities, seek to do a better job of supporting existing efforts, and make better use of our limited resources. These are of course in conjunction with the ongoing and smaller projects we are actively engaged in.

We are pleased with MIEDS' progress to date, having made a surprising amount of headway since its inception only two years ago. We know that by continuing to move community economic development forward together, that we will see positive change for our communities. In order to improve our Islands-wide representation and the potential for even broader success, we have also recently invited our fellow Haida communities to join the MIEDS board and Tourism Advisory Committee.

To be able to implement our substantial plans for 2010, we would like to take this opportunity to ask Council to once again consider supporting MIEDS by contributing your \$35,000 from the NDI-Economic Development Capacity Building Program towards our collaborative efforts on Haida Gwaii. This is in proportion to the requests we have made to your fellow municipalities and SQCRD.

We trust that you will find the attached report in good order. Should you have any question, please feel free to contact me. I would be happy to provide a report to Council in person as may be mutually convenient.

Sincerely,

A handwritten signature in black ink, appearing to read 'Travis Glasman', with a stylized flourish at the end.

Travis Glasman, RPF
Executive Director



2009 NDI Trust Funding Report
Economic Development Capacity Building Program
2009.10.30

Suite 2, 3207 Wharf Street, Box 652, Queen Charlotte, BC V0T 1S0
T. 250.559.8050 • F. 250.559.8055 • W. www.mieds.ca • E. executive@mieds.ca



This report has been completed to fulfill the requirements of the NDIT Economic Development Capacity Building Program funding and to provide a formal report out to the communities who have generously contributed their allotment of these NDI funds to advance the work of the Misty Isles Economic Development Society (MIEDS). Please accept our report on the achievements this year, current activities, and future priorities.

Organizational Development

MIEDS has had a busy second year of operations. Staffing changes earlier in the year brought the organization under the leadership of Travis Glasman effective June 15th, 2009. The newly hired Executive Director has ensured MIEDS remained focussed on completing the projects currently underway, while also balancing the undertaking of immediate opportunities with stepping back to look at future priorities in a strategic manner.

Within the 2009 calendar year of this funding, MIEDS finalized its branding package and developed its website (www.mieds.ca) as one tool for keeping the public informed of our activities. We are continually seeking to keep that content current and the website appearance functional and engaging. We also continue to implement our communication strategy to keep Islands residents abreast of the progress of MIEDS through our newsletter, public open houses, Facebook page, and face-to-face interactions.

MIEDS has invited Skidegate Band Council and Old Massett Village Council to become member communities of MIEDS and participate on the Board. We are hopeful that MIEDS will soon become a truly all-Islands organization, as was originally envisioned by the communities in the Haida Gwaii Community Viability Strategy. In line with this, we have been actively networking with other organizations on Haida Gwaii that participate in or support Community Economic Development to avoid duplication of services and enhance other initiatives (ie: Haida Gwaii Community Futures, QC Visitors Center, Old Massett Economic Development, Gwaalagaa Naay Corp, Haida Enterprise Corp., Haida Heritage Centre, Gwaii Haanas Park Reserve, Gwaii Trust Society, etc).

We are also currently working on developing a Policy Governance® Framework under the Carver Model to be implemented in 2010 and enable MIEDS to improve its effectiveness and efficiency as an organization. We hope to become a model of best practices for other organizations on Haida Gwaii.

Tourism

MIEDS has taken a leadership role in tourism on Haida Gwaii with the establishment of the Tourism Advisory Committee (TAC) that represents all communities and tourism sectors on the Islands. A key role of the TAC will be to

help chart the course for tourism on the Islands for the long term with regards to marketing initiatives, infrastructure needs, etc. The formation of the TAC is the next step following the completion of the Community Tourism Foundations® planning process, which MIEDS was closely involved in.

Tourism BC's Partnership Program funding was matched with other MIEDS funding to develop: the Art Route brochure, Map, and Day Tours; Visitor Information pad-style map; three destination marketing advertisements in relevant travel guides; touring travel writers around the Islands; and a BC Ferries advertising campaign.

Our current and upcoming priorities in tourism include:

- ⊕ Print the Visitor Information Pad Map for Haida Gwaii;
- ⊕ Implement the Haida Gwaii Tourism Plan through the TAC;
- ⊕ Work with TAC to finalize a branding strategy for Haida Gwaii;
- ⊕ Complete additional advertising for the coming tourism season;
- ⊕ Develop and launch a destination marketing website gohaidagwaii.ca;
- ⊕ Complete Vancouver Venue Project during the Olympics with Skidegate and other partner organizations;
- ⊕ Coordinate regular Community Markets around the Islands next summer;
- ⊕ Develop the required business plans and sector support to apply for Hotel Tax and Resort Region programs as a means of core funding for destination marketing and tourism infrastructure improvement.

Forestry and Value Added Products:

MIEDS participated in the recent meeting at UBCM with Minister Bell with regards to the community forest commitment for the communities on Haida Gwaii. The meeting with the Minister was very productive and follow up discussions with Haida Gwaii Forest District staff have been very favourable for this commitment to be met when the final tenure reallocation decisions are made by the end of this year.

In conjunction with the pursuit of the community forest, we have been involved in discussions with the Council of the Haida Nation (CHN) to develop options for collaboratively acquiring the other forest tenures on Haida Gwaii and managing all of the forests on the Islands under one management unit to ensure sustainability and efficiency. Staff members of the respective organizations are putting together the necessary technical and financial information to help the leaders come to the best decisions possible.

We continue to work with Minister Bell to obtain community forest volume and jointly acquiring the other forest tenures on the Islands with the Haida Nation. Creative financing solutions will be needed for both purchase and start up. We

are look forward to this becoming a reality in partnership with the Haida and the Province.

MIEDS conducted initial public input meetings across the Islands over the spring to collect interest and ideas in order to develop areas of priority for value added products. MIEDS is currently seeking funding to host a value added products symposium in 2010, develop product investment profiles for the most promising opportunities, and complete a comprehensive "freight opportunities and barriers analysis" for Haida Gwaii that will help identify the most cost effective means of moving goods to off-islands markets and opportunities for improvements.

Agriculture and Fishing

We are still getting our feet wet on all of the diverse aspects agriculture on Haida Gwaii, which has largely been an overlooked sector here. We have been involved in a cursory way with the Graham Island Farmers Institute on navigating the legislative barriers to producing and selling local food products. The cost of freight to get agricultural supplies on-islands has been identified as a major hurdle and we have started looking into this issue by enquiring how the northern subsidy given to the Province by the Federal government is being allocated by BC Ferries Corporation. We are also getting more engaged in the local food security movement through Islands Foods Group and will seek to support local food production initiatives where possible.

Fishing in another area where the flagging industry has resulting in efforts being focussed elsewhere in hopes of finding new economic development opportunities. At this point, we are monitoring the mariculture development effort of the Haida and will provide support where possible. Much of our efforts in this area will be focussed on obtaining more local benefits from the sports fishing industry by helping to get local people trained in relevant skills to work in the industry, as well as through the Hotel Tax initiative.

Human Resources Development

MIEDS has been involved with a wide variety of initiatives in this area. These include:

- ☑ Hosting the SFU Community Economic Development Certificate for Professionals on Haida Gwaii, which has 5 participants from different communities (2 being MIEDS staff);
- ☑ Spearheading the funding applications for an all-islands high school job readiness project focussed on Grades 10 students. The objective of the project is to provide up to 58 students entering the workforce with standard

certificates (WHMIS, Pleasure Craft Operators Card, Level 1 First Aid, World Host, and Foodsafe);

- ☑ Met with and advised a number of local prospective entrepreneurs on ideas such as local guitar manufacturing, local eco-home design and construction, mining, local alternative energy production;
- ☑ Established a Proposal Writer Short List for future MIEDS projects;
- ☑ Attended job opportunities open house for Naikun Wind Energy;
- ☑ Attended the Hecate Strait Employment Society – Small Business workshop;
- ☑ Helped promote the Go2 Tidal Anglers Training Pilot Project held in Sandspit;
- ☑ Participated in the Haida Gwaii Sustainable Living Fair Conference, which also links to the Regional Economic Development Implementation project.

Regional Economic Development Implementation Project

MIEDS has undertaken to revisit the Haida Gwaii Community Viability Strategy (CVS) under funding received from CST for a Regional Economic Development Implementation Project, aimed at coordinating and tracking the various economic development priorities identified in the CVS. This project will determine what priorities have been advanced since the completion of the CVS, the progress that has been made on the active priorities and timelines for completion, as well as revisit the priorities in the CVS to determine if they are still applicable and if other priorities need to be added. To this end, we have started by engaging the various economic development organizations on the Islands to solicit their input. We also had a display at the Sustainable Living Fair to begin to engage the public at large. We were able to inform the participants as to what CVS priorities MIEDS has take responsibility for, as well as provide a general update to the CVS priorities that have been advanced since the CVS was completed.

MIEDS will continue to serve as the central coordination to network with Islands organizations and businesses, and to keep every one up to date as things progress. As part of this, MIEDS is also working to complete an updated business directory and detailed investor profile for the communities.

Financial Report

As per the attached financial report, MIEDS is submitting \$122,500 in approved expenditures for the above eligible economic development activities.

We wish to express our appreciation of your contribution to the success of our organization and sustainable economic development on Haida Gwaii.

Travis Glasman, Executive Director

Economic Development Capacity Building

Date: 2009.10.21

Misty Isles Economic Development Society

Funding by Northern Development	\$ 122,500
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2009 Report to be submitted to Northern Development by January 31, 2010

ECONOMIC DEVELOPMENT EXPENDITURES

Line	Description	2008 Baseline Actual Spending	2009 Actual Spending Amount	Variance
1	Personnel	\$ 101,006	\$ 76,197	\$ (24,809)
2	Travel	\$ 27,312	\$ 9,466	\$ (17,846)
3	Advertising/Promotion/Website	\$ 5,052	\$ 7,150	\$ 2,098
4	Professional Development/Board Training	\$ 1,776	\$ 3,109	\$ 1,333
5	Bank Charges	\$ 38	\$ 289	\$ 251
6	Office Supplies	\$ 1,899	\$ 2,097	\$ 198
7	Telephone/Fax/Internet	\$ 1,225	\$ 1,015	\$ (210)
8	Office Equipment	\$ 1,357	\$ 9,669	\$ 8,312
9	Photocopies/Printing/Postage	\$ 36	\$ 668	\$ 632
10	Rent & Utilities	\$ 300	\$ 3,241	\$ 2,941
11	Insurance/Maintenance/Repairs		\$ 1,484	\$ 1,484
12	Meetings		\$ 2,602	\$ 2,602
13	Fees, Legal		\$ 2,750	\$ 2,750
14	GST Expense		\$ 2,763	\$ 2,763
	Total Economic Development Expenditures	\$ 140,001	\$ 122,500	\$ (17,501)



November 13th, 2009

Village of Port Clements
PO Box 198
Port Clements, BC V0T 1R0

Attn: Mayor and Council

VIA E-MAIL

Dear Mayor Delves,

Recommendation

That Council provide a letter of support to MIEDS for their application to the Coast Sustainability Trust in the amount of \$75,000 for the Haida Gwaii Destination Marketing Implementation.

RE: Haida Gwaii Destination Marketing Implementation Project.

As a result of the recently completed Haida Gwaii Community Tourism Plan, MIEDS is seeking to "hit the ground running" to move our collaborative efforts for tourism on Haida Gwaii forward in 2010. We have already started through the creation of the broadly representative Tourism Advisory Committee (TAC), which will oversee the implementation of this plan for the Islands. Our intention is to continue our efforts by catalyzing the implementation of destination marketing for Haida Gwaii through a presence in Vancouver during the Olympics.

