



## **DISTRICT OF PORT HARDY**

# **AGENDA COUNCIL MEETING 7:00 PM, TUESDAY, NOVEMBER 8, 2016 MUNICIPAL HALL COUNCIL CHAMBERS 7360 COLUMBIA STREET**

**Mayor:** Hank Bood

**Councillors:** Pat Corbett-Labatt, Dennis Dugas, Rick Marcotte, Fred Robertson,  
John Tidbury, Leighton Wishart

**Staff:** Allison McCarrick, Chief Administrative Officer  
Heather Nelson-Smith, Director Corporate Services  
Abbas Farahbakhsh, Director Operational Services  
Adrian Maas, Director of Finance  
Leslie Driemel, Recording Secretary

**DISTRICT OF PORT HARDY  
 AGENDA FOR THE REGULAR COUNCIL MEETING  
 7:00 PM TUESDAY, NOVEMBER 8, 2016  
 Council Chambers - Municipal Hall**

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<u>Page</u>	<b>A. CALL TO ORDER</b>	Time:
	Oath of Office – Swearing in of Leightan Wishart as Councillor for the District of Port Hardy	
	<b>B. APPROVAL OF AGENDA AS PRESENTED (or amended)</b>	
	Motion required.	1.            2.
	<b>C. ADOPTION OF MINUTES</b>	
1	1. Minutes of the Special Council Meeting held October 24, 2016.	
	Motion required	1.            2.
2-3	2. Minutes of the Committee of the Whole meeting held October 25, 2016.	
	Motion required	1.            2.
4-8	3. Minutes of the Regular Council meeting held October 25, 2016.	
	Motion required	1.            2.
	<b>D. DELEGATIONS AND REQUESTS TO ADDRESS COUNCIL</b>	
	No delegations	
	<b>E. BUSINESS ARISING FROM THE MINUTES AND UNFINISHED BUSINESS</b>	
9	1. Council Action items. For information.	
	<b>F. CORRESPONDENCE</b>	
10-11	1. Murray Krause, President, UBCM (Oct.31/16) re: Process and resolution for Resolution C-27 "Protection of Old-growth Forests". For information.	
12-13	2. Copy of letters from Erik Eriksson, Vice Chair, Comox Strathcona Regional Hospital District (Oct 31/16) to Mayor and Council, City of Courtenay and City of Campbell River re: pay parking at new Campbell River and Comox Valley Hospital sites	
14	3. Kealy Donaldson, Project Coordinator, North Island Metis Association (Oct.31/16) re: Invitation to join North Island Metis Association's 20 <sup>th</sup> Anniversary Celebration, November 19, 2016 6:30-9:00pm. For information.	
15	4. Mark Bennett, President, Port Hardy Lions (Nov.3/16) re: Request for permission to hold Annual Timmy's Road Blocks,(in front of Esso gas station, opposite Chamber of Commerce and by Robert Scott School) and request to use of District road barriers.	
	Motion / direction	1.            2.
	<b>G. NEW BUSINESS</b>	
16-17	1. Barbara Price, President AVICC (Nov 1/16) re: Resolutions Notice / Request for Submissions / Call for Nominations for AVICC Executive Committee. For information	
	<b>H. COUNCIL REPORTS</b>	
	1. Verbal Reports from Council members.	

**I. COMMITTEE REPORTS**

- 18-20 1. October 25, 2016 Committee of the Whole meeting Recommendation to Council:  
THAT Council direct staff to implement the new reserved moorage slip configuration AND  
FURTHER THAT Bylaw 1057-2016 User Rates and Fees for 2017 be amended to reflect the  
rate changes as provided in the Bear Cove Recreation Site Staff Report dated Sept. 22/16.
- 21-23 2. Draft minutes of the Tourism Advisory Committee meeting held October 27, 2016. For  
information.
- 24-42 Recommendation to Council  
43 THAT the Port Hardy Tourism Advisory Committee refer the Municipal and Regional District Tax  
Application to Council for review and approval.
- 1 Year Tactical Plan of the Municipal and Regional District Tax Application
  - Regional District of Mount Waddington Letter of Support
- Motion / direction 1. 2.

**J. STAFF REPORTS**

- 44-45 1. Accounts Payable, October 2016. For information.
- 46-59 2. Heather Nelson-Smith, Director of Corporate Services (Oct.31/16) re: RDMW Emergency  
Management Agreement Renewal.
- Motion / direction 1. 2.

**K. CURRENT BYLAWS AND RESOLUTIONS**

- 60 1. Bylaw 1058-2016, Port Hardy Municipal Regional District Tax Bylaw (Hotel Tax) for First,  
Second and Third Reading.
- Motion on required 1. 2.
- 61 2. Bylaw 1059-2016, A Bylaw to Amend Unsightly Premises Bylaw 10-2008. For Third Reading.
- Motion on required 1. 2.

**L. PENDING BYLAWS**

Bylaw 1051-2016, Port Hardy Multiplex Loan Authorization Bylaw.

**M. INFORMATION AND ANNOUNCEMENTS**

November 14 Port Hardy Twinning Society, 7:00pm Council Chambers  
November 16 Committee: Parks & Recreation Review Committee  
November 21 Committee: Operational Services 3:00pm Council Chambers  
November 22 Regular Council meeting 7:00pm Council Chambers  
November 24 Committee Occupational Health & Safety 8:30am, Council Chambers  
November 28 Committee: Emergency Planning, Noon Council Chambers

**N. NOTICE OF IN CAMERA MEETING**

No In Camera meeting scheduled at this time.

- O. ADJOURNMENT** Motion required 1. 2. Time:



**MINUTES OF THE DISTRICT OF PORT HARDY  
SPECIAL COUNCIL MEETING  
MONDAY OCTOBER 24 2016  
COUNCIL CHAMBERS, MUNICIPAL HALL  
7360 COLUMBIA STREET**

**PRESENT:** Mayor Hank Bood, Councillors Rick Marcotte, Fred Robertson, and John Tidbury

**ALSO PRESENT:** Allison McCarrick, Chief Administrative Officer; Heather Nelson-Smith, Director of Corporate Services; Abbas Farahbakhsh, Director of Operational Services;

**REGRETS:** Councillor Pat Corbett-Labatt, Adrian Maas, Director of Financial Services,

**MEDIA:** None      **MEMBERS OF THE PUBLIC:** None

**A. CALL TO ORDER**

Mayor Bood called the meeting to order at 11:00 am.

**B. APPROVAL OF AGENDA AS PRESENTED**

**Moved/Seconded/Carried**

THAT the agenda for the Special Meeting of Council October 24, 2016 be adopted as presented.

**C. MOTION TO CLOSE MEETING TO THE PUBLIC (IN CAMERA)**

Motion required as per section 92 of the *Community Charter* that the meeting be closed to the public for the purposes of discussing:

1. Subject matter related to *Community Charter*.

**SECTION 90 (1) (k)** negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council

**Moved/Seconded/Carried**

THAT in accordance with section 92 of the *Community Charter*, that the meeting be closed to the public as per *Community Charter* section 90(1)(k).

**D. ADJOURNMENT**

**Moved**

THAT the Special Meeting of Council adjourn.      11:46 am

CORRECT

APPROVED

\_\_\_\_\_  
DIRECTOR OF CORPORATE

\_\_\_\_\_  
MAYOR

SC2016-031  
AGENDA  
ACCEPTED AS  
PRESENTED

SC2016-032  
CLOSE  
MEETING TO  
PUBLIC  
COMMUNITY  
CHARTER SEC  
90(1)(k)

SC2016 -033  
ADJOURNMENT



**MINUTES  
DISTRICT OF PORT HARDY  
COMMITTEE OF THE WHOLE MEETING  
TUESDAY, OCTOBER 25, 2016  
COUNCIL CHAMBERS, MUNICIPAL HALL  
7360 COLUMBIA STREET**

**PRESENT:** Deputy Mayor Dennis Dugas, Councillors Rick Marcotte, Fred Robertson (via telephone) and John Tidbury

**ALSO PRESENT:** Allison McCarrick, Chief Administrative Officer; Abbas Farahbakhsh, Director of Operational Services, Leslie Driemel, Recording Secretary

**REGRETS:** Mayor Hank Bood, Councillor Pat Corbett-Labatt, Heather Nelson-Smith, Director of Corporate Services; Adrian Maas, Director Financial Services,

**MEDIA:** None      **MEMBERS OF THE PUBLIC:** 2

COW 2016-036  
APPROVAL OF  
AGENDA AS  
PRESENTED

**A. CALL TO ORDER**

Deputy Mayor Dugas called the meeting to order at 6:30 pm

**B. APPROVAL OF AGENDA**

**Moved/Seconded/Carried**

THAT the agenda for the Committee of the Whole meeting of October 25, 2016 be accepted as presented.

**C. DELEGATION**

No delegations

**D. STAFF REPORTS**

1. Allison McCarrick, CAO (Sept.22/16) Bear Cove Recreational Site – End of season review 2016.

Allison McCarrick, CAO gave a short review of the end of year analysis of the Bear Cove Recreational Site Moorage facility and advised the site operators were in the gallery to answer any questions.

Committee discussion with Jim Henschke and Juanita Klatt included:

- no major issues from the season, minor ones that came up were handled by CAO,
- good response from locals and visitors on reserved moorage,
- weekly and bi weekly rates,
- security patrols, especially on ferry nights, were effective in stopping overnight parking,
- reserved moorage for charter boats not as successful as anticipated,
- having mobile food vendors in the area would be an asset,
- extending metal gratings to end of ramp:
  - slipperiness of ramp throughout the season,
  - algae buildup on grating difficult to remove except at low tide levels,
  - painting warning line on cement ramp,
  - additional warning signage,
  - boaters may back up right to end of extended grating which is closest to drop off

Jim Henschke advised he will provide measurements for length of grating.

