

# TOWN OF SMITHERS

MINUTES OF THE COMMITTEE OF THE WHOLE MEETING HELD IN THE COUNCIL CHAMBERS, 1027 ALDOUS STREET, SMITHERS, B.C. ON TUESDAY, JUNE 21, 2011, AT 12:00 PM.

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Council Present:

Cress Farrow, Mayor  
Mark Bandstra, Councillor  
Lorne Benson, Councillor  
(12:10 p.m.)  
Charlie Northrup, Councillor  
Frank Wray, Councillor.

Council Excused:

Norm Adomeit, Councillor  
Jo Ann Groves, Councillor..

Staff Present:

Deborah Sargent, Chief Administrative Officer  
Susan Bassett, Director of Corporate Services  
Rob Blackburn, Airport Manager  
Penny Goodacre, Recording Secretary.

Staff Excused:

Leslie Ford, Director of Finance  
Mark Allen, Director of Development Services  
Andrew Hillaby, Director of Recreation, Parks and Culture  
Keith Stecko, Fire Chief  
Wilf Taekema, Director of Works and Operations.

Invited Guests:

Ian Grieve, BVEDA  
Allan Stroet, BVEDA  
Natalie Trueit, BVEDA  
Heather Gallagher, Chamber of Commerce.

Media Present: M. Dekkema, The Peak.

## **1. CALL TO ORDER**

Mayor Farrow called the meeting to order (12:09 p.m.).

## **2. CORRESPONDENCE / REPORTS**

### **2.1 BVEDA QUARTERLY REPORT**

A. Stroet, Economic Development Officer (EDO), Bulkley Valley Economic Development Association (BVEDA), provided Council with BVEDA's quarterly report. Some highlights included the following: a) obtaining a grant for the Smithers and Area Recycling Society from the Omineca Beetle Action Coalition; b) making contacts with many businesses, both local and those looking to relocate to the region; c) continuity of the tourism marketing program; and d) attended numerous conferences to promote the region.

Council raised the following points: a) allocation of EDO's time on various projects; b) EDO communicating BVEDA updates to the funding partners; c) encouraged BVEDA to issue "Press Releases"; d) length of terms for the existing Board of Directors; e) encouraged the BVEDA to host regional forums; and f) encouraged the BVEDA to contact the Deputy Minister of Economic Development.

## 2.2 CHAMBER QUARTERLY REPORT

Heather Gallagher, Manager, Smithers and District Chamber of Commerce (Chamber), presented the Chamber's quarterly report with regards to the Visitor Information Centre (VIC). Some highlights included the following: a) VIC is open five days a week, nine months a year (September to May) and is open seven days a week (June to August); b) VIC employs four summer students; c) VIC welcomes over 8,000 visitors annually; d) VIC sends out over 200 "Relocation Packages" and over 6,000 Visitor Guides annually; e) VIC houses over 50 local brochures; f) five years ago the VIBE, mobile VIC centre was launched and is well received by visitors; g) VIC has partnered with Tourism Smithers, Northwest Community College and the Bulkley Valley Museum to promote Smithers; h) promotional materials were distributed to crew members of the movie "The Grey"; i) VIC provides free internet access and WiFi; j) VIC is part of the "iShare" Regional Visitor Centre Program operated by Northern BC Tourism Association to promote longer stays in the North; and k) VIC has experienced an increased level of vandalism to the building and people gathering in the nearby vacant property.

Council raised the following points: a) concerned over the increased vandalism in the VIC area and will look at ways to address it; and b) thanked VIC for doing a great job in creating new initiatives to promote the area.

## 3. OTHER BUSINESS / NEW BUSINESS

### BC Provincial Caucus

Councillor Benson informed Council that the BC Provincial Caucus will be held in Smithers on July 4, 2011.

**4. ADJOURNMENT**

Northrup/

THAT the meeting be adjourned (1:15 p.m.).

**CARRIED UNANIMOUSLY.**

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Cress Farrow  
Mayor

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Deborah Sargent  
Corporate Administrator/CAO

**Certified a True and Correct Copy** of the minutes of the Committee of the Whole meeting held Tuesday, June 21, 2011 at noon in the Council Chambers, 1027 Aldous Street, Smithers, B.C.

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Deborah Sargent  
Corporate Administrator/CAO