As a starting point and to be in a position to show potential visitors what Haida Gwaii has to offer, we are proposing to develop a comprehensive destination marketing website for Haida Gwaii over the next year in collaboration with the TAC, the basic foundation of which we will launch in advance of the Olympics. This single point of entry is envisioned to offer, in a fair and representative manner, a sense of "all things Haida Gwaii" that makes our Islands a preferential place to visit, as well as connect potential visitors with our accommodation and tour operators. In order to accomplish this, we have completed the attached proposal for \$20,000 under the NDI Trust – *Feasibility Studies or Marketing Program*. As this is an islands-wide project, we are asking for \$5,000 from the Regional Fund allotment of each municipality on-Islands and the SQCRD so as to share the cost equitably amongst the participating communities. If you are in agreement with supporting this initiative for \$5,000 from your community, I would ask that you please provide a letter to the attention of Janine North at NDIT at your earliest convenience so they have it in advance of the RAC meeting.

As part of the greater project, we are also looking for broad support for the "launch" of our destination marketing initiative that we are planning in Vancouver through the storefront space that has been secured during the Olympics. This storefront is directly across the street from BC Place where the medal ceremonies will take place for the Vancouver events and will be an excellent opportunity to promote the Islands. We have recently been approved for \$25,000 from the Gwaii Trust for this

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project and we are seeking an additional \$75,000 from Coast Sustainability Trust for a big part of the remaining funding requirements. I have attached our proposal to CST, which provides a good overview of the project and linkage to the NDIT funds. We wish to request a letter of support from you to accompany our proposal to CST. To be clear, this is in addition to the NDIT support requested above. As CST typically meets in December, please provide a letter of support to me by the end of November if possible. Any other ideas or contributions to this project are very much appreciated.

It would be my pleasure to provide any additional information you may require in considering these requests. Feel free to contact me at your convenience.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Glasman', with a long horizontal flourish extending to the right.

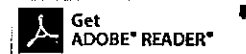
Travis Glasman, RPF
Executive Director

FEASIBILITY STUDIES OR MARKETING

Adobe Reader 8.0+ is required to complete this application form.

If you are using an earlier version, you will not be able to save any information you enter into the form.

Adobe Reader is a free download available at: <http://www.adobe.com/products/acrobat/readstep2.html>

**1. Project Name**

Provide a name for the project that is proposed in this funding application:

Haida Gwaii Destination Marketing Implementation Project

2. Applicant Profile

Applicant Organization (Legal Name): Misty Isles Economic Development Society	Non-Profit Society Registration No. (if applicable): S-53173
Address (street, city, postal code): #2 - 3207 Wharf Street (PO Box 652), Queen Charlotte, BC V0T 1S0	
Telephone: (250) 559-8050	Fax: (250) 559-8055
Email: executive@mieds.ca	Website (URL): www.mieds.ca

3. Primary Contact Information

Primary Contact (for this application): Travis Glasman	Position / Title: Executive Director
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Complete the following if different from Applicant Organization contact information:

Address (street, city, postal code):	Telephone:
Email:	Fax:

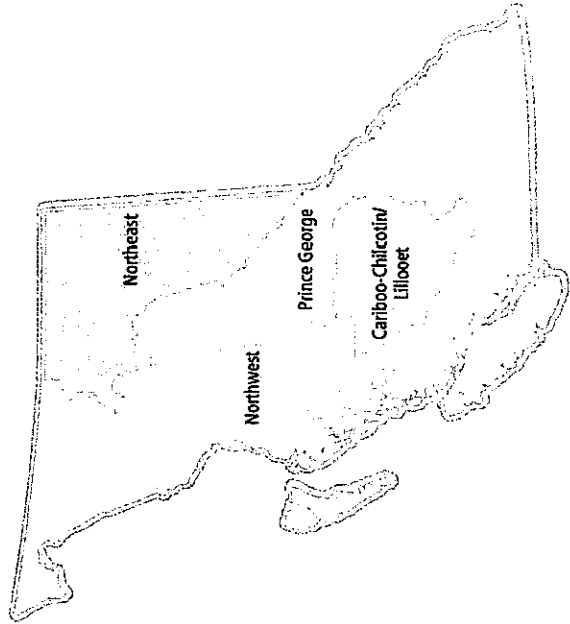
4. Select the Application Process

Northern Development accepts Feasibility Studies or Marketing funding applications to each of the following Trust Accounts. Each Account has a distinct application process – applicants are advised to review the Application Guide for specific details and requirements.

Select one of the following application processes:

Regional Development:

- ☐ Cariboo-Chilcotin/Lillooet All applications adhere to the Regional Development process unless the proposed project can demonstrate the unique distinctions required for accessing funding from either the Cross Regional Account or Pine Beetle Recovery Account.
- ☐ Northeast
- ☒ Northwest
- ☐ Prince George If you select one of the four Regional Development Accounts, complete Schedule A (page 9).



☐ Pine Beetle Recovery

If you select Pine Beetle Recovery, complete Schedule B (page 10).

☐ Cross Regional

- ★ Cross Regional Account funding is solely available for *feasibility study* projects that assess the business case and feasibility for infrastructure that, if implemented, would: 1) align with Northern Development's Economic Diversification Infrastructure funding program requirements; 2) have an anticipated capital cost in excess of \$20 million, and; 3) provide direct economic benefits to more than one Regional Development region. *Marketing projects are not eligible for Cross Regional Account funding.*

If you select Cross Regional, complete Schedule C (page 11).

5. Project Overview

<p>Identify the project's primary investment area:</p> <ul style="list-style-type: none"> <input type="radio"/> Agriculture <input type="radio"/> Economic Development <input type="radio"/> Energy <input type="radio"/> Forestry <input type="radio"/> Mining <input type="radio"/> Olympic Opportunities <input type="radio"/> Pine Beetle Recovery <input type="radio"/> Small Business <input checked="" type="radio"/> Tourism <input type="radio"/> Transportation 	<p>Identify the project's secondary investment area:</p> <ul style="list-style-type: none"> <input type="radio"/> Agriculture <input checked="" type="radio"/> Economic Development <input type="radio"/> Energy <input type="radio"/> Forestry <input type="radio"/> Mining <input type="radio"/> Olympic Opportunities <input type="radio"/> Pine Beetle Recovery <input type="radio"/> Small Business <input type="radio"/> Tourism <input type="radio"/> Transportation
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Northern Development project investments must fall within the ten investment areas above as identified in the Northern Development Initiative Trust Act. See Northern Development's Strategic Plan, available online and updated annually, for more information.

Provide a detailed description of the project:

The overall project project is aimed at implementing a unified destination marketing effort for all of Haida Gwaii. The portion of this project focussed to NDI s the 'gohaidagwaii' website launch, which focuses on providing Haida Gwaii with a single website portal for destination marketing and an e-commerce pilot site.

The website will be launched as part of our high-traffic storefront venue in Vancouver's downtown area (February 1-29) during the 2010 Olympic Games. The venue is located at 783 Beatty Street on the main floor of the Hampton Inn & Suites in downtown Vancouver (across from BC Place).

The location of the storefront is ideal for intercepting domestic and international travellers attending the daily awards ceremonies at BC Place and Olympic ice hockey at Canada Place. Haida Gwaii ambassadors in Haida regalia will distribute the Haida Gwaii website promotional material in the area surrounding the ceremonies and destination marketing venue, inviting people into the storefront venue to participate in our destination marketing launch activities.

The preliminary destination marketing venue concept uses a longhouse-style façade just inside the Beatty Street

Explain the rationale for the project:

The 2009 Community Tourism Foundation Situational Analysis (BC Tourism) identified key target markets for Haida Gwaii and emphasized that efforts must focus either on those travelers seeking eco-tourism, learning and experiential vacations or on specific activity driven travelers. Leisure travelers on touring vacations represent the most significant opportunity for Haida Gwaii.

The study notes that the proposed market mix should target regional BC/AB markets and the longer-haul domestic market of Ontario. The U.S. market should be considered (WA, OR, CA) but there should not be an over reliance on the U.S. given its current declines in travel and its economic instability. International markets should be pursued beginning with the U.K., Germany, Netherlands/Austria/Switzerland and eventually Italy, France, and Australia.

The study further indicates that marketing and sales strategies must recognize the importance of the Internet and must also provide opportunities to book elements of the Haida Gwaii experience in advance. Multiple distribution channels must be pursued to reach

+ Focus on community or regional needs with regards to economic development that the proposed project will address specific to the primary investment area.

6. Key Project Deliverables

Outline the projected economic benefits to the local or regional economy:

MIEDS conducted an islands-wide survey of 138 artisans of various media. Of those, approximately 75 participated in our Art Route and Artisan Market projects this year. Many of the artisans have requested assistance from MIEDS in developing more opportunities for public exposure as a means to increase their sources of revenue.

With the virtual closure of the resource industries on islands (forestry and fishing) and having fully used their employment benefits, islands' residents are now relying more heavily than ever before on tourism, service-related and cottage industries to sustain themselves.

The 'gohaidagwaii' website has the ability to feature up to 100 artists having one product each at this time (or a capacity of 100 products). The website will be designed to connect interested customers with the artist's own website if available or provide contact information as an alternative. Links will also be provided to the Visitor Centres and the local tourism industry. Recently developed tourism packages will be made available through the QC Visitor Centre link.

The website launch project in itself is a unique opportunity to access domestic and international travellers in a more personal context than by employing traditional marketing methods. We anticipate positive results from the Haida Gwaii ambassadors inviting travellers into the 'world of Haida Gwaii' as depicted by the 'gohaidagwaii' website nestled in the mystique of the storefront venue. We will be employing the high quality branding work that was completed by Skidegate as part of their "Destination Haida Gwaii" project in 2002 (see attached branding package).

The Queen Charlotte Visitor Centre reported 15,800 visitors to the islands in 2008 (2009 statistics are not yet available). The website will contribute to the promotion of the islands as a vacation destination. The increased tourism marketing via the 'gohaidagwaii' website and website launch project is anticipated to result in an increase in the number of visits to the islands in the shoulder and main tourism seasons. In addition, we anticipate a direct increase in the amount of revenue spent during visits and an increase in local employment.

Job Creation:	# of Full-Time Equivalent (FTE) Positions:	Describe:
Direct consulting jobs created:	7	Coordinator, Supervisor, Ambassadors
Other direct jobs created:		

7. Project Participation

List all participants that will actively contribute to the project:

Communities (population ≤ 5,000 residents) :	Masset, Port Clements, Queen Charlotte, SQCRD Areas D & E
Communities (population > 5,000 residents) :	
First Nations Communities:	Old Massett & Skidegate
Private Businesses:	Haida Heritage Centre
Non-Profit Organizations:	Misty Isles Economic Development Society, Haida Gwaii Museum, QC Visitor Centre,
Governmental Organizations:	Gwaii Haanas National Park, Haida Gwaii Community Future Development Corporation

8. Project Milestones

Stage of Project:	Scheduled Date:	Describe the current stage of the project:
1) Complete Venue Design Plans Advertise for Staffing	November 15, 2009	Please see attached proposal for a more detailed milestone plan. The project is still gathering the necessary funding resources, but is in full design stage for the venue and promotional materials. Verification provided in the budget below is only for the website development and related computer terminal acquisition. As direct in-kind to the website portion of the project, Skidegate has kindly agreed to contribute its Destination Haida Gwaii Branding Package, valued at over \$30,000.
2) Completion of Racking/Promotion Order Display and	November 30, 2009	
3) Short List & Hiring of Staff	December 15, 2009	
4) Arrange and Ship Local Display Material	January 10, 2010	
5) Set Up Venue Ambassador Training	February 3, 2009	
6) Project Reports to Partners & Community	March 31, 2010	

Complete the above, however if you wish to provide a more detailed project schedule, please attach separately to this Application.