A. McCarrick, CAO will check with MIA regarding risk if grating is extended to end of the ramp.

The CAO summarized suggested changes:

Moorage

- change reserved moorage slip configuration from 15 to 18
- leave 5 daily moorage slips
- change charter boat reserved moorage from 5 to 2

Moorage rate changes

Daily – no change from \$2.45/meter/day (include GST 2017 rate)

Weekly – new \$13.80/metre/week (include GST 2017 rate)

Monthly – eliminate monthly moorage rate

Charter boat operators – to make individual contractual arrangements with the District

COW 2016-037  
RECOMMEND  
ACTION TO  
COUNCIL RE:  
RESERVED  
MOORAGE AND  
MOORAGE  
RATE  
CHANGES

Moved/Seconded/Carried

THAT the Committee of the Whole recommend that Council direct staff to implement the new reserved moorage slip configuration AND FURTHER THAT Bylaw 1057-2016 User Rates and Fees for 2017 be amended to reflect the rate changes as provided in the Bear Cove Recreation Site report dated September 22, 2016.

**E. NEW BUSINESS**

No New Business

COW 2016-038  
ADJOURNMENT

**F. ADJOURNMENT**

THAT the Committee of the Whole adjourns.

Time: 6:50 pm

CORRECT

APPROVED

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER

\_\_\_\_\_  
DEPUTY MAYOR



**MINUTES OF THE DISTRICT OF PORT HARDY  
REGULAR COUNCIL MEETING  
OCTOBER 25, 2016  
COUNCIL CHAMBERS, MUNICIPAL HALL  
7360 COLUMBIA STREET**

**PRESENT:** Deputy Mayor Dennis Dugas; Councillors, Rick Marcotte, Fred Robertson (via telephone), and John Tidbury

**ALSO PRESENT:** Allison McCarrick, Chief Administrative Officer; Abbas Farahbakhsh, Director of Operational Services; Leslie Driemel, Recording Secretary

**REGRETS:** Mayor Hank Bood, Councillor Pat Corbett-Labatt, Adrian Maas, Director of Financial Services, Heather Nelson-Smith, Director of Corporate Services

**MEDIA:** North Island Gazette      **MEMBERS OF THE PUBLIC:** 3

**A. CALL TO ORDER**

Deputy Mayor Dugas called the meeting to order at 7:00pm. He acknowledged that the meeting is being held on the traditional territory of the Kwakiutl people.

**B. APPROVAL OF AGENDA**

**Moved/Seconded/Carried**

THAT the agenda for the Regular Council meeting of October 25, 2016 be accepted as presented.

2016-193  
AGENDA  
ACCEPTED AS  
PRESENTED

**C. ADOPTION OF MINUTES**

1. Minutes of the Special Council meeting held October 11, 2016.

**Moved/Seconded/Carried**

THAT the minutes of the Special Council meeting held October 11, 2016 be accepted as presented.

2016-194  
SPECIAL COUNCIL  
MEETING MINUTES  
OCT 11/16  
ACCEPTED

2. Minutes of the Public Hearing held October 11, 2016.

**Moved/Seconded/Carried**

THAT the Minutes of the Public Hearing held October 11, 2016 be accepted as presented.

2016-195  
PUBLIC HEARING  
MINUTES OCT 11/16  
ACCEPTED

3. Minutes of the Regular Council meeting held October 11, 2016.

**Moved/Seconded/Carried**

THAT the minutes of the Regular Council meeting held October 11, 2016 be accepted as presented.

2016-196  
REGULAR COUNCIL  
MEETING MINUTES  
OCT 11/16  
ACCEPTED

**D. DELEGATIONS**

1. RCMP Staff Sgt Wes Olsen re: Quarterly Report to Council (July-September, 2016)

Deputy Mayor Dugas welcomed Staff Sgt Wes Olsen to the meeting and introductions were made to Council and staff present.

RCMP QUARTERLY  
REPORT

RCMP QUARTERLY  
REPORT

Staff Sgt. Olsen gave an overview of his employment and postings with the RCMP over the past 26 years and advised he likes working in smaller communities and is happy to be in Port Hardy. It was commented that as he has only been in the position here for a few weeks he is still getting acquainted with the detachment, the detachment service area and the community.

The Staff Sergeant provided an overview of the RCMP activities for the third quarter of 2016. The review included statistics and updates on objectives for:

- Reducing alcohol abuse/intoxication in public areas.
- Traffic safety.
- First Nations and youth relations.
- Crime reduction.

Staff Sgt. Olsen and Council discussed:

- Staffing levels at the detachment.
- Missing person reports.
- Consultation in the community for policing priorities in the new year.

**E. ACTION ITEMS**

1. Council action items were received for information.

**F. CORRESPONDENCE**

1. Kevin McGhee, Port Hardy Canadian Rangers (Oct.11/16) re: Recruitment event and request to land a helicopter within town area.

Kevin McGhee, present in the audience, discussed with Council the need for Port Hardy Canadian Rangers to recruit new members in order to continue to be a viable organization. They are looking for ways to let the community know what the Rangers do and what participation could be like. The group wishes to land a helicopter within the town area and have a number of possible sites in mind. Before proceeding further with the project they would like Council's permission for the helicopter landing.

Council members and Mr. McGhee discussed possible sites including SD 85 properties, Park Drive Ballfield, Carrot Park, Thunderbird Mall and North Island Mall.

**Moved/Seconded/Carried**

THAT Council approves the request from the Port Hardy Canadian Rangers to land a helicopter within the District of Port Hardy providing all provincial and federal government aviation regulations are followed.

2. Dennis Flannigan, President Royal Canadian Legion Br #237 (Oct.20/16) re: Road closure for Remembrance Day Parade.

**Moved/Seconded/Carried**

THAT Council approves the request from the Royal Canadian Legion Branch 237;

- to hold a November 11<sup>th</sup> Remembrance Day parade from the Chamber of Commerce Building parking lot at the intersection of Market St. and Hastings Street to Carrot Park,
- to provide traffic cones at the double wide parking spot as reserve parking for the ambulance service,
- to fly the Legion flag at the Cenotaph from November 4<sup>th</sup> to 14<sup>th</sup>,
- to post notice for the Remembrance Day Parade on the District's recreation notice board.

2016-197  
CANADIAN  
RANGERS RE  
HELICOPTER  
LANDING

2016-198  
R C LEGION  
REMEMBRANCE  
DAY PARADE  
REQUESTS  
APPROVED



## G. NEW BUSINESS

### 1. Council Policy CP2.20, Applying for Tax Deductible Receipts.

Allison McCarrick, CAO advised Council that the District is eligible to give tax deduction receipts for donations but to date there has been no policy in place to for the issuing of such receipts. The donation from Marine Harvest of \$250,000 towards the multiplex project made staff aware of the need for such a policy.

#### **Moved/Seconded/Carried**

THAT Council Policy CP2.20, Applying for Tax Deductible Receipts be approved as presented.

### 2. Copy of DRAFT letter to Greg Fletcher, CAO, Regional District of Mt. Waddington from Heather Nelson-Smith, Director of Corporate Services re: Council support for the North Island Forest Industry Attraction, Training and Retention Strategy – BC Rural Dividend Application.

Councillor Tidbury inquired if there was any funding from the District required and Allison McCarrick, CAO advised there was no funding request made with the request for a letter of support.

#### **Moved/Seconded/Carried**

THAT the District of Port Hardy support the Regional District of Mount Waddington's application to the BC Rural Dividend Fund for the North Island Forest Industry Attraction, Training and Retention Strategy project.

## H. COUNCIL REPORTS

Deputy Mayor Dennis Dugas, Councillors Rick Marcotte, Fred Robertson and John Tidbury reported on their recent meetings and other activities they attended and/or undertook on behalf of the District.

Councillors present commented on the good turnout for the multiplex referendum vote on October 22, 2016 and that the 77% in favor of the project shows clear community support.

## I. COMMITTEE REPORTS

1. Draft minutes of the Tourism Advisory Committee meeting held October 6, 2016 were received as information.
2. Draft minutes of the two Port Hardy Accommodation Provider MRDT Application Review and Information meetings held October 18, 2016 were received as information.

Councillor Marcotte requested the minutes for the two Port Hardy Accommodation Provider MRDT Application Review and Information meetings held October 18, 2016 be corrected to show him absent for the 2:00 pm meeting and present for the evening meeting.

3. Draft Minutes of the Operational Services Committee meeting held October 17, 2016 were received as information.

Councillor Marcotte requested the Minutes of the Operational Services Committee meeting held October 17, 2016 be corrected to show him present.

2016-199  
COUNCIL POLICY  
CP2.20, APPLYING  
FOR TAX  
DEDUCTIBLE  
RECEIPTS

2016-200  
SUPPORT RDMW  
APPLICATION TO  
BC RURAL  
DIVIDEND FUND

4. Draft minutes of the Parks & Recreation Review Committee meeting held October 18, 2016 were received as information.
5. Notes of the District of Port Hardy Bear Smart Committee meeting held September 15, 2016 were received as information.

#### J. STAFF REPORTS

1. Heather Nelson-Smith, Director of Corporate Services (Oct 4/16) re: Changes to Committees of Council and Deputy Mayor Schedule.

