



DISTRICT OF PORT HARDY

AGENDA COMMITTEE-OF-THE-WHOLE MEETING OF COUNCIL 6:00 PM MONDAY, JANUARY 26, 2015

MUNICIPAL HALL COUNCIL CHAMBERS

Mayor: Hank Bood
Councillors: Pat Corbett-Labatt, Dennis Dugas, Jessie Hemphill,
Rick Marcotte, Fred Robertson, John Tidbury

Staff: Rick Davidge, Chief Administrative Officer
Jeff Long, Director of Corporate & Development Services
Allison McCarrick, Director of Financial Services



**AGENDA
DISTRICT OF PORT HARDY
COMMITTEE OF THE WHOLE MEETING
6:00PM, MONDAY, JANUARY 26, 2015
COUNCIL CHAMBERS, MUNICIPAL HALL
7360 COLUMBIA STREET**

Page

A. CALL TO ORDER

Time:

B. APPROVAL OF AGENDA

Motion required

1.

2.

C. DELEGATIONS

1. Angela Smith, Executive Director, Port Hardy & District Chamber of Commerce and Visitor Information Center re: Presentation of Visitor Information Centre Strategic Plan, 2016-2019.

2. Pat English, Manager of Economic Development, Regional District of Mount Waddington re: Report on Strategic Sectors

1 - 6

Summary of Strategic Sectors' Action Plans

D. COUNCIL RISES

Time:

Regional District of Mount Waddington Strategic Sectors' Action Plans

Actions

The outcome of this project is a series of actions to improve the chances of success for key sectors in the region. Actions could be policy changes, programs, actions or any other number of things that can be advanced by local government. The 'long list' of action ideas generated during public consultation was narrowed to a shorter list based on available resources (time, funding) and priorities. The full list of actions is available in the Study Appendix, with the highest priority actions shown below.

Forestry

Action

Description

Support NI Coordinated Workforce Strategy Implementation

Continue to support the implementation of the North Island Coordinated Workforce Strategy and existing initiatives (e.g., transitions program) by working with forestry stakeholders and educational partners.

- Advocate to relevant ministries and agencies to keep government regulatory staff in the RDMW.
- Advocate to provincial government to reform tenure system to allow for more area based management. Volume-based has inherent problems that were raised by numerous stakeholders.
- Advocate to provincial and federal governments to reduce/change policies that harm the forestry sector with minimal environmental and social benefit (including reductions in AAC, overly stringent species protection measures, etc.).
- Advocate to provincial government regarding fibre supply for North Island businesses. For example, when TFL come up for renewal, engage in discussions about fibre rights for North Island businesses.

Lobbying local issues

Encourage local municipalities to petition for expansion of the community forest and use dividends from operations in ways that are highly visible and that reinforce the importance of forestry to the community.

Enhance promotion of community forest revenues

Regional District of Mount Waddington Strategic Sectors' Action Plans

Marine

Action	Description
Maintain government marine facilities	Ensure that government facilities are kept up-to-date and maintained (e.g., government wharfs).
Support North Island seafood branding	Support the development of locally specific, higher value brands for local aquaculture products (wild and farmed).
Training for marine-related careers	<ul style="list-style-type: none">• Facilitate coordination between marine/aquaculture industry, North Island College and School District 85, potentially in conjunction with existing Workforce Planning and Action Committee.• Suggestions put forward were for specific training programs like RAS and certifications required for BC Ferries employment, and continued pursuit of school-to-career transition programs for marine careers.• Investigate and promote re-designation of the tri-island ferry route from 'sheltered' to 'coastal' to enable crew training on this route.
Research shellfish aquaculture	Investigate ways to incentivize shellfish aquaculture in the region, and what barriers have prevented any development thus far.

Regional District of Mount Waddington Strategic Sectors' Action Plans

Small Business

Action

Description

Local purchasing (B2B) program

Support business to business in North Island, especially small businesses in their efforts to supply goods and services to anchor industries (i.e., forestry and aquaculture). A first step would be to meet with small and large businesses to discuss their barriers to local purchasing, establishing a networking or purchasing event, etc.

Support NIC and small business coordination

Coordinate between North Island College and businesses to ensure that course types/times/costs/class sizes meet the needs of employers.

Support CFMW and small business coordination

Coordinate between Community Futures and businesses to ensure that the format and content of services meet local needs.

Regional District of Mount Waddington Strategic Sectors' Action Plans

Tourism

Action	Description
Support VINT	Continue to fund Vancouver Island North Tourism, potentially helping them increase capacity to conduct additional research and outreach.
Support trail improvements	Upgrade trails and related signage.
Hospitality training	Support hospitality training and education across the North Island (including to businesses that are not primarily tourism oriented, but nevertheless interact with visitors).
Event marketing	Support an increase in the number and visibility of festivals, particularly those that focus on visitors rather than locals (e.g. Alert Bay 360), and on existing tourism assets. For example, trail running events, biking, triathlon, cultural events (museum tours, etc.).

Regional District of Mount Waddington Strategic Sectors' Action Plans

Learning

Action	Description
<p>Support Workforce Planning and Action Committee</p>	<p>Continue participation in, and support of, the Workforce Planning and Action Committee with NIC, industry, School District 85, Community Futures and others as they implement the actions in the North Island Coordinated Workforce Strategy. Use this as a venue for evaluating ongoing training and education needs.</p>
<p>Learning tourism</p>	<p>Create a strategy for 'learning tourism' development and promotion for the North Island. Learn from the experiences of existing and planned offerings in other regions, such as the Banff Centre, Tofino Tla-o-qui-aht Higher Learning Initiative, Hollyhock, and others.</p>
<p>Lobbying</p>	<p>Joint lobbying efforts between RDMW, local industries and NIC, advocating for more funding from government for industry-related skills enhancement and development programs.</p>
<p>Annual trade show</p>	<p>Help develop and promote an annual workforce trade/education show.</p>

Regional District of Mount Waddington Strategic Sectors' Action Plans

All Sector

Action	Description
High speed internet	Continue pursuing high speed internet, and keep the community up to date on progress.
Data Measurement	Develop a data collection and reporting mechanism to provide a timely and appropriate measurement of economic activity across strategic sectors.
Regional collaboration mechanism	Decide upon and implement a structure for regional collaboration on economic development.
Workforce development	Workforce recruitment and training opportunities.
Workforce/resident attraction	<p>Coordinate with other local governments to promote the region to potential residents.</p> <ul style="list-style-type: none"> • Promote the cost of living and housing costs. • Promote the region to new university graduates (e.g., partner with university co-op programs, promote the rural medicine loan forgiveness program). • Some stakeholders wanted to target families, while a smaller group emphasized retirees.