9. Project Budget

Expense Item:	Amount (\$):	Verification:
Website/E-Commerce Design, Venue Design & Advertising/Promotion, Freight	\$ 84,000.00	<input checked="" type="checkbox"/> Quote(s) attached
Venue Rent	\$ 15,000.00	<input type="checkbox"/> Quote(s) attached
Venue Displays	\$ 27,500.00	<input checked="" type="checkbox"/> Quote(s) attached
Printing/Promotional Handout Material	\$ 30,000.00	<input type="checkbox"/> Quote(s) attached
Venue Ambassadors Honoraria/Per Diem	\$ 37,500.00	<input type="checkbox"/> Quote(s) attached
Staffing Wages and Travel	\$ 22,000.00	<input type="checkbox"/> Quote(s) attached
TOTAL PROJECT BUDGET: \$ 216,000.00		

Complete the above, however if you wish to provide a more detailed project budget, please attach separately to this Application.

10. Funding Request

The following funding is requested from Northern Development:

Funding Type:	Amount (\$):	
Grant	\$ 20,000.00	✦ Maximum allowable grant is \$20,000 per Feasibility Study or Marketing project.

11. Other Funding Sources

Funding Source:	Amount (\$):	Percent (%) of Total Project Budget:	Identify whether grant or loan:	Identify funding confirmation:
Gwaii Trust Society	\$ 25,000.00	12 %	<input checked="" type="radio"/> Grant <input type="radio"/> Loan	<input checked="" type="radio"/> Approval letter attached <input type="radio"/> Not yet confirmed
Coast Sustainability Trust	\$ 75,000.00	35 %	<input checked="" type="radio"/> Grant <input type="radio"/> Loan	<input type="radio"/> Approval letter attached <input checked="" type="radio"/> Not yet confirmed
MIEDS and Partner Financial and In-Kind contributions	\$ 73,500.00	34 %	<input checked="" type="radio"/> Grant <input type="radio"/> Loan	<input checked="" type="radio"/> Approval letter attached <input type="radio"/> Not yet confirmed
Skidegate Band Council	\$ 7,500.00	3 %	<input checked="" type="radio"/> Grant <input type="radio"/> Loan	<input checked="" type="radio"/> Approval letter attached <input type="radio"/> Not yet confirmed
Old Massett Village Council	\$ 7,500.00	3 %	<input checked="" type="radio"/> Grant <input type="radio"/> Loan	<input type="radio"/> Approval letter attached <input checked="" type="radio"/> Not yet confirmed
Gwaii Haanas National Park	\$ 7,500.00	3 %	<input checked="" type="radio"/> Grant <input type="radio"/> Loan	<input type="radio"/> Approval letter attached <input checked="" type="radio"/> Not yet confirmed
TOTAL OTHER FUNDING: \$ 196,000.00		TOTAL PROJECT FUNDING: \$ 216,000.00 (Northern Development + Other Sources)		

Prior to disbursement of funds, Northern Development must receive copies of letters of approval for all other funding sources. Please attach all letters of approval received to date with this Application. If there are more than six other funding sources, attach a complete list separately.

12. Leveraging

Calculate Northern Development's funding leverage for the project:

The funding request as a percentage of total project funding is: 9 %

✦ *Leverage % = (Northern Development funding request) ÷ (Total project funding)*

Northern Development provides funding up to a maximum of 28.57% of a total project budget (a leveraging ratio of \$1.00 from Northern Development to \$2.50 from other sources).

Preference is given to applications with a higher leveraging ratio and multiple other funding sources.

13. Proposed Economic Measures of Performance

Identify performance measures that will be reported on for a two (2) year period to demonstrate the direct economic benefits of the project:

Describe Performance Measure:	Project Target:
1) Increase in the number of visits to HG/QCIs	5% per year (from base figure of 15,800 2008 VC)
2) Increase in the amount of time spent visiting HG/QCIs	baseline to be established
3) Increase in the number of visits during the shoulder season	baseline to be established
4) Increase in the dollars spent while visiting HG/QCIs	baseline to be established
5) Increase in the number of local people employed	baseline to be established

14. Attachments

List all documents attached to this application:

<p>Document Name:</p> <p>1) Haida Gwaii Destination Marketing Launch Business Case.</p> <p>2) Destination Haida Gwaii Branding Package</p> <p>3) Support Documents</p> <p>4)</p>

15. Authorization

I AFFIRM THAT the information in this application is accurate and complete, and that the project proposal, including plans and budgets, is fairly presented. I agree that once funding is approved, any change to the project proposal will require prior approval of Northern Development Initiative Trust (Northern Development).

I also agree to submit report reporting materials as required by Northern Development, and where required, financial accounting for evaluation of the activity funded by Northern Development. I understand that the information provided in this application may be accessible under the Freedom of Information (FOI) Act.

I agree to publicly acknowledge funding and assistance by Northern Development.

I authorize Northern Development to make any enquiries of such persons, firms, corporations, federal and provincial government agencies/departments and non-profit organizations operating in my organization's field of activities, to collect and share information with them, as Northern Development deems necessary, in order to reach a decision on this application, to administer and monitor the implementation of the project and to evaluate their results after project completion.

I agree that information provided in this application form may be shared with the appropriate Regional Advisory Committee(s) and/or Northern Development staff and consultants.

Organization Signing Authority:

Name: Travis Glasman

Title: Executive Director

Date: 2009.11.12

Note:

Ensure you complete and submit **one** of the following schedules with your application:

- Schedule A
Application to a Regional Development Account
- Schedule B
Application to the Pine Beetle Recovery Account
- Schedule C
Application to the Cross Regional Account

*See page 2 of this Funding Application,
or the Application Guide for more information.*

16. Submitting Your Application

Completed Funding Application forms (with all required attachments) should be provided electronically to Northern Development by email. Facsimile or paper copies are not preferred, but can be accepted for required attachments.

Email info@northerndevelopment.bc.ca

Fax 250-561-2563

Mail 301-1268 Fifth Avenue, Prince George, BC V2L 3L2

SCHEDULE A: REGIONAL DEVELOPMENT ACCOUNT

Only complete this schedule if you are applying for funding from one of Northern Development's four Regional Development Accounts (Cariboo-Chilcotin/Lillooet, Northeast, Northwest, and Prince George).

See the Application Guide for more information on the advisory review and approval process for Regional Development Account applications.

Required Features

Identify the local government that is supporting this funding application:

Resolution of Support:

☐ A resolution of support from the local government is attached.

☐ A resolution of support has not yet been secured.

The date when this funding application is scheduled for review by the local government is:

For all Regional Development Account applications, a resolution of support from the local government must be provided in writing to Northern Development before a funding decision can be made by the Board of Directors.

SCHEDULE B: PINE BEETLE RECOVERY ACCOUNT

Only complete this schedule if you are applying for funding from Northern Development's Pine Beetle Recovery Account. See the Application Guide for more information on the advisory review and approval process for Pine Beetle Recovery Account applications.

Required Features

Describe the specific economic impact of the Mountain Pine Beetle epidemic in the community and region where the project will be implemented:

Describe how the project will directly support economic diversification that will mitigate the impact of the Mountain Pine Beetle epidemic in the community or and/region:

Outline partnership and collaboration between 1) private business, 2) First Nations, and 3) local government(s) that contributes support for the project:

✦ *Direct economic benefits to the three (3) parties should be described.*

SCHEDULE C: CROSS REGIONAL ACCOUNT

Only complete this schedule if you are applying for funding from Northern Development’s Cross Regional Account.

Cross Regional Account funding is solely available for *feasibility study projects* that assess the business case for infrastructure that, if implemented, would: 1) align with Northern Development’s Economic Diversification Infrastructure funding program requirements; 2) have an anticipated capital cost in excess of \$20 million, and; 3) provide direct economic benefits to more than one Regional Development region. *Marketing projects are not eligible for Cross Regional Account funding.*

See the Application Guide for more information on the advisory review and approval process Cross Regional Account applications.

Required Features

Describe the projected economic benefits specific to each of the following:	
Local community economy	
Cariboo-Chilcotin/Lillooet regional economy	
Northeast regional economy	
Northwest regional economy	
Prince George regional economy	
Outline how implementation of the proposed infrastructure would provide direct measureable economic benefits across multiple regions in central and northern BC:	

Cross Regional Account applications are reviewed by Regional Advisory Committees from all four (4) Northern Development regions. At least two (2) Regional Advisory Committees must recommend the application to the Board of Directors in order for the application to be considered for Cross Regional Account funding.



Haida Gwaii Destination Marketing Implementation

~ Proposal to Coast Sustainability Trust ~

November 20th, 2009

DRAFT

Suite 2, 3207 Wharf Street, Box 652, Queen Charlotte, BC V0T 1S0
T. 250.559.8050 • F. 250.559.8055 • W. www.mieds.ca • E. executive@mieds.ca



Project Objectives

Mission:

Our mission is to successfully market Haida Gwaii to the domestic and international traveler as a destination of choice for premium outdoor and cultural experiences.

Objectives:

Our primary objectives are to:

1. Obtain funding in the next three months to implement the project's three key launch elements – storefront venue, web and e-commerce site, and branding.
2. Establish a functional e-commerce web tool in year one.
3. Position Haida Gwaii as a unique cultural and natural wonder, marketing its remote location as an asset within three years.
4. Achieve an increase in tourism numbers over five years following the 2010 Olympic Games in order to support tourism infrastructure and business development on the islands.

Linkage to CST Objectives:

This project clearly aims to achieve a regional strategic investment in the tourism sector on Haida Gwaii by launching a sustained destination marketing effort for the Islands through the opportunity presented by the 2010 Olympic Games in Vancouver. This will act as a catalyst for strengthening this under-developed sector of our economy, thereby reducing our reliance on forestry based activities.

Partnerships and Support

The Misty Isles Economic Development Society was established in January of 2008 to coordinate, collaborate in, or implement the economic development priorities for Haida Gwaii as expressed in the Haida Gwaii Community Viability Strategy (2007). MIEDS is comprised of the three municipalities (Queen Charlotte, Port Clements, Masset), two unincorporated rural areas (SQCRD Areas D & E), and two First Nations communities (Skidegate & Old Massett), who each are the members of the Society on behalf of their residents.

In addition to the collaboration between the communities through MIEDS, we have been working with Gwaii Haanas Park Reserve, the Haida Gwaii Museum, Haida Heritage Centre, and the QC Visitor Centre to ensure the success of this project.

Business Plan

Project Summary:

This project is aimed at launching a sustained Haida Gwaii destination marketing effort through the opportunity that is presented by the 2010 Olympics in Vancouver. Through a storefront space that has been secured in Vancouver's downtown adjacent to BC Place during the Olympics, we will launch our destination marketing efforts as prioritized in the recently completed Haida Gwaii Community Tourism Plan. This will be achieved through: a venue designed to offer visitors a sense of "all things Haida Gwaii"; the dissemination of promotional materials leading people to our venue and our website, an islands-wide tourism web and e-commerce site, and the roll-out and utilization of a Haida Gwaii branding package. This will be done in collaboration with a number of Haida Gwaii organizations.

In order to draw people in to the venue, we plan to have Haida Gwaii ambassadors who will hand out the promotional material (bookmarks, refrigerator magnets, and/or business cards to increase the likelihood of people retaining the item) printed with the destination branding and web site domain name and accompanied by directions to the venue. In order to extend our reach, we will seek to engage the Bill Reid Gallery and Host Nations Pavilion to distribute our promotional material in exchange for us doing the same for theirs. We may also attempt various "guerilla" marketing techniques at the sports venues.