#### **Moved/Seconded/Carried**

THAT the Deputy Mayor Schedule for the remainder of Council's Term be changed to:

December 1, 2016-July 31, 2017	Councillor Dennis Dugas
August 1, 2017-March 31, 2018	Councillor Fred Robertson
April 1, 2018-December 4, 2018	Councillor Leightan Wishart

THAT the Chair of the First Nations Relations Committee be: Councillor Robertson AND THAT: Councillor Wishart is added as a committee member to the First Nations Relations Committee.

AND FURTHER THAT: Councillor Wishart be added to the following external organizations: Port Hardy Heritage Society (museum) and the Port Hardy Twinning Society.

#### K. CURRENT BYLAWS AND RESOLUTIONS

1. Bylaw 1052-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013, (9190 Granville St.). For Adoption

#### **Moved/Seconded/Carried**

THAT Bylaw 1052-2016 A Bylaw to Amend Zoning Bylaw No. 1010-2013 (9190 Granville St.) be adopted.

2. Bylaw 1053-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013, (8755 Hastings St. For Adoption

#### **Moved/Seconded/Carried**

THAT Bylaw 1053-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013 (8755 Hastings St.) be adopted.

3. Bylaw 1054-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013 (8775 & 8765 & 7215 Hastings St.). For Adoption

#### **Moved/Seconded/Carried**

THAT Bylaw 1054-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013 (8775 & 8765 & 7215 Hastings St.) be adopted.

4. Bylaw 1055-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013 (8740 Main St.). For Adoption.

#### **Moved/Seconded/Carried**

THAT Bylaw 1055-2016, A Bylaw to Amend Zoning Bylaw No. 1010-2013 (8740 Main St.) be adopted.

5. Bylaw 1059-2016, A Bylaw to Amend Unsightly Premises Bylaw 10-2008. For First, Second and Third Reading.

2016-201  
DEPUTY MAYOR  
SCHEDULE /  
COMMITTEE  
APPOINTMENTS

2016-202  
BL 1052-2016  
AMEND ZONING  
BYLAW 1010-2013  
(9190 GRANVILLE  
ST.) ADOPTED

2016-203  
BYL 1053-2016  
AMEND ZONING  
BYLAW 1010-2013  
(8755 HASTINGS  
ST.) ADOPTED

2016-204  
BYL 1054-2016  
AMEND ZONING  
BYLAW 1010-2013  
8775 & 8765 & 7215  
HASTING ST.)  
ADOPTED

2016-205  
BYL 1055-2016  
AMEND ZONING  
BYLAW 1010-2013  
(8740 MAIN ST.)  
ADOPTED

Councillor Robertson commented that as there are only four council members present at this meeting there should only be First and Second Reading of Bylaw 1059-2016, A Bylaw to Amend Unsightly Premises Bylaw 10-2008.

Councillor Tidbury advised that the wording amendment to the bylaw has been discussed and agreed to at Operational Services Committee meetings as well as at recent Council meetings and that it should now go ahead.

2016-206  
BYL 1059-2016  
AMEND BY 10-2008  
UNSIGHTLY  
PREMISES FOR 1<sup>ST</sup>,  
2<sup>ND</sup> & 3<sup>RD</sup> READING

**Moved/Seconded/Defeated**

THAT Bylaw 1059-2016, A Bylaw to Amend Unsightly Premises Bylaw 10-2008 receive First, Second and Third Reading.

2016-207  
BYL 1059-2016  
AMEND BY 10-2008  
UNSIGHTLY  
PREMISES FOR 1<sup>ST</sup>,  
& 2<sup>ND</sup> READING

**Moved/Seconded/Carried**

**Opposed: Councillor Tidbury**

THAT Bylaw 1059-2016, A Bylaw to Amend Unsightly Premises Bylaw 10-2008 receive First and Second Reading

**L. PENDING BYLAWS**

Bylaw 1051-2016, Port Hardy Multiplex Loan Authorization Bylaw.  
Bylaw 1058-2016, Port Hardy Municipal Regional District Tax Bylaw (Hotel Tax)

**M. INFORMATION AND ANNOUNCEMENTS**

Information and announcements in the agenda package were received for information.

**N. NOTICE OF IN CAMERA MEETING**

No In Camera meeting scheduled at this time.

**O. ADJOURNMENT**

2016-208  
ADJOURNMENT

**Moved**

THAT the meeting be adjourned.

Time: 8:18pm

CORRECT

APPROVED

\_\_\_\_\_  
CHIEF ADMINISTRATIVE OFFICER

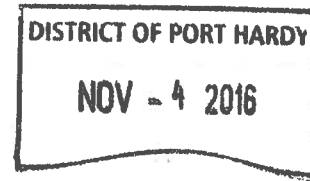
\_\_\_\_\_  
DEPUTY MAYOR

ITEM	ACTION REGULAR MEETING OCTOBER 25, 2016	WHO	STATUS /COMMENTS
RC Legion Br 237- Remembrance Day requests	Approved as requested Advise RCL Advise Op Scvs Advise Agencies re road closures Post Notice on Recreation Board	HN-S HN-S HN-S VB	Done Dpne Done Done
PH Rangers – Recruitment - helicopter landing event	Approved, aviation regulations to be followed Advise	HN-S	Done
Council Policy CP2.20	Approved as presented Distribute	LD	Done
RDMW support letter for application to BC Rural Dividend Fund	Approved as presented Send letter	HN-S	Done
Changes to Council Committees – Deputy Mayor Schedule	Approved as presented Distribute list	LD	Done
ITEM	ACTION REGULAR MEETING OCTOBER 11, 2016	WHO	STATUS /COMMENTS
Draft minutes of the Emergency Planning Committee meeting held September 19, 2016 Recommendation to Council <i>The Emergency Planning Committee recommend that Council allocate funding in 2017 to hire a consultant to review and update the District of Port Hardy Emergency Plan.</i>	Refer request to 2017 budget discussion	AM	
ITEM	ACTION COUNCIL MEETING May 10 2016	WHO	STATUS /COMMENTS
First Nations Relations Committee May 10, 2016 Recommendations: THAT Council provide in kind services to install two signs donated by Merv Child for locations at Stink Creek Park and along the Harbour Trail near the Seaplane Base AND THAT Council investigate supplying a plaque that identifies the artist AND THAT it be in two languages.	<b>Approved:</b> - Arrange for signs / installation/plaque  -Investigate interpretive signs	AF/SM  AF AMc	In progress  In progress In progress
ITEM	ACTION COUNCIL MEETING NOVEMBER 24, 2015	WHO	STATUS /COMMENTS
Operational Services Committee minutes of Nov 19/15: Recommendation: <i>proceed with recommendations from the Broken Window report</i>	<b>Approved:</b> as recommended: - Jan 12/16 Letters have been sent to property owners regarding their properties - no replies have been received back - next step staff to bring back a report for Council regarding authorizing remedial action and the cost of such action being charged back to the property owner's tax account. - Staff report to come to future Council meeting.	HN-S / Mun Insp	Will be done with municipal inspector

October 31, 2016



Mayor Hank Bood  
District of Port Hardy  
7360 Columbia Street  
Port Hardy, BC V0N 2P0



Dear Mayor Bood,

Thank you for your letter dated October 12, 2016, expressing your disagreement with the process and outcome of Resolution C-27, "Protection of Old-Growth Forests" at the UBCM Convention.

Resolution C-27 was classified in the Resolutions book as a "C" category resolution by the UBCM Resolutions Committee. The committee felt that was a regional issue and recommended this resolution be referred back to the Association of Vancouver Island and Coastal Communities (AVICC). Resolutions in the "C" category are included in our Resolutions book but are not scheduled to be brought forward for debate.

However, in this instance, a delegate moved a motion to amend the Conference agenda in order to have Resolution C-27 brought forward for immediate debate. This motion is permitted under UBCM conference rules but requires a super-majority of 60% of voting delegates to amend the agenda. The 60% threshold was received from the delegates and Resolution C-27 was brought forward and debated and amended in accordance with the same rules in place for all other resolutions.

While cumbersome to amend the agenda in this manner, the procedures followed were correct and respect our Convention rules. It is also worth noting that the ultimate decisions to amend the agenda and the resolution were approved by a majority of the voting delegates present.

As a membership based organization, UBCM must follow the direction set out by the delegates at our Convention. We are unable to take action that is contrary to the will of the majority. We will follow the course of action set out in the amended resolution.

My understanding is that your Area Association has done considerable work on this file and it also remains part of their advocacy agenda. You might also wish to touch base with AVICC.

Similarly, UBCM's Community Economic Development (CED) Committee has undertaken extensive outreach to forest industry associations and the Province with a goal to establishing better consultation and engagement opportunities around forest policy decision-making. That work was advanced at the Monday pre-conference forestry session and will be continued as part of a key element in our CED Committee's work plan for the coming year. Our CED Committee recognizes that the forest industry continues to be a key economic driver for many of our members and are working to build

better relations between the industry, provincial government and local governments. A summary of the round table discussions from the Monday pre-conference session will be considered by our CED Committee in November; and will be released to members. The CED Committee's work plan will address next steps so we can continue to advocate for our members on forestry issues and work collaboratively with our key partners. A copy of your letter will also be provided to the CED Committee members at their upcoming meeting so they are aware of your concerns.

Thank you for making your views known, we appreciate your feedback.