The MIEDS staff will provide the central coordination for the project and will collaborate with the various partner organizations and volunteers to staff the venue. Each partner has significant tourism expertise on Haida Gwaii and we have engaged a successful Haida designer from Whistler to design the venue in consultation with us.

The total cost of the project is \$216,000 as detailed in the attached budget. We are requesting \$75,000 from CST to put towards this project.

The timelines for implementation for the destination marketing efforts will be ongoing follow this launch and will be supported by MIEDS and its tourism-related funding partners. The timelines for the launch are very narrow, with the design and setup occurring between now and February 3rd, 2010 and the venue being opened for the duration of February.

Work Plan:

The focus of this project is the experiential downtown Vancouver storefront operation as a rollout vehicle for the destination marketing tools and a web and e-commerce site that will be aimed at attracting the attention of visitors of the Winter Olympic Games being held in Vancouver, British Columbia during February 2010.

By launching this initiative during the 2010 Olympic Games the islands will gain significant world-wide, Canadian, and BC exposure and all efforts from the storefront location will be focused on stimulating interest to attract visitors to include Haida Gwaii in their future leisure travel plans.

Location & Facilities:

The storefront is a 315 square foot (12.5' X 24.5') space that normally operates as Trent Design, a hair design studio. Trent Lyle, the leasee, has agreed to sublet the storefront for the month of February 2010 and the Hampton Inn & Suites has granted Mr. Lyle permission to sub lease the premises for the period of February 1st - to March 1st, 2010.

All non-fixed inventory will be removed and the sub-rental fee for the stated period is \$15,000, with the exception of two large mirrors, sink, narrow shelf, and a cabinet. The storefront will be redesigned to suit the objectives of the Vancouver Venue project.

The storefront operation is located at 783 Beatty Street on the main floor of the Hampton Inn & Suites in downtown Vancouver. It is directly across Beatty Street from BC Place Stadium and within easy walking distance to both Canada Hockey Place and Stadium Sky Train Station. Opening and Closing Ceremonies and nightly Victory Ceremony presentations will take place at BC Place Stadium, while Canada Hockey Place is one of two venues that will stage ice hockey with emphasis on the Gold medal game. According to information posted on www.vancouver2010.com, BC Place Stadium will seat approximately 55,000 spectators for the Winter Olympic Ceremonies, while the capacity for Canada Hockey Place is 19,300.

Opening and Closing Ceremonies take place on February 12, 2010 and the Closing Ceremony takes place on February 28, 2010. Olympic Victory Ceremonies will be held every night from February 14 to February 26 with the exception of February 13 and 22nd. Medals won at the Vancouver events (as opposed to Whistler events) will be presented in BC Place before an audience of 35,000. Each night the Victory Ceremonies will be followed by a live concert at BC Place.

Products and Services:

Key Features:

Key elements of this project are the storefront venue, web and e-commerce site, along with branding.

The location of the storefront is ideal for intercepting people who are attending ceremonies at BC Place and Olympic ice hockey at Canada Hockey Place. With Haida Gwaii Ambassadors handing out information regarding the storefront and website, we are extending our reach by going to where the potential customer can be found.

The website will be designed to look clean, simple, and fresh with rich beautiful imagery of Haida Gwaii. Pleasant to view and easy to navigate, the website will provide consistent, factual and useful information on traveling to the islands along with links to businesses and tour operators to enable direct bookings. The e-commerce function will enable customer access to islands artists and gift items unique to Haida Gwaii, for what interest in this is out there.

Branding enables the individual communities of Haida Gwaii to send one cohesive and concise message to travelers. The Haida Gwaii brand identifies what we want our message to be and who we are as an Islands community.

Storefront:

The preliminary destination marketing venue concept is to have a miniature longhouse-style façade just inside the Robson Street entrance so that visitors will in essence be transported to Haida Gwaii when they emerge from the longhouse. Upon entry, visitors will be confronted with vast images that inspire the spirit of Haida Gwaii, representations of monumental Haida Art, and HD video footage of Haida Gwaii that will loop on a large screen at the far end of the space. There will also be two interactive computer terminals displaying the web and e-commerce site and relevant links. In addition to the ability to get links or request information for our local tour operators and accommodators, we would also like to provide e-commerce marketing opportunities to local producers to display their products.

The storefront is designed to offer the customer a sense of "all things Haida Gwaii" with the most awe-inspiring presentation of our culture, arts, and natural beauty that can be provided. Activities on the islands will be featured along with a strong presence from Gwaii Haanas. Information on custom bookings service through the Queen Charlotte

Visitor Information Centre and Parks Canada will be offered along with information on BC Ferries and airline services for the islands.

In order to draw people in to the venue, we plan to have Haida Gwaii ambassadors who will hand out promotional material (bookmarks, refrigerator magnets, and/or business cards to increase the likelihood of people retaining the item) printed with the destination branding and domain name and storefront directions. In order to extend our reach, we will seek to engage the Bill Reid Gallery and Host Nations Pavilion to distribute our promotional material in exchange for us doing the same. We will also attempt various "guerilla" marketing techniques at the sports venues in order to have people planning to attend medal ceremonies aware of our presence so they can plan to come early to have time to drop in.

Ambassadors will be situated at our storefront and around BC Place, with well-timed presence at places like the Plaza of Nations where Olympic shuttle buses will be loading and unloading passengers.

Website:

The venue will launch a combined destination marketing and e-commerce website aimed at domestic and International Olympic travelers during February 1st to February 29, 2010 through the storefront location.

A reputable firm that specializes in providing Internet solutions to communities and businesses has been engaged. The firm has the capacity to manage the project within tight time constraints and on-budget. MIEDS staff will provide design support and the MIEDS Tourism Advisory Committee members will provide conceptual oversight to help ensure a high-quality branding that reflects the Islands.

Initially the e-commerce function will be designed with the capacity for 50 – 100 products with the intention to expand this number into year two or as required.

Tour operators and artists will be required to supply their own photography for the site. MIEDS will coordinate providing content and imagery to the design company. Photography and videography will be pulled from various existing sources.

Branding:

Skidegate Band Council has previously invested significant dollars in a

branding exercise led by a tourism consulting company. MIEDS is negotiating the take on this work and move it forward as an interim branding strategy for the Vancouver Venue opportunity, until such time as the Tourism Advisory Committee has a chance to formally endorse a brand.

Future Products & Services:

Because of the short timeframe of this project to the necessary launch date, we plan to start small and expand the website content and e-commerce function over the next three years. This will enable us to account for the number of merchants increasing over time as the value of this marketing mechanism is proven. Similarly, as communities continue to develop tourism infrastructure we expect to witness a significant increase in consumable tourism product to the website.

Marketing Strategy:

There will be strong competition for traveler's attention and consumer dollar while in Vancouver. Plans to attract attention include interview spots on CityTV Breakfast Television, a gala opening event at the Bill Reid Gallery, postering, and promotional items such as bookmarks being handed out by our ambassadors. MIEDS will be pursuing opportunities to cross-market with the Bill Reid Gallery and the Host Nations Pavilion by providing their information in the storefront venue while they provide our information through theirs. MIEDS will also work on a draw or draws for a trip(s) to Haida Gwaii as a promotional item with the likes of West Coast Resorts, etc. Regular media releases will be sent out to Vancouver Sun and Province along with smaller downtown entertainment papers to try and get uptake through these media sources.

Competitive Advantage:

The venue has a competitive advantage in its proximity to BC Place and Canada Hockey Place, the use of Haida Gwaii ambassadors to outreach from the venue, and the fact that the Haida people are internationally recognized largely through their art and the UNESCO World Heritage Site. This area of down town will be close to vehicle traffic, which will significantly enhance the anticipated foot traffic in the vicinity of our location better enabling the ambassadors to engage higher numbers of people. The national and international recognition offers a competitive advantage to the venue operation as well as the overall marketing initiative. MIEDS also believes engaging the Bill Reid Gallery will be a critical enhancement factor.

Implementation Plan:

The following milestones and dates will guide the successful implementation of the immediate next steps of the project. Funding requirements will need to be met prior to moving forward on anything requiring cash expenditure. Planning and anything based upon in-kind contributions are being finalized to ensure the project can be realized once funding is secured.

- ☑ Complete detailed work plan (Oct. 15th)
- ☑ Acquisition of branding package from SBC (Oct. 15th)
- ☑ Funding proposals to Gwaii Trust Society (Oct. 20th)
- ☑ Draft Funding proposal to Coast Sustainability Trust (Nov. 12th)
- ☑ Funding proposal to NDI (Nov. 20th)
- Venue design plans completed (Nov. 23rd)
- Advertise for staffing (Nov. 23rd)
- Fishing lodges, tour operators, accommodators, and galleries engaged for racking and promotion (Nov. 30th)
- Order display and promotional material (Nov. 30th)
- Short list and select staffing (Dec. 15th)
- Arrange and ship local display material (Jan. 10th)
- Set up venue (Feb. 1st)
- Sign up and train ambassadors (Feb. 3rd)
- Pack up Venue (Feb. 29th)
- Report out to partners and community (Mar. 31st)

Management Plan:

MIEDS will spearhead the development and operations through the support of existing staff and engaging the required staffing for the storefront. MIEDS will work in close collaboration with the various partners to make the best use of existing assets and expertise.

Travis Glasman, MIEDS Executive Director, will be the Project Leader. He is responsible for overseeing the effective coordination between various partner organizations, destination marketing, web and e-commerce development management, and venue staffing and operations. Relevant deliverables will be taken on by the various partners to make the best use of the skills and expertise in each organization.

A site coordinator will be hired or seconded to manage all on-the-ground logistics of the storefront operations, media enquiries, cross-marketing with other venues, web maintenance and trouble shooting, and any special initiatives. The shift supervisors will ensure the day-

to-day operations of the venue and scheduling/location assignment of the ambassadors.

All venue staff will be well-versed in an understanding of the islands tourism merits and will have an aptitude to relate well with people, disseminate information, sell the islands cultural and natural features, and entice people's interest in visiting our location or the website and ultimately booking travel to Haida Gwaii.

Venue staffing has been budgeted to cover 25 days of operation, i.e. from February 4th – 28th. An on-site staffing component is scheduled to include eight (8) hour shifts for 1 site coordinator, 1 supervisor, and 5 ambassadors. Potential hours of operation are from 12:00 a.m. to 9:00 p.m., 7 days per week to coincide with events at BC Place. Shift cycles will be determined based on the individuals participating.

Financial Plan:

Please see attached spreadsheet.

Legal and Environmental Implications:

Skidegate Band Council has secured the sublet agreement with Trent Lyle, who in turn has been permitted in writing by the Hampton Inn to sublet to us. The relevant agreements will be in place with consultants and staff so there are clear expectations and performance criteria.

There are no environmental implications associated with this project.

Background Studies

Industry Overview:

This section gives an overview of market research relevant to tourism on Haida Gwaii. Unfortunately at the time of writing, we have not been able to locate reliable research on travel patterns of Olympic tourists following the conclusion of previous Olympic Games, nor have we been able to find any projections on expected travel to British Columbia as a result of the Olympic Games. Therefore it is difficult to estimate the number of visitors we may see as a result of this campaign. What we can say, is that from the market research specific to Haida Gwaii, the opportunity to attract international visitors is a recommended pursuit as the following research indicates.

Market Research:

Several sources of market research have been utilized from a variety of informational sources including tourism industry studies and

internet sites. Of significant use is the Situational Analysis developed by Tourism BC through the Community Tourism Foundations program consultation that has been taking place on Haida Gwaii.