Yours truly,



Councillor Murry Krause  
President, UBCM

cc. Director Wendy Booth, Chair, Resolutions Committee  
Chair Art Kaehn, Vice-Chair, Resolutions Committee  
Councillor Arjun Singh, Second Vice President, UBCM  
Mayor Maja Tait, Third Vice President, UBCM  
Marie Crawford, Associate Executive Director, UBCM

COMOX STRATHCONA  
REGIONAL HOSPITAL DISTRICT



File: H-MP/NIHP

October 31, 2016

Sent via email only: peter.wipper@campbellriver.ca

Mayor and Council  
City of Campbell River  
301 St Ann's Rd  
Campbell River BC V9W 4C7

Dear Mayor and Council:

**Re: Pay parking at the new Campbell River and Comox Valley Hospital sites**

The Comox Strathcona Regional Hospital District board approved the following motion at its October 13, 2016 meeting:

*THAT the CSRHD support its member municipalities to pass a bylaw to prohibit any type of parking fees at the new north island hospitals.*

Numerous constituents across all jurisdictions have expressed opposition to pay parking at the new hospital sites. Therefore, on behalf of the board, I strongly urge your council to consider adopting a bylaw to prohibit pay parking at the new north island hospitals sites in recognition of the financial and health difficulties faced by many within the regional hospital district boundaries.

Sincerely,

***E. Eriksson***

Erik Eriksson  
Vice-Chair

cc: Comox Strathcona Regional Hospital District and member municipalities  
—>Mount Waddington Regional Hospital District and member municipalities  
Powell River Regional Hospital District and member municipality  
Deborah Sargent, chief administrative officer, City of Campbell River

600 Comox Road, Courtenay, BC V9N 3P6  
Tel: 250-334-6000 • Fax: 250-334-4358 • Toll-free: 1-800-331-6007

COMOX STRATHCONA  
REGIONAL HOSPITAL DISTRICT



October 31, 2016

File: H-MP/NIHP

Sent via email only: jward@courtenay.ca

Mayor and Council  
City of Courtenay  
830 Cliffe Ave  
Courtenay BC V9N 9J7

Dear Mayor and Council:

**Re: Pay parking at the new Campbell River and Comox Valley Hospital sites**

The Comox Strathcona Regional Hospital District board approved the following motion at its October 13, 2016 meeting:

*THAT the CSRHD support its member municipalities to pass a bylaw to prohibit any type of parking fees at the new north island hospitals.*

Numerous constituents across all jurisdictions have expressed opposition to pay parking at the new hospital sites. Therefore, on behalf of the board, I strongly urge your council to consider adopting a bylaw to prohibit pay parking at the new north island hospitals sites in recognition of the financial and health difficulties faced by many within the regional hospital district boundaries.

Sincerely,

***E. Eriksson***

Erik Eriksson  
Vice-Chair

cc: Comox Strathcona Regional Hospital District and member municipalities  
— > Mount Waddington Regional Hospital District and member municipalities  
Powell River Regional Hospital District and member municipality  
David Allen, chief administrative officer, City of Courtenay

600 Comox Road, Courtenay, BC V9N 3P6  
Tel: 250-334-6000 • Fax: 250-334-4358 • Toll-free: 1-800-331-6007



## Leslie Driemel

---

**From:** North Island Metis Nation [nimetisprojectco@gmail.com]  
**Sent:** October-31-16 3:06 PM  
**To:** general@porthardy.ca  
**Subject:** Invitation | Mayor & Council Nov 19th

Good Day ~ Tanis, Yo!

This is a special invitation to be extended to Mayor & Council to join the North Island Metis Association's 20th Anniversary Celebration on Saturday, November 19th at the Museum at Campbell River from 6.30 - 9 pm. Your community has been selected to receive a special street banner hand-painted by local artists and will be gifted to you on this special evening.

Celebrations include:

- Tapas & Non-Alcoholic Beverages
- Keynote Speaker: Past President of Metis Nation BC, Bruce Dumont
- Volunteer Recognition
- Community Service: Street Banners
- Silent Auction
- Interactive Exhibit: Dumont Teepee, Larsen Teepee, Beading, Sash & Flag Heritage,
- Anniversary Cake
- Fiddling & Jigging: John Flett on the fiddle and Madelaine McCallum jigging

Thank you for your consideration ~ please RSVP directly to this email address with your acceptance & numbers or regrets.

--

*Marci ~ Gilakasla*

**Kealy Donaldson**  
Project Coordinator

***North Island Metis Association***

[nimetisprojectco@gmail.com](mailto:nimetisprojectco@gmail.com) / 250.203.1880

*NIMA Office:*

[nimetis88@gmail.com](mailto:nimetis88@gmail.com) / 250.287.7417

#123A - 740 Robron Street

Campbell River, BC, V9W 6J7

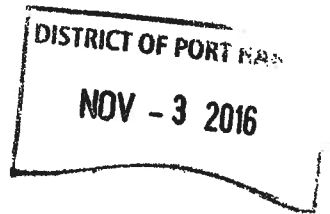
[www.nimetis.com](http://www.nimetis.com)



# PORT HARDY LIONS CLUB

PO Box 368  
Port Hardy, BC V0N 2P0  
Canada

Tel: (250) 949-8883 • Fax: (250) 949-8873



**November 3, 2016**

**District of Port Hardy  
7360 Columbia Street  
Box 68 Port Hardy,  
B.C. V0N 2P0**

**To Mayor and Council:**

**It is that time of year again when the Port Hardy Lions do their Annual Timmy's Road Blocks. We will be doing this on December 3<sup>rd</sup> from 10:00 AM till 2:00 PM.**

**We respectfully request permission to put up our Road Blocks in the 3 locations as per usual (in front of the Esso Gas station, Downtown opposite Chamber of Commerce and by Robert Scott School). We also require use of your roadblocks if possible.**

**Thank you in advance and we appreciate the courtesy.**

**Sincerely**

**Mark Bennett**

**President Port Hardy Lions**



**TO:** Mayors and Councils, Chairs and Boards  
Chief Administrative Officers, Corporate Officers

**FROM:** President Barbara Price

**DATE:** November 1, 2016

**RE:** **RESOLUTIONS NOTICE/REQUEST FOR SUBMISSIONS**  
**CALL FOR NOMINATIONS FOR AVICC EXECUTIVE COMMITTEE**

---

Attached is the Resolutions Notice/Request for Submissions and the Call for Nominations for the AVICC Executive. Please note that this year's resolution and nomination deadline is **Tuesday, February 21, 2017.**

Both AVICC and UBCM members strongly believe in the value of resolutions debate and continually seeks ways to improve the process. AVICC strives to mirror and complement UBCM's processes in order to develop efficiency and ease of understanding for delegates.

#### Debating of Resolutions by the Area Association in Advance of Submission to UBCM

We have asked for members' assistance in bringing forward resolutions for consideration at the Area Association as opposed to submitting them directly to UBCM and have appreciated that you have responded.

#### Number of Resolutions

We continue to hear from delegates during the AVICC Resolutions Sessions that some of the resolutions being considered are too general or focus on topics that are not under local government purview. Another concern is that bringing forward too many resolutions detracted from debate on the most important issues, and might not be to the benefit of local government because other levels of government could get side tracked on issues that are of lesser importance. Let's continue to ensure that resolutions that are being brought forward are specific and focus on new issues of provincial or AVICC-wide interest.

#### Late Resolutions

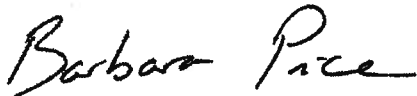
Last year, AVICC received six resolutions after the regular resolutions deadline with only one recommended that it be admitted for debate as a result of meeting the late resolutions criteria.

All three issues noted above will continue to be improved by adhering to the following two recommendations:

- ✓ Forward your resolutions for debate first to our AVICC AGM & Convention by the regular resolutions deadline of **Tuesday, February 21, 2017**.
- ✓ Focus resolutions on new issues of provincial or AVICC-wide interest avoiding repeat resolutions by checking the UBCM Resolutions database available through the website at [www.ubcm.ca](http://www.ubcm.ca). Click on the Resolutions and Policy tab at the top of the page. It will be possible to enter a search to locate any Resolutions on the same topic that have been considered in the past and what the response has been.

Included with the Resolutions Notice are guidelines for preparing and submitting resolutions. We appreciate all efforts to expedite and facilitate the debate among members.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Price".

Councillor Barbara Price,  
President, AVICC



## DISTRICT OF PORT HARDY STAFF REPORT



---

**DATE:** September 22, 2016  
**TO:** Mayor and Councillors  
**FROM:** Allison McCarrick, Chief Administrative Officer  
**RE:** Bear Cove Recreational Site - End of season review 2016

---

### PURPOSE

To update Council on the 2016 reserved moorage provided at the Bear Cove Marina Facilities including Charter Boat operations from this location.

### BACKGROUND

Seasonal reserved moorage was introduced at the Bear Cove Recreational Site on June 1<sup>st</sup> 2016. Reserved moorage was charged on a daily rate basis with the permitted duration of 1 to 10 days. Charter Boat operators with a valid District of Port Hardy business licence were offered a monthly reserved moorage rate.

Council approved the cost for the installation of hydro to the wharf fingers however this project was not completed to allow time to review the requests for this service and analyze the results.

The caretakers provided the services of booking reservations, collecting moorage, facility security and daily facility operations for the period of June 1<sup>st</sup> to September 5<sup>th</sup> in lieu of moorage for their commercial business the "Bait Shack", parking for their onsite trailer accommodations and hydro charges for each.

The District of Port Hardy operations crew provided all repairs and maintenance work for the facility, including the ramp grating installation.

Overnight parking continued to be problematic on ferry nights, therefore the District authorized increase security for those nights.