The Situational Analysis for Haida Gwaii confirms that tourism is a significant industry in British Columbia and according to BCStats is estimated to be worth \$13.2 billion in visitor revenues in 2007 with a GDP of nearly \$5.5 billion in 2006. Tourism employs about 120,000 people in BC - one in every fifteen jobs in the province in 2006. The outlook for tourism is positive with healthy growth rates forecasted for the sector of around 4% assuming no unfavourable world events.

Canadian and American visitors made up 92% of visits to BC in 2004, with BC residents making up 49% of visits in BC. Haida Gwaii sees a heavier concentration of European visitors compared to the rest of the province. BC residents are the least volatile in travel patterns without the degree of fluctuation experienced from international visitation. They are an important market for BC communities as they travel in BC more often (good source of repeat visitation), explore areas of the province beyond Vancouver/Victoria/Whistler, have a high propensity to travel in BC year round, and are more accepting of varying qualities of facilities, amenities, and customer service levels.

International visitors spend more than BC residents but they have correspondingly higher standards, tending to limit their experiences to those that are export ready. While the international markets are attractive, negative experiences have far reaching consequences so they should be targeted only when the destination has high quality facilities, amenities, and customer service levels.

There is strong and growing demand generally for aboriginal cultural tourism and outdoor adventure that align well with Haida Gwaii's potential.

Key Product Segments:

The Situational Analysis by Tourism BC Community Tourism Foundations program highlights an excellent range of nature-based activities offered on Haida Gwaii including hiking, kayaking, beachcombing, ocean fishing, fly fishing, bird watching, etc. Culturally there are artist studios, carving sheds, and opportunities to see traditional dancing and participate in feasts, although these opportunities are often random and unscheduled. The Haida Heritage Centre acts as a gateway to all experiences on Haida Gwaii as well as an introduction to Gwaii Haanas National Park Reserve and Haida

Heritage Site. Outstanding scenery, untouched wilderness, old village sites, hot springs, a Unesco World Heritage Site all combine to offer a unique, world-class experience for visitors.

Key Market Segments:

In general, regional travelers from BC tend to be younger, with lower than average income and are more interested in outdoor adventure than Aboriginal culture.

Alberta and Ontario markets reflect strong growth potential with a primary focus on outdoor adventure. US visitation has declined and is expected to be soft in the short term.

International visitation, particularly the UK and Germany show strong potential for Haida Gwaii. These visitors tend to be older, well-educated and affluent and are often traveling in couples. They are specifically interested in Aboriginal culture and wish to combine this experience with wildlife viewing, wildflowers, hiking and other soft adventure.

All segments, whether led by an interest in outdoor adventure or in Aboriginal culture are also interested in shopping, local arts, and museums.

Purchase Process & Buying Criteria:

Current and potential visitors are most often on leisure trips. Touring trips are most common and are often several weeks in length with some flexibility in the trip itinerary. Many travelers are camping or in RV's but 1/3 are using hotels/motels/resorts. These trips are planned 1-3 months in advance most often using the advice of friends and relatives, the Internet and to a lesser extent brochures and guide books. Most travelers make their own arrangements and do not participate in fully organized group tours although they do book elements of their trip in advance of their arrival.

Key Target Markets:

According to the implications of the Community Tourism Foundations "Situational Analysis" key target markets for Haida Gwaii must focus either on those travelers seeking eco-tourism, learning and experiential vacations or on specific activity driven travelers. Leisure travelers on touring vacations represent the most significant opportunity for Haida Gwaii.

The proposed target market mix should target regional BC/AB market

and the longer-haul domestic market of Ontario. The U.S. market should be considered (WA, OR, CA) but there should not be an over reliance on the U.S. given its current declines in visitation and its recent unpredictability.

International markets should be pursued beginning with the U.K., Germany, Netherlands/Austria/Switzerland and eventually Italy, France, and Australia.

The study further indicates that marketing and sales strategies must recognize the importance of the Internet and must also provide opportunities to book elements of the Haida Gwaii experience in advance. Multiple distribution channels must be pursued to reach various target markets.

Benefits

We cannot realistically estimate the number of domestic and international travelers that we can draw into the storefront, nor can we accurately project the number of people our ambassadors can reach through hand out materials and engaging them on the street outside of the number of promotional items we will have available. However, given the potential of more than 35,000 people that will be walking past our door each day, we feel it is an opportunity that is worth taking.

The anticipated benefits of this project include:

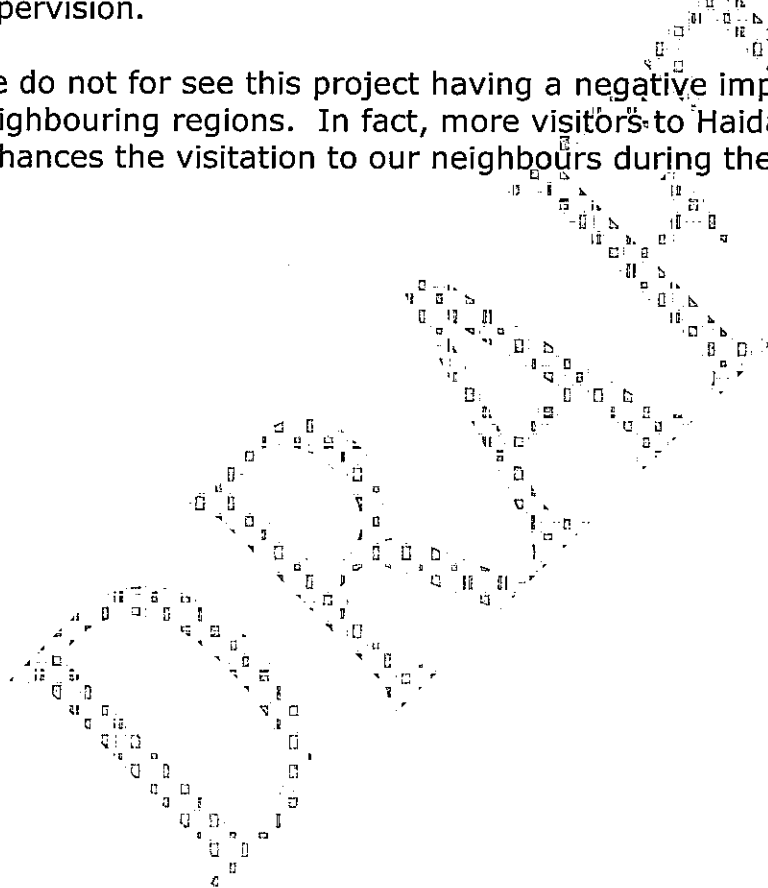
- Increased tourist visitation to Haida Gwaii over the next 5 years, with particular emphasis on the shoulder and off-season periods to address accommodation capacity limitations;
- Development of high-profile destination marketing material and website resources to support the long term promotion and growth of this sector under a unified Haida Gwaii brand;
- Experience with orchestrating such a complex off-island project;
- Understanding of the viability of a sustained destination marketing presence in Vancouver using the Haida Gwaii Storefront as a pilot;
- Increased collaboration and coordination amongst the relevant tourism organizations on Haida Gwaii;
- Acquisition of display equipment and materials that can be used for future marketing efforts (i.e. trade shows, conferences, etc.)
- Creation of a functional e-commerce tool that can be used for a variety of web-based marketing opportunities in the future (i.e. local product marketing and sales, reservation and trip booking)

Risks

The most likely risk of this project is not getting sufficient funding to be able to implement the full scale of our plan, which will significantly hamper how effectively we can engage the people passing by our venue and get the promotional material and activities out to as broad an audience as possible.

Another risk is not having sufficient staffing capable of effectively engaging potential visitors. We will mitigate this through broad engagement of partners and volunteers, training, and good supervision.

We do not for see this project having a negative impact on our neighbouring regions. In fact, more visitors to Haida Gwaii typically enhances the visitation to our neighbours during their travels here



Larry Brealey
PO Box 424 Port Clements
Tel Fax 250 557 4654

Village of Port Clements

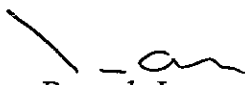
Attention Heather Nelson Smith

Heather

Attached is a letter I have put together regarding two issues I believe need addressing.

I would appreciate you advising me when this correspondence is forwarded to council and I would like the opportunity to come forward with a delegation in respect to implementation of the Unsightly Premises Bylaw.

Trusting I will receive your full cooperation



Regards Larry

Delegation Dec 7, 2009
D-2

The Village of Port Clements
PO Box 198 Port Clements BC

Mayor and Council for the Village of Port Clements

It is not often in recent times that I have felt compelled to approach our elected representatives on their decision making agendas.

I have two issues that I feel needs addressing in the public form one being the derelict vehicle letter to property owners date October 26 2009 and the other involving the expulsion of mushroom purchasers from our community. I intend to comment on each issue in this correspondence however I would like the general public to be invited to the meeting that would determined the action to be taken by persons that fail to comply with the bylaw pertaining to unsightly premises.

First the writer and many other Villagers are not opposed making our Village look more presentable by removing vehicle's and debris from public view. This indeed makes good sense and I am most interested in dealing with the disposal of several vehicles from my properties.

In saying that I do not believe we should enforce this bylaw to the extent that it is written. (Copy with letter of 26/10. In this bylaw the Village is telling villagers what they are able to do in their own back yards. We live in these small communities in order that we may experience the freedom from regulations and rules and live a rural lifestyle. In fact if council was to attempt to enforce the bylaw as presently written I would be forming an organization to put forward a referendum on the future requirements of this council to represent our Village.

An example of the necessity to have freedom of use relates to anyone whom operates an older vehicle. We do not have a local parts supply available on the islands and keeping a parts vehicle is an absolute must to anyone whom operates an older vehicle. Lord knows we are not all in the economic position to drive a new vehicle.

The last item of concern was the expulsion of mushroom Buyer's from our community. I did not realize that a licence was required to make purchase in our community. So three weeks of mushroom purchasing would not do anything but help the local mushroom pickers and add to the economic activity.

We should be thinking about the spin off for our local businesses. The monies derived from local sale of mushroom's stay's in our community. It does not head up the road to Masset or Queen Charlotte.

Economic activity is a good thing and should not be hamstrung by a rules that are not applicable or make little common sense. We need to change this policy supporting fledgling economic activities. We have harvested and purchased mushrooms for more than thirty years in this community and never has a licence been required.

I hope that you as a council will appreciate my concerns and I would certainly be most interested in working with you in bring forward the needs of our community in respect to the use of our properties and the appropriate support for small business development a very necessary part of a community.

I look forward to future dialogue.

Yours Truly



Larry Brealey

**Minutes of the regular meeting of the Port Clements Council held Monday
November 16, 2009 in the Council Chambers**

Present:

Mayor Delves

Councillor Cheer

Councillor Stewart

Councillor Traplin

Clerk/Treasurer Heather Nelson-Smith

Press

Mayor Delves called the meeting to order at 7:30pm

1. ADOPT AGENDA.

ADD- Addition to BA-2

It was moved by Councillor Stewart, seconded by Councillor Cheer to adopt the agenda as amended.

CARRIED

2. PETITIONS, DELEGATIONS & OPENING OF SEALED TENDERS.

3. MINUTES.

M-1-Minutes regular meeting of Council, Nov 2nd, 2009.

It was moved by Councillor Cheer, seconded by Councillor Stewart to accept the minutes of November 2, 2009.

CARRIED

M-2-Minutes Tourism meeting Sept 10th, 2009.

M-3-Minutes Tourism meeting Oct 7th, 2009.

It was moved by Councillor Cheer, seconded by Councillor Stewart to accept the Tourism Committee meeting minutes of September 10, 2009 and October 7th, 2009.