### ANALYSIS

- reserved moorage extremely successful
- length of reservations:
  - ◆ 3-5 days 50%
  - ◆ 10 days or greater (requests or re-bookings) 25%
  - ◆ other durations 25%
- available daily slips were adequate
- extra security was successful and corrected the overnight parking issues
- reserved Charter Boat moorage was used by one operator
- two requests for electrical to slips was noted by the caretakers
- two extra spans of grating (8 feet) required on the ramp at the lowest point
- mobile food vending was suggested by facility users
- parking lot stalls were adequate with road parking continuing to be favorable

**FINANCIAL IMPLICATIONS**

	2014	2015	Proposed	2016 to Sept.22
Lease revenue	(1,500)	(1,500)	-	-
Electricity recovery	(326)	(326)	-	-
Reserved moorage*	-	-	(6,955)	(6,563)
Charter Boat moorage**	-	-	(3,301)	(415)
Charter Boat parking***	-	-	(477)	-
<b>Total Revenue</b>	<b>(1,826)</b>	<b>(1,826)</b>	<b>(10,733)</b>	<b>(6,978)</b>
Bear Cove park	9,412	9,945	10,144	7,861
Liability insurance	-	-	2,000	1,704
Bear Cove Boat ramp****	4,596	15,966	16,285	20,717
<b>Total Expenses</b>	<b>14,008</b>	<b>25,911</b>	<b>28,429</b>	<b>30,282</b>
<b>(Surplus) / Deficit</b>	<b>12,182</b>	<b>24,085</b>	<b>17,696</b>	<b>23,304</b>

\*Proposed reserved moorage based on 6 moored vessels of 6m each week for 12 weeks

\*\* Charter Boat moorage based on 6 boats, 9m in length for 3 months and one shack at 500.00. (Actual was one 8m boat at 17.29/m/mth for 3 months)

\*\*\*Reserved long stay parking not provided/ Charter boat parking vehicle only one reserved 53.04/mth for 3 operators. (Reserved Charter Boat Operators Parking not required)

\*\*\*\*Ramp grating installed 2016-labour costs reflected (2 more rows requested by Caretakers)

***There would also be a one-time cost to run electricity to the moorage fingers which has not been determined to date. ( After review of requests for Hydro - Hydro to slips is not required)***

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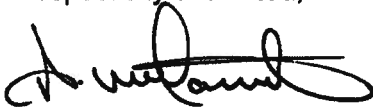
**SUMMARY**

- reserved moorage at the Bear Cove Recreational Site is successful
- moorage slip configuration change to:
  - ◆ 18 reserved moorage slips; change from 15
  - ◆ 5 daily moorage slips; no change
  - ◆ 2 charter boat reserved moorage slips; change from 5
- reserved moorage rate changes:
  - ◆ daily - no change \$2.45/metre/day (incl. GST 2017 rate)
  - ◆ weekly - new \$13.80/metre/week (incl. GST 2017 rate)
  - ◆ monthly - eliminate
  - ◆ charter boat operators - new contractual agreement with the District

**STAFF RECOMMENDATION**

*"That Council direct staff to implement the new reserved moorage slip configuration AND FURTHER THAT Bylaw 1057-2016 User Rates and Fees for 2017 be amended to reflect the rate changes as provided in the Bear Cove Recreational Site report, September 22, 2016".*

Respectfully submitted,



Allison McCarrick  
Chief Administrative Officer



**MINUTES OF THE  
DISTRICT OF PORT HARDY  
TOURISM ADVISORY COMMITTEE MEETING  
OCTOBER 27, 2016 2:00pm  
MUNICIPAL HALL, 7360 COLUMBIA STREET**

**PRESENT:** Donna Gault (Chair), Councillor Dennis Dugas, District of Port Hardy; Councillor Rick Marcotte, District of Port Hardy; Carly Pereboom Manager, Chamber of Commerce  
Louisa Bates, Visitor Information Centre; Joli White, Tourism Coordinator, Vancouver Island North Tourism

**Staff:** Allison McCarrick, CAO; Leslie Driemel, Recording Secretary

**DRAFT**

**Also Present:** Shannon Dayley, Bear Cove Cottages

**Regrets:** Adrian Maas, Director of Financial Services; Mike Kelly, Tides and Tales/Codfather Charters, Tourism Stakeholder rep

**A. CALL TO ORDER**

Chair Donna Gault called the meeting to order.

Time: 2:00pm

**B. APPROVAL OF AGENDA**

Donna Gault advised of an addendum to the agenda under New Business: Notice of Council Committee of the Whole meeting with Tourism Vancouver Island on Tuesday December 13, 2016 from 6:00 – 7:00 pm on the Value of Tourism

**Moved/Seconded/Carried**

THAT the agenda of the Tourism Advisory Committee meeting October 27, 2016 be accepted as amended.

AC-2016-030  
APPROVAL OF  
AGENDA AS  
AMENDED

**C. ADOPTION OF MINUTES**

**DRAFT**

1. Minutes of the Tourism Advisory Committee meeting held October 6, 2016

**Moved/Seconded/Carried**

THAT the Minutes of the Tourism Advisory Committee meeting held October 6, 2016 be accepted as presented.

TAC-2016-031  
MINUTES OCTOBER  
6 16 APPROVED AS  
PRESENTED

2. Minutes of the Accommodation Provider Municipal and Regional District Tax Application Review Information Meeting, 2:00 pm October 18, 2016.

**Moved/Seconded/Carried**

THAT the Minutes of the Accommodation Provider Municipal and Regional District Tax Application Review Information Meeting, 2:00 pm October 18, 2016 be accepted as presented.

TAC-2016-032  
MINUTES OCT. 18/16  
2:00 PM APPROVED  
AS PRESENTED

3. Minutes of the Accommodation Provider Municipal and Regional District Tax Application Review Information Meeting, 6:00 pm October 18, 2016.

**Moved/Seconded/Carried**

THAT the Minutes of the Accommodation Provider Municipal and Regional District Tax Application Review Information Meeting, 6:00 pm October 18, 2016 be accepted as presented.

TAC-2016-033  
MINUTES OCT. 18/16  
6:00 PM APPROVED  
AS PRESENTED



## **D. BUSINESS ARISING FROM THE MINUTES AND UNFINISHED BUSINESS**

### **1. Review of Action items DRAFT**

CBRE data: Donna Gault advised that data is being received, but slowly and that a request for regional data may be put forward.

### **2. Review of Comments from Stakeholders**

The Committee reviewed comments received via email from Shannon Dayley, Jennifer Case and Davida Hudson.

Shannon Dayley, present at the meeting provided input including:

- Van Isle 360 promotions not needed, already come here on sailing route.
- sport fishing already very well self promoted.
- need 'gimmick' to promote e.g. 'best fresh air on the Island'.
- town beautification needs to happen.
- online presence most important.
- need a big tourism draw – music / art festival.
- promote Port Hardy to Japanese tour companies.
- J. White commented that international marketing tour companies require operators who meet specific criteria.

The MRDT funding disbursement was reviewed for Ms Dayley.

The Committee further discussed:

- Leveraging advertising dollars with Aboriginal Tourism promoters
- Promoting Lonely Planet's acknowledgment as Canada as the #1 place to visit in the world.

Louis Bates reviewed other comments received which included: DRAFT

- Reaffirm and increase online presence.
- Editing and confirming budget totals were correct.
- Advertising outlined may not be suitable for all.

Jolie White advised that the regional tourism planning session has been completed and the final regional plan will be included in the District's MRDT application.

3. MRDT Application – The Committee agreed by consensus that the comments and suggestions received above are to be considered for the application and the one year tactical budget to be adjusted to increase the online advertising budget and reduce the print advertising budget

### **4. Approval of MRDT Application**

#### **Moved/Seconded/Carried**

THAT the Port Hardy Tourism Advisory Committee refer the Municipal and Regional District Tax Application to Council for review and approval.

## **E. NEW BUSINESS**

1. Referred from Council (Oct. 11/16) Letter from Hon. Todd Stone, Minister of Transportation and Infrastructure re: Nominations for New Stop of Interest Signs. Nomination period open Sept 26 2016 to January 31 2017 was received for information. (B. McCorquodale and PH Heritage Society have been advised of

Stop of Interest Signs Program).

The Committee discussed local heritage signage and Jolie White will contact Brenda McCorquodale and the Port Hardy Heritage Society re: Coal Harbour, Fort Rupert Bear Cove and Holberg as suggestions for historical signage sites

2. Addendum: Notice of Council Committee of the Whole meeting with Tourism Vancouver Island on Tuesday December 13, 2016 from 6:00 – 7:00 pm on the Value of Tourism was received for information. **DRAFT**

**F. CORRESPONDENCE**

None in agenda package.

**G. ROUNDTABLE**

- a) Visitor Information Center - Louisa Bates advised the website has had a soft launch and welcomes comments and suggestions.
- b) Chamber of Commerce - Carly Pereboom advised her employment at the Chamber ends at the end of November. Hiring is in process and there may be someone in place in the last week of November.
- c) Councillors Marcotte and Dugas thanked the Committee for all their hard work in preparing the MRDT application.

**H. NEXT MEETING DATE – to be determined (January or February 2017)**

**ADJOURNMENT**

**Moved/Seconded/Carried**

THAT we adjourn

Time 4:00pm

TAC-2016-035  
ADJOURNMENT

# 2017 One-Year Tactical Plan

with Performance Measures

**Major Category:** *Marketing*

## **Activity Title: *Print/Online Advertising***

### **Tactics:**

1. Prepare advertisements to participate in the following consumer print publications;
  - a) Tourism Vancouver Island Touring & Exploring Map
  - b) Tourism Vancouver Island Touring & Exploring Guide
  - c) Vancouver Island North Explorer Guide
  - d) Vancouver Island North Recreation Map
  - e) North Island Gazette Off the Beaten Path
  - f) Wild Coast Publication
2. Review project outputs to ensure print advertisements is reaching target markets
3. Inform stakeholders of marketing progress through quarterly newsletters
4. Monitor, assess and evaluate stakeholder satisfaction through engagement sessions and stakeholder survey

### **Implementation Plan:**

#### *Description*

Marketing efforts will focus on print publications that are known consumer resources, utilized by visitors while planning and enjoying their trip. Identified publications were selected for distribution locally, regionally, provincially, and internationally. These publications reach the target markets addressed in strategic plan.

#### *Quantifiable Objectives*

1. To increase the total number of print advertisements participated in;
2. To improve the quality of the advertisements produced (*DBC branding alignment*)

#### *Rationale*

The need to enhance participation in print publication projects is supported by results found in the 2015 Visitor Experience Survey conducted by Vancouver Island North Tourism. The visitor profile indicated that of 146 visitors to have stayed in Port Hardy at least one night during their 2015 vacation, 42% of those used a regional tourism guide or pamphlet to plan their trip. An

enhanced presence in prominent print publications that reaches the target travel markets identified for Port Hardy allow for a continued opportunity to raise awareness as to the natural offerings and experiences available in the Port Hardy.

#### *Actionable Steps*

1. Research and identify key projects and advertising opportunities that align with the target market identified for Port Hardy
2. Provide co-operative marketing opportunities to stakeholders and tourism entities for applicable projects
3. Collection of advertisement content
4. Design advertisement
5. Review and submit materials for publication
6. Maintain stakeholder engagement through development and delivery of quarterly newsletters
7. Review with stakeholders to collect feedback through stakeholder surveys and bi-annual engagement sessions

#### *Potential Partnerships*

Of the key projects outlined above, opportunities for stakeholder engagement and collaboration with regional tourism projects and other tourism entities have been identified. The following publication projects were carefully considered and are recognized for the potential for project collaboration and partnership with local stakeholders:

##### **1. *Tourism Vancouver Island Touring & Exploring Guide***

A regional publication, the TVI Touring & Exploring guide provides opportunities for Port Hardy to collaborate with local stakeholders and allowing other small businesses an opportunity to directly promote their business, services, and products to potential visitors. Potential partnerships and buy-ins could include but are not limited to, local tourism operators and activity providers, accommodation providers, restaurants and cafes, and additional businesses within the tourism industry.

##### **2. *Vancouver Island North Explorer Guide***

Vancouver Island North Explorer Guide is the guide for the North Island region. This guide provides an opportunity to specifically market Port Hardy as a premier destination. Cooperation with local stakeholders will allow the community to highlight signature experiences, attractions, and opportunities specific to Port Hardy and the surrounding area. Various tourism entities including aboriginal based cultural experiences, local accommodation providers, restaurants etc.

### *Resources*

To develop strong and effective advertisements the following tools and resources are key to the completion of the print publication projects:

1. Advertisement design program (Creative Cloud)
2. Image photo bank and existing content (*Select images branded to align with DBC and other leading tourism entities*).
3. Destination BC advertisement review process, branding and training opportunities

### *Sources of Funding*

The primary source of funding for print publications will be provided through annual MRDT revenues. Project collaboration with local stakeholders buy-ins and other tourism entities will also contribute to project funding.

### *Responsibilities*

As the MRDT service provider the PHVC will oversee all print publications; project management will include carrying out the project deliverables and requirements under advisement of the Port Hardy Tourism Advisory Committee. The PHVC will coordinate stakeholder buy-ins, acquire project content, design advertisements, submit advertisement materials, and gather stakeholder feedback. The District of Port Hardy will assume financial responsibility for each project.

### *Timeframe*

The print publication marketing campaign will be implemented within the operational year of 2017. Advert development, design, partnership coordination, and stakeholder feedback will be ongoing. Projects will be prioritized, completed and submitted for deadlines determined by the publishing companies and release dates of the publication.

## ***Print/Online Advertising Budget***

<b>Print Publications</b>	<b>MRDT CONTRIBUTION</b>	<b>STAKEHOLDER CONTRIBUTIONS</b>	<b>PROJECT TOTALS</b>
TVI Touring Exploring Mapbook	\$650.00	\$0.00	\$650.00
VINT/TVI Touring Exploring Guidebook	\$1,000.00	\$800.00	\$1,800.00
VINT Regional Map	\$450.00	\$0.00	\$450.00
VINT Explorer Guide	\$1,000.00	\$2,300.00	\$3,300.00
NIG Off the Beaten Path	\$200.00	\$200.00	\$400.00
Wild Coast Publication	\$250.00	\$0.00	\$250.00
Print Project Management (Design, content development, execution)	\$3,000.00	\$0.00	\$3,000.00
<b><i>To al</i></b>	<b>\$6,550.00</b>	<b>\$3,300.00</b>	<b>\$9,850.00</b>

### ***Evaluation Mechanism***

A visitor experience survey conducted in collaboration with Vancouver Island North Tourism will assess visitor reliance on print publications while planning and during their trip. Engagement sessions will be held with local stakeholders to measure project success and stakeholder satisfaction. Local visitor statistics, MRDT revenues, and a visitor experience survey will help provide assessments of the success of the overall marketing campaign.

### **Performance: Output, & Outcome Measures:**

#### ***Output Measures***

##### ***Tourism Vancouver Island Touring & Exploring Map***

- Distribution aboard BC Ferries major routes
- Individual request fulfillment
- To high-traffic locations throughout British Columbia and Alberta
- Published online
- 50,000 copies printed

##### ***Tourism Vancouver Island Touring & Exploring Guide***

- Distribution to Visitor Centres across British Columbia, as well as 150 key locations across Vancouver Island, and the Lower Mainland
- Direct fulfillment through visitor inquiries

- Located at additional high-traffic locations throughout British Columbia and Alberta
- Published online
- Over 100,000 copies printed

#### ***Vancouver Island North Explorer Guide***

- Delivered to visitor across Vancouver Island and on the lower mainland, BCAA locations, tourism operators and associations and RV rental outlets
- Onboard BC Ferries major routes, Vancouver Airport – International, Domestic and South terminals
- Direct request fulfillment from [www.vancouverislandnorth.ca](http://www.vancouverislandnorth.ca) and VIN Facebook page
- Guide available online through virtual publication
- 68,500 copies printed

#### ***Vancouver Island North Recreation Map***

- Distribution on BC Ferries major routes, Visitor on Vancouver Island and North Island tourism businesses
- Mail out through individual requests and inquiries
- 30,000 copies printed

#### ***North Island Gazette Off the Beaten Path***

- Distribution across communities within Northern Vancouver Island including primary points of entry such as local visitor centres, airports, and ferry terminals, accommodation and activity providers, as well as additional sites of high visitor volume including local gas stations.
- 6,000 copies printed

#### ***Wild Coast Publication and North Coast Trail Maps***

- Magazines distributed on BC Ferries, across Vancouver Island and throughout the lower mainland of British Columbia, Washington State, Portland Oregon and Alberta
- Individual subscription fulfillments
- 18,000 magazines printed
- magazine published online with additional exposure through social media outlets
- 5,000 maps printed
- Maps primarily distributed through Mountain Equipment Co-op, select retailers on Vancouver Island and lower mainland, and in the US

DBC print project branding review process, working with DBC marketing team to receive insight and advice as to direction, tone, imagery use and messaging of key print projects

### ***Outcome Measures***

- Increased participation in print project participation
- Increased annual visitor yield
- Increased participation in local tourism-based experiences
- Increased activity bookings through the local VC
- Increased stakeholder participation
- Increased stakeholder awareness of projects through quarterly newsletter and engagement sessions

### **Activity Title: Online Marketing**

#### **Tactics:**

1. Visitor website management, content development and maintenance, [www.visitporthardy.com](http://www.visitporthardy.com)
2. Monitor third party websites to ensure accurate online representation of tourism-based experiences
3. Monitor and maintain social media platforms
4. Further develop digital resources for marketing campaigns (*photo bank*)

#### **Implementation Plan:**

##### *Description*

Continued and increasing reliance on online content to plan vacations and trips abroad necessitates the expansion and diversification of online marketing initiatives. This will be accomplished through the use of online resources including the visitor website, social media platforms, advertisement on TVI, as well as content provisions for travel review and promotional sites.

##### *Quantifiable Objectives*

1. To increase the number of online advertisements
2. To increase the social media presence and effectiveness
3. To increase the quality of online resources (*DBC branding alignment*)



### *Rationale*

The Visitor Profile for Port Hardy indicated that a resounding 56% used destination-specific websites to plan their trip. Results showed that visitors had also accessed additional online resources, including travel review sites, [www.HelloBC.com](http://www.HelloBC.com), travel booking websites and travel applications. These findings indicate future emphasis on [www.visitporthardy.com](http://www.visitporthardy.com) website will allow for brand, tone, and refined messaging used in the site to today by the leading entities within the industry including DBC, TVI, and VINT.