CARRIED

**4. BUSINESS ARISING FROM THE MINUTES & UNFINISHED.
BUSINESS.**

BA-1- Report-Wharf railings with Councillor Traplin.

It was moved by Councillor Cheer, seconded by Councillor Stewart to accept the recommendation of Public Works Superintendent, Pete Nelson-Smith to remove the Aluminum Railings from the end of the Wharf.

CARRIED

BA-2-Letter of support, Urs Thomas application to be on the Tourism
Advisory Committee. MIEDS

It was moved by Councillor Cheer, seconded by Councillor Traplin to support Urs Thomas' application to be a member of the Tourism Advisory Committee through Misty Isles Economic Development Society.

CARRIED

It was moved by Councillor Cheer, seconded by Councillor Stewart to write a letter to the Ministry of Environment, and BC Parks and recreation requesting opportunities for the committees to be consulted regarding conservatory Areas in the Management Plan.

CARRIED

m-1

5. ORIGINAL CORRESPONDENCE.

C-1-G.S.Johnson-letter concerning storage of vehicles on personal property.

It was moved by Councillor Stewart, seconded by Councillor Cheer to receive and file.

CARRIED

C-2-Ministry of Community and Rural Development-Transitional Assistance Program.

It was moved by Councillor Cheer, seconded by Councillor Stewart to receive and file for information.

CARRIED

C-3-Ministry of Tourism, Culture and the Arts-BC Manages Off-Road Vehicles.

It was moved by Councillor Cheer, seconded by Councillor Stewart to receive and file for information.

CARRIED

6. GOVERNMENT.

7. FINANCE.

F-1-Cheque list Nov 13th, 2009.

It was moved by Councillor Stewart, seconded by Councillor Traplin to accept the cheque listing of November 13, 2009.

CARRIED

8. NEW BUSINESS.

NB-1-K. Church-requesting Council's help to move GMDC Recreation forward.

It was moved by Councillor Cheer, seconded by Councillor Stewart to receive and file for information.

CARRIED

9. REPORTS & DISCUSSIONS.

R-1-Action Plan

Councillor Stewart- Nothing to report

Councillor Traplin- Reported on the wharf review with Pete Nelson-Smith

Councillor Cheer- Attended the tourism meeting. Trying to find a good day to do more works on the Golden Spruce Trail. Movie crew working hard, but weather is working against them.

Mayor Delves- Will be attending the Regional District and North West Regional Hospital District meetings.

Clerk/Treasurer- Reported that some of the wreaths were vandalized after Wednesday's service.

10. QUESTIONS FROM THE PRESS.

ADJOURNMENT.

It was moved by Councillor Cheer to adjourn the meeting at 8:17pm.

**Minutes of the regular meeting of the Port Clements Recreation Commission held Thursday
October 22nd, 2009 in the Council Chambers**

Present

Chair Bev Lore

Cindy Hitchcock

Cara Johnson

Deputy Clerk/Treasurer Jasmine Erin Ryland

Chair Bev Lore called the meeting to order at 7:38pm.

1. ADOPT AGENDA
No agenda.
2. DELEGATES
3. MINUTES
No minutes as there was not a quorum at the last meeting.
4. NEW BUSINESS

NB-1- Christmas-Breakfast with Santa

There was discussion about Breakfast with Santa and it is decided that with the \$1160.00 (one thousand one hundred and sixty dollars) allotted to the Recreation Commission from the Gwaii Trust Christmas fund will be used for the Breakfast. Breakfast with Santa will be held on Saturday, December 12th. Cara Johnson and Cindy Hitchcock will be purchasing the presents for the kids.

Chair Bev Lore would like the commission members to come up with new ideas for Christmas this year. Cindy Hitchcock suggested giving the leftover sleds from last year to the younger children in town and a free admission Christmas movie in December. Cara Johnson suggested a craft workshop.

Chair Bev Lore asked if the Fire Department could possibly decorate a tree in town. Suggestions for trees are the tree by Eli Beachy's house, by the Post Office, or a tree by the Millennium Park. Jasmine will ask at the next Volunteer Fire Department meeting if there is an interest in this.

The Community Christmas Card erected by Bayview Market will be going up again this year. Donations for getting your name painted on the card will be given to the Church to purchase hampers again. They would like to have it up by December 1st.

NB-2- Letter to Council

Cara Johnson would like to write a letter to Council regarding Councillor Stewart's absences from the Recreation Commission meetings and would like to request an alternate.

M-2

NB-3- Bleachers at the Community Park

During the storms, the posts that were holding the new bleachers at the Community Park in place have blown out as the holes were not dug deep enough. Cara Johnson noticed this October 22nd in the afternoon and informed Roman Busshoff. Roman Busshoff has since made it safe and the Recreation Commission will be contacting Tim Fennell when he returns from holidays so that the bleachers can be fixed.

5. OLD BUSINESS

OB-1- Halloween

Chair Bev Lore informed the committee that Lisa Schlutz will not be able to put on a Halloween event this year as she is very busy.

The committee decided to give Jasmine the \$100.00 (one hundred dollars) that they were going to give Lisa Schlutz, if Jasmine decides to have a party at the Teen Centre on Halloween. If Jasmine chooses not to have a party the money will be used at Christmas.


OB-2- Canada Day

Chair Bev Lore has requested a breakdown of the costs of Canada Days from the village office.

OB-3- Movie Night.

Cindy Hitchcock informed the commission that the wires and electronics for the movies may not work in the Seniors Room for the movie this Sunday. Rob Hitchcock will be trying to set up the movie.

The Recreation Commission will now be charging \$5.00 (five dollars) for admission because the rest of the Island charges \$5.00 (five dollars) and Julia Brobbel from QCI Recreation would like there to be consistency.


Bev Lore
Chair
Jasmine Erin Ryland
Deputy Clerk/Treasurer



The Village of
PORT CLEMENTS

P.O. Box 198
Port Clements, B.C.
V0T 1R0
Phone: (250) 557-4295
Fax: (250) 557-4568
E-mail: portclem@qcislands.net

REPORT TO COUNCIL

Author: Jasmine Ryland
Date: November 23rd, 2009
Re: Facebook

Since creating the Village of Port Clements Facebook group on October 14th, 73 members have joined. We have been posting the agendas and notices of Council meetings and committee meetings. Members have been adding their own photos of Port Clements to share with others. We check the Facebook group page three times a week and add links and information when needed. While checking the Facebook group page I also check on the Port Clements website and add documents when needed so they work in conjunction with each other. The estimated amount of time the page takes up per week is a half hour at the very most.

The Facebook group has been an excellent tool for sharing information in Port Clements. The morning of the earthquake we posted a link to the earthquakes Canada site so that all the members could have the information right at their fingertips. Tourism Committee, Recreation Commission, Emergency Committee, and Senior's Association information has been posted on the site as well.

There has been great verbal feedback about the Facebook group. We have linked the portclements.com website to the group as well, and because there are so many people on Facebook, this is a great network of sharing information, receiving feedback, and connecting with the community.

Respectfully Submitted,

Jasmine Erin Ryland

BA-1



The Village of
PORT CLEMENTS

36 Cedar Avenue West
PO Box 198
Port Clements, BC
V0T1R0
PH : 250-557-4295
FAX : 250-557-4568
Email : office@portclements.com
Web : www.portclements.com

REPORT TO COUNCIL

Port Clements Emergency Committee

Re: Emergency Plan for Animal request.

Jamie Delves from the Port Clements Emergency Committee has formulated an Animal Emergency Plan to be added to the existing Emergency Plan for the Village to deal with livestock and pets.

At the regular meeting of the Emergency Committee Nov 19th, 2009 this plan was put forward to the Committee and they would like to request from Council the use of the Port Clements Community Park Baseball field for livestock, Roller Rink, Tennis Court and Soccer field for exercise and tethering spots for medium to large dogs and a bay at the Port Clements Fire hall, to house smaller dogs, cats, rodents and birds. The bay would be a warm shelter for these smaller animals.

Respectfully submitted

Debbie Delves

BA-2



The Village of
PORT CLEMENTS

36 Cedar Avenue West
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V0T1R0
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Web : www.portclements.com

REPORT TO COUNCIL

December 3, 2009

Derelict Vehicles

With the mail out to the residents of Port Clements and the notices we only received a total of 8 vehicles from 3 owners. One of those owners will not participate unless all of the costs are covered by the Village.

I would recommend extending the time frame and trying again to reach the residents who may have vehicles and Council deciding in the New Year when budgets are being discussed.

Respectfully submitted,

Heather Nelson-Smith

BA-3



The Village of
PORT CLEMENTS

36 Cedar Avenue West
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FAX :250-557-4568

Email : office@portclements.com
Web : www.portclements.com

David Hahn
President & CEO
BC Ferries Corporation

Nov 30th, 2009

Re: November 22nd Prince Rupert to Skidegate Sailing.

Dear Sir;

My wife and I were passengers on board the Northern Adventure's November 22nd sailing. We are both experienced pleasure boaters who; piloted our own boat from Ladner to the Queen Charlottes, circumnavigated Graham Island and have made numerous trips to Langara Island without incident. I credit our success to; respect for the sea, respect for our boat and most of all respect for our own safety.

The Captain of the Northern Adventure on the evening of November 22nd showed no respect for his ship, his crew and least of all his passengers.

On the evening of Sunday November 22nd prior to leaving our hotel room we checked the weather forecast and it didn't look promising. When we checked in at the Ferries terminal, we were told at the ticket booth that the weather didn't look good for sailing. After boarding and settling into our stateroom we were, surprised to hear an announcement that we would sail as scheduled.

In the early morning the winds picked up and the ship rolled continuously for several hours. On several waves she rolled between 25 and 30 degrees. At no time did we hear any announcements advising passengers of the situation, believe me we would have heard an announcement, as we certainly were not sleeping. Just staying in the bunk was a challenge let alone sleeping. With thoughts of the Queen of the North, we took note where the life jackets were and prayed we would not need them. Sometime before 0700 hours I looked out the window and saw what I believe was the Bonilla Island light. Shortly after that the Captain announced that he was using his discretion and was returning to Prince Rupert due to rough weather. The trip back to Prince Rupert was slow, taking approximately five or six hours. At no time did the Captain apologize for the ordeal, upon arrival at the Terminal he simply said to check with the Terminal staff for rebooking and further information.

The Terminal staff was ill prepared to deal with the mass of passengers. There was no obvious contingency plan, passengers were offered rebooking, or told they could fly home and have your vehicle hostel. Apparently flights and accommodations paid by BC Ferries were offered to some but not all. Flying in a float plane was not an option for us, so we chose to rebook for a sailing scheduled for the evening of November 23rd. We left the Terminal and got a hotel room for the day waiting for the evening sailing. Some where around 1700 hours our daughter called us from Port Clements to advise us that according to the BC Ferries website the evening sailing had been canceled. So we went to the Terminal to check in person on the status of the sailing, sure enough it had been canceled.

C-1

We were advised that due to weather the Northern Adventure was not sailing to the Charlottes, instead it would sail to Port Hardy then try to make the regular Thursday sailing to the Charlottes. Faced with three nights of food and lodging (not to mention the lost of income for work missed), we were sent on our way. At no time were there offers to assist with these expenses. It was stated that BC Ferries would consider expenses submitted on a case by case basis. Beyond telling customers that claim information could be found on the BC Ferries website, there was not any assistance or claim forms were offered by the Terminal staff, (there was no mention that claims had to be made within seven days). This lack of customer service is deplorable.