### *Actionable Steps*

1. Manage and maintain website through ongoing content development and refinement
2. Work cooperatively with tourism industry leaders (DBC) to ensure branding alignment of visitor website (*imagery, tone of voice, presentation and formatting*)
3. Actively seek out online advertisement opportunities that reach the target audience
4. Maintain an active presence on social media platforms throughout the year promoting community highlights, upcoming events, local points of interests and tourism-based experiences
5. Support local visitor centre in participation of DBC social media training program
6. Run 12 sponsored advertisement campaigns Facebook and Instagram (*One per month*)
7. Promote resident engagement and support for social media platforms
8. Search third party travel sites about Port Hardy and provide recommendations and suggestions when necessary to ensure accurate representation of Port Hardy online
9. Coordinate partnership opportunities for the TVI [findyourelement.ca](http://findyourelement.ca) website - community-specific profile, acquire ad content, design and submit
10. Maintain stakeholder engagement through development and delivery of quarterly newsletter
11. Review stakeholder satisfaction through surveys and bi-annual engagement sessions

### *Potential Partnerships*

Online marketing initiatives will be assessed to determine the potential for partnering with local tourism operators associated with a specific advertisement. Opportunities also exist for local stakeholder advertisement on the visitor website, as well as cooperative advertisements on the TVI tourism page.

### *Resources*

The following resources are key to the development and implementation of a strong and effective online marketing campaign:

- Photo bank and existing content (*Branded to align with DBC perspectives, lighting, angles*)
- Visitor website (*www.visitporthardy.com*)
- Social Media Accounts (*Facebook, Twitter, Instagram*)
- Port Hardy Promotional Videos

### *Sources of Funding*

Funding for online advertisement and online resources will be derived through the MRDT revenues annually collected from within the District of Port Hardy. Additional funding may become available through buy-ins and partnerships with local stakeholders and businesses.

### *Responsibilities*

The Port Hardy Visitor Centre is the identified contracted service provider for the online marketing campaign. Staff and team members of the visitor centre will carry out the deliverables and requirements to implement the online campaign including providing project management, oversight, and general maintenance to the visitor website; maintaining an active and responsive profile on the social media outlets.

### *Timeframe*

Online marketing will be carried out throughout the course of 2017. Preparation of online materials will begin in January 2017 and implemented over the subsequent months.

## Online Marketing Budget

Website & Online Resources	MRDT CONTRIBUTION	STAKEHOLDER CONTRIBUTIONS	PROJECT TOTALS
Annual domain name registration - Go Daddy	\$150.00	\$0.00	\$150.00
Annual hosting - EasyWEB Soho	\$200.00	\$0.00	\$200.00
Google Adwords	\$1,000.00	\$0.00	\$1,000.00
TVI findyourelement.ca	\$550.00	\$0.00	\$550.00
Ahoy BC	\$200.00	\$0.00	\$200.00
Website Management (Content development and maintenance)	\$3,850.00	\$0.00	\$3000.00
Social Media Management (Delivery and content of social media platforms)	\$3,000.00	\$0.00	\$3000.00
<i>Total</i>	\$8,950.00	\$0.00	\$8,950.00

### Evaluation Mechanism

Success of online marketing initiatives will be determined through detailed analytic packages provided directly from each project. Additional feedback will be collected from stakeholders to determine the overall satisfaction with online marketing initiatives through newsletters, stakeholder surveys and engagement sessions. Local visitor statistics, MRDT revenues, and a visitor experience survey will help will provide assessments of the success of the overall marketing campaign.

### Performance, Output & Outcome Measures:

#### Visitor website ([www.visitporthardy.com](http://www.visitporthardy.com))

- *Output measures:* updated, branded website through DBC consultation that accurately reflects the Port Hardy experiences and the available tourism-based opportunities in Port Hardy, increased advertisement of the site through increased stakeholder awareness and support and promotion of the website as a valuable resource
- *Outcome measures:* increased visitation to the website, clicks on visit us page, and inquiries received through direct email platform, increased visitation, operator bookings through VC

### ***Monitor third party websites***

- *Output measures:* the total of third party websites visited and monitored for content quality and information accuracy
- *Outcome measures:* the number of reflective third party websites distributing accurate information promoting tourism-based opportunities available in Port Hardy

### ***Monitor and maintain social media platforms***

- *Output measures:* increased level of engagement with target audience online, increased activity and presence on *all* social media platforms, total number of sponsored posts on social media platforms, participation in DBC social media training program
- *Outcome measures:* total number of likes, shares, referrals and direct visits of social media, comparative to initial counts at beginning of online campaign
- Develop digital resources for marketing campaigns

#### *Output measures:*

- Photo bank
- Advertisements compiled for website and submission to third party opportunities

## **Activity Title: Promotional Products**

### **Tactics:**

- 1) Distribute brochures to points of entry and information centres locally, regionally and provincially and through individual requests using the TVI distribution program
- 2) To increase exposure of brochure through new racking opportunities
- 3) Branded imagery and photo bank for use in marketing initiatives
- 4) To purchase advertisement design software for use in the development of various marketing projects

### **Implementation Plan:**

#### *Description*

Brochures will be key in advertising Port Hardy locally, regionally, provincially and internationally. Brochures will be distributed to local stakeholders for use during travel trade shows. Brochures will also be regionally distributed with information packages to tourism representatives. Additional resources will be developed for use in marketing initiatives including a photo bank of branded imagery featuring Port Hardy attributes, experiences, and tourism-based opportunities.

### *Quantifiable Objectives*

1. To distribute the brochures to points of entry and visitor centres, as well as providing brochures as requested by individuals abroad.
2. To develop of an image bank aligning with Port Hardy branding and Destination BC imagery

### *Rationale*

Community-specific materials provide an ability to concisely promote and highlight the attributes and attractions of Port Hardy without distractions from other advertisements or content. Condensed, high-quality content will provide viewers with distinct opportunities offered in Port Hardy. Creative Cloud Design application is a key tool used in advertisement design and development. The purchase of the application will prove to be an invaluable asset to the development of marketing Port Hardy products and advertisements. A professional photo bank will provide an opportunity to capture Port Hardy's landscape, wilderness experiences, wildlife, and the many other iconic attractions of the community. The photo bank would similarly serve as a valuable asset for use in various other marketing efforts including print advertising, online initiatives, and future community-specific publications. The development of a strong photographic portfolio supports brand recognition of Port Hardy.

### *Actionable Steps*

1. Distribute remaining Port Hardy brochures to appropriate locations, businesses and stakeholders
2. Purchase Creative Cloud application for advertisement design
3. Identify key features, attractions, experiences, and wildlife in Port Hardy and the surrounding area for image bank
4. Hire professional photographer to develop high-quality, high-resolution image bank
5. Maintain stakeholder engagement through development and delivery of quarterly newsletter
6. Review stakeholder satisfaction through surveys and bi-annual engagement sessions

### *Potential Partnerships*

Potential partnerships include sharing distribution costs with stakeholders with distribution to key operators that attend high profile travel trade shows.

### *Resources*

1. Existing photography bank and existing content
2. Creative Cloud design app
3. Destination BC branding and training opportunities

### *Sources of Funding*

The funding for brochure development and distribution will be derived through the MRDT revenues annually collected from within the District of Port Hardy. Additional funding may become available through buy-ins and partnerships with local stakeholders and businesses.

### *Responsibilities*

The PHVC will be responsible for brochure distribution. The PHVC will acquire the Creative Cloud application for advert design. The PHVC will hire and direct the photographer and coordinate an overview session with Destination BC's marketing team to identify the elements that will achieve a strong, representative, branded photography bank of Port Hardy. The District of Port Hardy will assume responsibility for funding.

### *Timeframe*

Port Hardy brochures will be distributed to stakeholders, visitor centres and individuals throughout 2017. Key attractions and content for image bank will be identified in the spring of 2017, upon which a professional photographer will be hired to develop the photo bank throughout the summer. A planning session with the photographer will be conducted to identify Port Hardy branded imagery, aligned to the DBC brand.

### **Promotional Products Budget**

<b>Promotional Products</b>	<b>MRDT CONTRIBUTIONS</b>	<b>STAKEHOLDER CONTRIBUTIONS</b>	<b>PROJECT TOTALS</b>
Creative Cloud, All Apps Plan	\$1,200.00	\$0.00	\$1,200.00
Photography Bank	\$2,500.00	\$0.00	\$2,500.00
<i>Shipping &amp; Racking</i>			
TVI Distribution Program	\$1,500.00	\$0.00	\$1,500.00
Direct to DBCVC and VCs	\$500.00	\$0.00	\$500.00
Racking Vancouver International Airport (International/Domestic)	\$1,200.00	\$0.00	\$1,200.00
Victoria International Airport Racking	\$500.00	\$0.00	\$500.00
Comox Valley	\$250.00	\$0.00	\$250.00
<i>Total</i>	<b>\$7,650.00</b>	<b>\$0.00</b>	<b>\$7,650.00</b>

### *Evaluation Mechanism*

An overview process with DBC to identify techniques ensure that effective imagery is developed. Local visitor statistics, MRDT revenues, and a visitor experience survey will help will provide assessments of the success of the overall marketing campaign.

### **Performance Output & Outcome Measures**

#### *Output measures:*

- Full distribution of Port Hardy brochures to high-traffic points of entry in BC, Vancouver Island and DBC centres locally, regionally and provincially, distribution through fulfillment requests
- Increased racking at points of entry, local businesses and tourism stakeholders operating in Port Hardy and within the Regional District of Mount Waddington
- Development of effective, enticing imagery for use in marketing initiatives through a DBC branded and approved photo bank
- Purchase of required design software for marketing initiatives

#### *Outcome measures:*

- Increased utilization of the brochure to advertise tourism in Port Hardy
- Increased awareness of the community through the brochure

### **Activity Title:**

### **BC Fishing Tourism Sector Community Partnership Buy-in Program**

#### **Tactics:**

1. Participate in the BC Fishing Tourism Sector Community Partnership Buy-in Program
2. Coordinate support from local sport fishing sector

#### **Implementation Plan:**

##### *Description*

The BC Fishing Tourism Sector Community Partnership Buy-in Program offers packaged opportunity to participate in multi-level marketing, advertisement, promotion, research and education. The program will use an identified set of tactics including market research, adopt and

adapt DBC brand for recreational fishing, microsite develop, content development, social media and engagement, digital and direct marketing, consumer shows, community and business co-op, and integrated marketing campaigns (*fishing media, TV, online, prints, magazines, digital media ads, content, targeting, and advocacy*) that will be directed at generating an increased awareness of Port Hardy as a focal destination for recreational fishing opportunities, both fresh and saltwater opportunities.