Upon returning home to Port Clements I had two messages from BC Ferries advising changes to the sailing. Despite insisting on a contact number where we or a family member could be reached when we checked in, BC Ferries chose to call our empty home. Later in the day, I was told by a member of the Ferries Advisory board that the decision to not sail November 23rd was not solely based on the weather. Apparently, the state of an exhausted crew and several issues with the ship that needed to be dealt with influenced the cancellation of the sailing. The sharing of information such as this with the passengers affected would have been well received. True there would be disappointment over the canceled sailing but passengers who experienced the aborted sailing would have understood fully that the crew was exhausted. To be simply told it is weather related shows lack of respect for your customers.

The passengers are owed an apology from the Captain and BC Ferries for their treatment on the November 22nd aborted sailing. All passengers should be treated equally, if expenses were paid by BC Ferries for some passengers, then, reimburse of all reasonable expenses of food and lodging should be provide for all. For your spokesperson Deborah Marshall to state "a few chairs and dishes were knocked over..." is a gross under statement. It shows a complete lack of respect for the passengers who will recall the frightening memories every time they travel on the ferry. If BC Ferries every hopes to expand its tourism business they must first learn to treat the locals who depend on the ferries everyday.

In closing I must compliment the kitchen and cafeteria staff who managed to served up breakfast with a smile and a friendly greeting to the wave beaten passengers. Perhaps they should be consulted regarding customer service.

Yours truly,



Mayor Cory Delves

Cc: Honorable Shirley Bond, Minister of Transportation & Infrastructure
Ferries Advisory Board Members
QCI Observer
MLA North Gary Coons

Room 201,
Parliament Buildings,
Victoria, BC V8V 1X4
Phone: 250-387-3655
Fax: 250-387-4680



November 17, 2009

Mayor Delves and Councillors
Village of Port Clements
Box 198
Port Clements, BC V0T 1R0

Dear Mayor Delves and Councillors:

As the new Opposition Critics for Transportation and Infrastructure, we would like to take this opportunity to introduce ourselves and ask for your input with regard to Transportation and Highway topics in your jurisdiction in British Columbia.

Harry Bains as the MLA for Surrey-Newton is familiar with many of the issues in the dense population of the Lower Mainland. Gary Coons as MLA for the North Coast is familiar with the challenges faced by remote and rural communities.

We are interested in learning from you any particular issues you may experience within our critic portfolio. Are you facing any issues with Highway maintenance and infrastructure? Have there been problems with contractors? Are the roads and signs in your jurisdiction being maintained at a satisfactory level? Are there any other issues that you feel are not being addressed by the current government?

You can find information about the maintenance level of standards that highway contractors must meet according to the contract between the BC Government and your local road maintenance contractor. Please take the time to look at the website:
http://www.bcgeu.ca/Information_kit_helps_drivers_evaluate_road_maintenance.

We look forward to working with you over the next several years to ensure that British Columbians have the safe roads and highways that play such an important role in all our lives.

Sincerely,

Harry Bains, MLA
Surrey-Newton
Opposition Critic for
Transportation and Highways

Gary Coons
North Coast
Deputy Opposition Critic for
Transportation and Highways

C-32

Heather Nelson-Smith

From: Naureen Hughes-McMullon [soleheal@qcislands.net]

Sent: November 23, 2009 3:43 PM

To: Heather Nelson-Smith

Follow Up Flag: Follow up

Due By: November 24, 2009 12:00 AM

Flag Status: Flagged

To Mayor, council and staff of the Village of Port Clements, I regret I must resign from council effective today, Monday November 23,, 2009.

Naureen Hughes-McMullon

**APPLICATION FOR REGULAR MEMBERSHIP IN
PORT CLEMENTS VOLUNTEER FIRE BRIGADE**

1. Name DARYL FISH Phone 250-557-8577
2. Address 49 Tingley ST Box # 239
3. Length of time at current address 4 years
4. Previous Address (if less than 5 years at current address) Froese subdiv. #
5. Birthdate Sept. 1/80
6. Present Employer Olympic Forest Products
Address Port Clements Phone number 250 557 4701
Nature of employment _____
Will your employer allow you to attend Fire Calls during working hours yes
Are you on shift work Not currently
7. Education: Highschool Grade 12, College or University _____
8. Class of Drivers License DL class 5 endorsements 15 + 19
9. Have you ever been a member of a Fire Department, Company or Brigade NO
If yes: When _____
Where _____ No. of years _____
10. Have you ever had Fire Fighting Training No _____
Yes, please describe S-100 fire suppression
11. Do you have a current First Aid Ticket? yes
Certificate No. OFA Level III Expiry date 2010/02/19
12. Physically fitness Good
Date of last Physical examination Last year
13. Do you have any physical limitations NO
14. Special Abilities or Training _____

COMMITTEE REPS LIST 2010-11

MAYOR ALTERNATE:

NORTHERN DEVELOPMENT INITIATIVE:
Alternate:

SQRD BOARD:
Alternate:

REGIONAL NORTHERN HEALTH:
HEALTHCARE MASSET:

EMERGENCY COMMITTEE:

VIRL: (Vancouver Island Regional Library)
Alternate:

ISWAC:
Island Solid Waste Management Committee

RECREATION COMMISSION:

TOURISM COMMITTEE:

COMMUNITY FUTURES: **BROCK STORRY**

RCMP LIASON: **HEATHER NELSON-SMITH**

**CENTRAL SERVICES**

Box 3333, 6250 Hammond Bay Rd., Nanaimo BC, Canada V9R 5N3

Phone: (250) 758-4697 Fax: (250) 758-2482

Email: info@virl.bc.ca Web: www.virl.bc.ca

November 17, 2009

His Worship Cory Delves, Mayor
Village of Port Clements
Box 198
Port Clements, British Columbia, V0T 1R0

Mayor Delves and Councillors:

Re: Appointment to the 2010 Vancouver Island Regional Library Board

As cornerstones of their communities, our libraries connect people to each other, to their community and to their hopes and dreams. Libraries promote and enrich the democratic, cultural, educational and economic life of your residents.

With the new year not too far off, it is time to consider your appointment or reappointment to the Vancouver Island Regional Library Board. The position is one of great importance, as the Vancouver Island Regional Library is the ninth largest library system in Canada, and serves in excess of 420,000 island residents.

As per provincial legislation (Library Act [RSBC 1996] Chapter 264), certified resolutions must be submitted to the Vancouver Island Regional Library by December 15, 2009, along with specific information pertaining to the appointment or reappointment.

For your convenience we have included Board Member and Alternate Appointment Forms.

Please send the completed forms and certified copy of the appropriate resolution to the attention of Rosemary Bonanno, Executive Director, in the enclosed self-addressed envelope or by fax 250-758-2482, or email (koldham@virl.bc.ca).

Thank you for your continuing support!

Sincerely,

Rosemary Bonanno, BA, MLS
Executive Director

Enclosure...

c.c. – Heather Nelson-Smith, Clerk/Treasurer



BOARD MEMBER APPOINTMENT FORM REPRESENTATIVE OF A MUNICIPALITY

The Council of the Municipality of (name) _____
has appointed Councillor (name) _____ as
the representative on the Vancouver Island Regional Library Board for the year 2010.

TERM OF APPOINTMENT

The term of the appointment is for January 1, 2010 to December 31, 2010.

This is a new appointment approved by Council on: _____ (date)

This is a reappointment of the Council appointment made on: _____ (date)

This appointment will continue until a successor is appointed, as provided under Section 18(3) of the Library Act, or unless the member is removed for cause as provided under Section 18(4) of the Library Act.

REPRESENTATIVE'S INFORMATION

Home address: _____

Phone Numbers: Home: _____

Cell Phone: _____ Business: _____

Municipal Fax: _____ Other: _____

Email Addresses: Home: _____

Council: _____ Other (optional): _____

Birthdate: Over 70 years of age _____ Yes _____ No
(Required for insurance purposes)

STAFF CONTACT

Contact Name: _____ Position: _____

Signature: _____ Date: _____

PLEASE ATTACH CERTIFIED COPY OF THE RESOLUTION.



BOARD MEMBER APPOINTMENT FORM ALTERNATE REPRESENTATIVE OF A MUNICIPALITY

The Council of the Municipality of (name) _____
has appointed Councillor (name) _____ as
the alternate representative on the Vancouver Island Regional Library Board for the
year 2010.

TERM OF APPOINTMENT

The term of the appointment is for January 1, 2010, to December 31, 2010.

This is a new appointment approved by Council on: _____ (date)

This is a reappointment of the Council appointment made on: _____ (date)

This appointment will continue until a successor is appointed, as provided under
Section 18(3) of the Library Act, or unless the member is removed for cause as
provided under Section 18(4) of the Library Act.

ALTERNATE'S INFORMATION

Home address: _____

Phone Numbers: Home: _____

Cell Phone: _____ Business: _____

Municipal Fax: _____ Other: _____

Email Addresses: Home: _____

Council: _____ Other (optional): _____

Birthdate: Over 70 years of age _____ Yes _____ No
(Required for insurance purposes)

STAFF CONTACT

Contact Name: _____ Position: _____

Signature: _____ Date: _____

PLEASE ATTACH CERTIFIED COPY OF THE RESOLUTION.



The Village of
PORT CLEMENTS

36 Cedar Avenue West
PO Box 198
Port Clements, BC
V0T1R0
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REPORT TO COUNCIL

December 3, 2009

Office Closure

Recommendation: To accept the closure of the Village Office December 28 to January 1, 2010 inclusive.

The Village office has historically been closed the week of Christmas to New Years since at least the year 2000. With the closure the Village office and all washrooms have their floors refinished.

With this closure the Agendas for the January 4th meeting will be available December 24, 2009.

Respectfully submitted,

Heather Nelson-Smith

G-4

VILLAGE OF PORT CLEMENTS

Cheque Listing For Council With GL Numbers

Page 1 of 3
2009-Dec-03
3:18:25 PM

Cheque	Date	Name	Expense GL Number	Invoice	Description	Invoice Amount	Cheque Amount
20090731	2009-11-16	A.L. CONDROTTE			PAYMENT		283.50
			10-2-32-37-00	1088	HAUL SAND FOR WINTER SANDING	283.50	
20090732	2009-11-16	DELMAS CO-OP			PAYMENT		17.51
			10-2-24-70-00	94487F	PLASTIC BLACK HOUSE NO.5 FH	13.16	
			10-2-19-00-00	94809F	STRIKE ALUMINUM PLATE	4.35	
20090733	2009-11-16	HUB			PAYMENT		1,741.27
			10-2-24-80-00	IN0002139	PUMPER SERVICE	1,741.27	
20090734	2009-11-16	I COMPASS TECHNOLOGIES			PAYMENT		363.30
			10-3-73-90-00	10062	LEGISLATION SERVICES/COUNCIL ANN	363.30	
20090735	2009-11-16	MUNICIPAL INFORMATION SYSTEMS IN			PAYMENT		278.52
			10-2-12-11-20	20091188	DECEMBER 2009 SUPPORT	278.52	
20090736	2009-11-16	Number 41 Media Corporation			PAYMENT		62.95
			10-2-12-11-10	421835	MONTHLY WEBSITE & SOFTWARE NOV	62.95	
20090737	2009-11-16	QCI REGIONAL RECREATION COMMISSI			PAYMENT		24.00
			10-3-22-00-00	52	GST ON MOVIE LICENSE	24.00	
20090738	2009-11-16	SKEENA FUELS LTD.			PAYMENT		609.44
			10-2-31-90-00	12042	GAS/DIESEL	609.44	
20090739	2009-11-16	VIP COURIER CORPORATION			PAYMENT		47.16
			30-2-41-20-00	172342	WATER DELIVERY	47.16	
20090740	2009-11-16	WESTERN CANADA FIRE PROTECTION			PAYMENT		93.45
			10-2-24-80-00	3174	FIRE EXTINGUISHER HYDRO TEST	93.45	
20090741	2009-11-16	WESTPOINT AUTOMOTIVE			PAYMENT		336.64
			10-4-12-90-00	100475	PARTS FOR TRUCK-PETE	336.64	
20090751	2009-11-23	AARON-MARK SERVICES LTD.			PAYMENT		342.62
			10-2-12-99-06	2015916	SUPPLIES FOR COMM KITCHEN	342.62	
20090752	2009-11-23	GAS PLUS II			PAYMENT		150.00
			10-2-12-99-30	11/20/09	PORT BUCKS	150.00	
20090753	2009-11-23	IMPERIAL OIL			PAYMENT		199.72
			10-2-19-00-00	27827733	TRAILER OIL	190.81	
			10-3-22-00-00	27827733	TRAILER OIL	8.91	
20090754	2009-11-23	NELSON-SMITH, HEATHER			PAYMENT		86.00
			10-2-24-60-00	37	FD SUPPLIES	48.15	
			10-2-24-60-00	37	FD SUPPLIES	35.37	
			10-3-22-00-00	37	FD SUPPLIES	2.25	
			10-3-22-00-00	37	FD SUPPLIES	0.23	
20090755	2009-11-23	PACIFIC COASTAL AIRLINES			PAYMENT		36.00
			30-2-41-20-00	00185396	WATER SAMPLE DELIVERY	36.00	
20090756	2009-11-23	Thomas, Urs			PAYMENT		330.78
			10-2-72-50-10	11/20/09	SHORELINE PARK CANADA DAY BBQ	327.37	
			10-3-22-00-00	11/20/09	SHORELINE PARK CANADA DAY BBQ	3.41	
20090757	2009-11-23	TLELL FIREFIGHTERS			PAYMENT		3,000.00
			10-2-12-99-30	Dec2009	CHRISTMAS GT FUNDS	3,000.00	
20090758	2009-11-23	TRAN SIGN			PAYMENT		517.33
			10-2-12-72-05	In131386	HANDICAP SIGNS, ETC	82.39	
			10-2-32-31-00	In131386	HANDICAP SIGNS, ETC	138.56	
			10-3-22-00-00	In131386	HANDICAP SIGNS, ETC	23.10	
			30-2-41-30-30	In131386	HANDICAP SIGNS, ETC	107.00	
			30-2-41-30-30	In131386	HANDICAP SIGNS, ETC	166.28	
20090759	2009-11-23	XEROX			PAYMENT		668.64

F-1

VILLAGE OF PORT CLEMENTS

Cheque Listing For Council With GL Numbers

Page 2 of 3
2009-Dec-03
3:18:25 PM

Cheque	Date	Name	Expense GL Number	Invoice	Description	Invoice Amount	Cheque Amount
20090759	2009-11-23	XEROX	10-2-12-11-30	L12491957	4TH QUARTERLY PAYMENT 2009	668.64	668.64
20090760	2009-11-23	ELI MINA CONSULTING	10-2-12-11-00	11/20/09	PAYMENT MINUTE TAKING GUIDE	30.45	30.45
20090761	2009-11-23	Port Clements Senior's Association	10-2-12-99-30	Nov20/09	PAYMENT GT CHRISTMAS MONEY SENIORS	1,200.00	1,200.00
20090769	2009-11-30	AARON-MARK SERVICES LTD.	10-2-12-99-06	2016045	PAYMENT COMM KITCHEN PARTS	43.70	55.88
			10-2-12-99-06	2016046	COMM KITCHEN PARTS	12.18	
20090770	2009-11-30	CANADIAN FREIGHTWAYS LTD.	10-2-32-31-00	321-180871	PAYMENT DELIVERY ON SIGNS	233.01	233.01
20090771	2009-11-30	COASTAL PROPANE	10-2-72-91-00	900573	PAYMENT PROPANE TANK RENTAL TO ST MARKS	207.90	207.90
20090772	2009-11-30	DELMAS CO-OP	10-2-75-00-00	97063E	PAYMENT CAST IRON GRIDDLE	27.99	27.99
20090773	2009-11-30	DELVES, DEBBIE	10-2-12-11-40	11/30/09	PAYMENT MONTHLY WALL CALENDER FOR OFFIC	19.00	19.00
20090774	2009-11-30	GOVERNMENT FINANCE OFFICERS ASS	10-3-73-90-00	1429	PAYMENT 2010 GFOA MEMBERSHIP	183.75	183.75
20090775	2009-11-30	PENSION CORPORATION	10-4-27-00-20	Nov2009	PAYMENT NOV 2009 CHERI&HEATHER PENSION	921.15	921.15
20090776	2009-11-30	RECEIVER GENERAL - CCRA	10-4-27-00-10	Nov2009	PAYMENT NOV 2009 PAYROLL DEDUCTIONS	3,679.34	3,679.34
20090777	2009-11-30	REVENUE SERVICES OF BC	10-3-73-90-00	nov2009	PAYMENT JAN10&FEB10 X36011857642	108.00	162.00
			10-4-29-00-00	nov2009	DEC 09 X36011857642	54.00	
20090778	2009-11-30	VILLAGE OF PORT CLEMENTS	10-2-75-00-00	11/24/09	PAYMENT GRIDDLES REC COMM	67.20	67.20
20090779	2009-11-30	XEROX	10-2-12-11-30	F40638965	PAYMENT 3RD QUARTER METER READINGS	154.61	154.61
20090780	2009-11-30	WAYNE MELNEY	10-2-72-50-00	346	PAYMENT AMBULANCE FURNACE REPAIR	122.92	128.86
			10-3-22-00-00	346	AMBULANCE FURNACE REPAIR	5.94	
20090781	2009-12-03	BIG RED	10-2-24-70-10	10647	PAYMENT GARBAGE PICK CONTAINER	113.20	226.41
			10-2-71-21-15	10647	GARBAGE PICK CONTAINER	113.21	
20090782	2009-12-03	BLUE CROSS	10-4-29-00-00	Dec09	PAYMENT NELSONSMITH RYLAND BENEFITS	342.76	342.76
20090783	2009-12-03	BRITISH COLUMBIA LIFE & CASUALTY C	10-4-27-00-30	DEC09	PAYMENT NELSONSMITH RYLAND DEC 09	260.13	260.13
20090784	2009-12-03	C. AND C. BEACHY CONTRACTING LTD	10-2-32-31-00	14J	PAYMENT RYLAND RD GRADING	105.00	315.00
			10-2-32-37-00	15J	PLOW/SAND ROADS	210.00	
20090785	2009-12-03	DELMAS CO-OP	10-2-71-89-00	97851E	PAYMENT ANTIFREEZE AT PARK	26.18	40.93
			10-2-12-99-06	97852E	JIG SAW KITCHEN, STAPLES FOR XMA	7.89	
			10-2-12-99-30	97852E	JIG SAW KITCHEN, STAPLES FOR XMA	6.20	
			10-3-22-00-00	97852E	JIG SAW KITCHEN, STAPLES FOR XMA	0.66	
20090786	2009-12-03	EAGLECREST ENTERPRISES LTD			PAYMENT		433.13

VILLAGE OF PORT CLEMENTS

Cheque Listing For Council With GL Numbers

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2009-Dec-03
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Cheque	Date	Name	Expense GL Number	Invoice	Description	Invoice Amount	Cheque Amount
20090786	2009-12-03	EAGLECREST ENTER	10-2-75-00-00	1735098a	CEMENTING POST ON STANDS	433.13	433.13
20090787	2009-12-03	GAS PLUS II			PAYMENT		114.76
			10-2-24-80-10	VPC1109	FUEL FOR FD AND PW	64.76	
			10-2-31-90-00	VPC1109	FUEL FOR FD AND PW	50.00	
20090788	2009-12-03	LOCAL GOVT MGMT ASSOC. OF BC			PAYMENT		446.25
			10-2-12-11-50	8584	MIEDS JOB POSTING MARCH	446.25	
20090789	2009-12-03	WESTPOINT AUTOMOTIVE			PAYMENT		453.61
			10-2-24-80-00	101956	BATTERIES FD	433.31	
			10-3-22-00-00	101956	BATTERIES FD	20.30	
Total						31,487.93	

Action Items

<input checked="" type="checkbox"/> Start Date	Subject
<input checked="" type="checkbox"/> Mon 2009-11-16	Remove railings from wharf
<input checked="" type="checkbox"/> Mon 2009-08-17	have had a chance to read the books donate them to the Local Library and a letter of Thanks to the Author, Catherine Nelson for preparing and providing the b...
<input checked="" type="checkbox"/> Mon 2009-06-01	develop a policy for future Alder and Salmonberry removal on any property the Village is in possession of
<input checked="" type="checkbox"/> Mon 2009-11-16	-write a letter to the Ministry of Environment, and BC Parks and recreation requesting opportunities for the committees to be consulted regarding conservatory...
<input checked="" type="checkbox"/> Mon 2009-11-16	support U/s Thomas' application to be a member of the Tourism Advisory Committee through Misty Isles Economic Development Society-
<input checked="" type="checkbox"/> Mon 2009-11-02	apply to the Gwaii Trust under the Major Contributions program for 100% of the \$287,080.00 purchase price for a new fire rescue truck-
<input checked="" type="checkbox"/> Mon 2009-11-02	support the Misty Isles Economic Development Society and their application to the Canada Community Initiatives Program for \$150,000 to attract foreign inves...
<input checked="" type="checkbox"/> Mon 2009-11-02	table the railings at the end of the Wharf to the next regular Council meeting for Pete Nelson Smith to review with Cam Traplin the design of the railings and f...
<input checked="" type="checkbox"/> Mon 2009-10-19	staff respond to Ms. Bonano regarding the new spaces survey for the Vancouver Island Regional Library
<input checked="" type="checkbox"/> Mon 2009-10-19	Apply for new legacy funds for Barge Feasibility
<input checked="" type="checkbox"/> Mon 2009-10-19	Apply for christmas funds-
<input checked="" type="checkbox"/> Tue 2009-10-27	Send Pete Stuff
<input checked="" type="checkbox"/> Wed 2009-10-21	Water report-
<input checked="" type="checkbox"/> Mon 2009-10-05	set aside funds in the 2009-2013 Financial Plan to cover the remainder of the costs, approximately \$36,000.00 for preparing the Barge Feasibility Study
<input checked="" type="checkbox"/> Mon 2009-10-05	revise a letter of support for the Village of Port Clements Barge Feasibility Study project-
<input checked="" type="checkbox"/> Mon 2009-10-05	table derelict vehicles to the next Council meeting
<input checked="" type="checkbox"/> None	appoint Chris Marrs to the Port Clements Tourism Committee. <input type="checkbox"/> <input type="checkbox"/>
<input checked="" type="checkbox"/> Mon 2009-09-21	allow the Queen Charlotte Island Recreation Commission to use the Park Street Trailer from Octo...
<input checked="" type="checkbox"/> Mon 2009-09-21	support the Swen Bay Rediscovery application to the Gwaii Trust under the Healthy Humans Program for a pole raising in an amount of \$10,000-
<input checked="" type="checkbox"/> Mon 2009-09-21	letter to Prime Minister Harper asking to reconsider shutting down the manned lighthouses, because of the dangers it could cause mariners and users of our o...
<input checked="" type="checkbox"/> Mon 2009-09-21	have staff set up a Facebook page for the Village on a trial basis to see how much interest and an <input type="checkbox"/> evaluation of the time being spent on Facebook <input type="checkbox"/>
<input checked="" type="checkbox"/> None	find out if we can legally disconnect 11 Park St. water

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