#### *Quantifiable Objectives*

1. To increase number of anglers using Port Hardy as a sport fishing destination
2. To increase participation in guided recreational fishing tours
3. Increase engagement with sport fishing sector operators
4. Increase participation with co-operative buy-in opportunities

#### *Rationale*

Port Hardy presently has over 30 recreational sport fishing guides that operate at full capacity throughout the summer months (May to September). Participation in the BC Fishing Tourism Sector Community Partnership Buy-in Program offers an unique opportunity to establish baseline community profile, for collaboration between local stakeholders, government, and Port Hardy Tourism to achieve multi-level marketing directed at travel motivated by fishing in BC.

#### *Actionable Steps*

1. Register to participate in the *tier 2* partnership opportunity
2. Research scope of advertisement opportunities and determine interest of the access to buy-in program
3. Engage and coordinate with local stakeholders through consultation process of opportunity to identify partnership potential and cost-sharing
4. Provide promotional material and content for the programs social media channels, e-newsletter
5. Assist with building of community profile
6. Facilitate, direct, and participate in the content creation for photography, video, and written content
7. Maintain stakeholder engagement through development and delivery of quarterly newsletter
8. Review stakeholder satisfaction through surveys and bi-annual engagement sessions



### *Potential Partnerships*

Potential partners include the District of Port Hardy and local stakeholders with an invested interest in the sport fishing sector including charter operators, supply and tackle shops, marine repair service providers, accommodation providers, and restaurants.

### *Resources*

1. Photography bank and existing content on Port Hardy
2. Port Hardy promotional tourism videos

### *Sources of Funding*

The funding for BC Fishing Tourism Sector Community Partnership Buy-in Program will be derived through the MRDT revenues. Additional funding will be provided through buy-ins and project partnerships with local government, stakeholders, and businesses.

### *Responsibilities*

The Port Hardy Visitors Information Centre will assume a collaborative role in providing information, content, and assistance in the various requirements of the community buy-in program. The Port Hardy Visitor Information Centre will also assist with coordination of stakeholder buy-ins, engagement sessions with the sport fishing sector representatives and collecting marketing feedback from stakeholders. The District of Port Hardy will oversee funding.

### *Timeframe*

Participation will begin January 2017. Requirements for materials, support, facilitation and collaboration will be conducted as required for the project and as requested/identified by the organization.

### ***BC Fishing Tourism Sector Community Partnership Buy-in Program Budget***

<b>BC Fishing Tourism Sector Community Partnership Buy-in Program</b>	<b>MRDT CONTRIBUTION</b>	<b>LOCAL GOVERNMENT CONTRIBUTIONS</b>	<b>PROJECT TOTALS</b>
<i>Tier 2 Partnership Opportunities with BC Fishing Tourism Sector</i>	\$2,500.00	\$2,500.00	\$5,000.00
Total	\$2,500.00	\$2,500.00	\$5,000.00

### *Evaluation Mechanism*

Review to be conducted with local stakeholders to determine stakeholder satisfaction through stakeholder survey and engagement sessions to overview final marketing campaign. Local visitor statistics, MRDT revenues, and a visitor experience survey will help will provide assessments of the success of the overall marketing campaign.

### **Performance, Output & Outcome Measures:**

#### *Output measures:*

- New marketing projects participated in through the various marketing outlets identified in the *tier 2* partnership
- Community profile (*fishing consumer market research*)
- New promotional materials advertising recreational activities
- Booking sales-conversion through local VC to participate in sport fishing

#### *Outcome measures:*

- Number of guided charters direct result of advertisement
- Visitor activities indicated directly related to fishing

### **Activity Title: Surveys, Research and Education**

#### **Tactics:**

1. Conduct visitor experience survey
2. Conduct resident survey
3. Conduct stakeholder satisfaction survey
4. Coordinate stakeholder engagement, quarterly newsletters and bi-annual consultation sessions
5. Regional visitor centre and tourism operator packages

#### **Implementation Plan:**

##### *Description*

Findings from evaluation techniques such as visitor and resident surveys, stakeholder satisfaction surveys along with consultation and engagement sessions provide performance measures of the

tactical plan. The outcomes and feedback from the visitor resident, and stakeholder surveys will provide context to identifying target markets, evaluate project effectiveness, and will provide direction for focus of future marketing initiatives. Outreach and education packages will provide additional information and resources to tourism operators.

#### *Quantifiable Objectives*

1. To provide and evaluate local perception and understanding of the value of tourism and the role of the tourism industry within Port Hardy through a resident survey
2. To maintain stakeholder engagement through quarterly newsletters
3. To obtain and evaluate stakeholder feedback through satisfaction surveys and two annual consultation sessions
4. To develop and provide information packages about Port Hardy visitor experience opportunities to visitor centres and tourism operators

#### *Rationale*

Evaluation techniques including visitor experience surveys, stakeholder satisfaction surveys, and consultation sessions provide critical feedback and performance measures of the effectiveness of marketing initiatives. Findings from a resident survey would allow the PHTAC to gain a more comprehensive understanding of local perception of the value of tourism to the community, identify core resident values and the role of the tourism sector within the community today. A visitor experience survey would provide detailed information about visitors, and would allow PHTAC to build a comprehensive visitor profile of those travelling to Port Hardy. Stakeholder satisfaction surveys and consultation sessions will be critical to gathering valuable feedback from local tourism business operators. Together, through surveys and engagement sessions, stakeholders will have an opportunity to provide recommendations and suggestions to the PHTAC about the direction of the overall marketing campaign. Combined with additional outcome measures including annual visitor yields, visitor length of stays, visitor derived revenues, these measures can accurately capture the overall success of Port Hardy's multi-faceted marketing campaign. Educational information packages about Port Hardy would be an invaluable resource for tourism operators and neighboring visitor centres to reference throughout the season. The packages would contain important information relevant to visitors including things to do, how to get to the community, as well as an overview of the available amenities and services in the community.

#### *Actionable Steps*

1. Coordinate with VINT to partner on visitor experience and resident surveys to derive Port Hardy information

2. Provide direction and recommendations for Port Hardy specific survey content for coordinated efforts
3. Organize and distribute informational packages for regional and select South Island and Northern BC visitor centres and South Island (Campbell River, Courtenay, Comox, Prince Rupert) and local tourism operators
4. Participate in stakeholder consultation and engagement sessions

#### *Potential Partnerships*

Vancouver Island North Tourism conducts annual visitor experience and resident surveys; there is opportunity to partner with VINT for these projects. Survey can be modified to extract relevant information specific to Port Hardy. Collaboration would reduce overlap and maximize reach.

#### *Resources*

1. Survey consultation agency (*Sociable Scientists*)
2. Port Hardy community information, images and content

#### *Sources of Funding*

The funding for surveys, research and education will be derived through the MRDT revenues. Partnership funding for the surveys will be provided by the regional tourism project, VINT.

#### *Responsibilities*

The Port Hardy Visitor Centre will assume a collaborative role in providing information, content, and support the development, delivery and distribution of surveys. The PHVC will coordinate, develop, and distribute educational information packages to appropriate locations and stakeholders. Vancouver Island North Tourism will be responsible for conducting the visitor experience and resident surveys. The PHVC will deliver quarterly newsletters to stakeholders and will support and participate in the bi-annual engagement sessions. The PHTAC will provide oversight into the Port Hardy survey content. The District of Port Hardy will assume responsibility for coordinating two annual stakeholder engagement sessions during the early spring and late fall and will oversee funding responsibilities for surveys, engagement sessions, and educational packages.

#### *Timeframe*

Facilitation of the spring stakeholder consultation session will begin at the start of 2017 by the Port Hardy Tourism Advisory Committee. Information packages will be prepared and completed in the spring of 2017, in time for the 2017 VINT season launch, of which the visitor centre staff will participate. The Port Hardy Visitor Centre will work to coordinate partnership with VINT in

the survey content, delivery, and result collection prior to the season start. The Port Hardy Visitor Information Centre will begin coordination and circulation of stakeholder surveys in September 2017. The Port Hardy Tourism Advisory Committee will begin facilitation of the coordination of the fall stakeholder engagement session in October of 2017.

### ***Surveys, Research and Education Budget***

<b>Stakeholder Consultation, Surveys and Analytics</b>	<b>MRDT CONTRIBUTION</b>	<b>PARTNER CONTRIBUTIONS</b>	<b>PROJECT TOTALS</b>
Tourism operator package coordination & delivery to VCs & stakeholders	\$500.00	\$0.00	\$500.00
Resident survey & analytics	\$500.00	\$0.00	\$500.00
Visitor experience survey & analytics	\$1,000.00	\$0.00	\$1,000.00
Stakeholder survey & analytics	\$1,000.00	\$0.00	\$1,000.00
Stakeholder quarterly newsletters and engagement sessions	\$500.00	\$0.00	\$500.00
<i>Total</i>	<b>\$3,500.00</b>	<b>\$0.00</b>	<b>\$3,500.00</b>

#### *Evaluation Mechanism*

Review to be conducted with local stakeholders to determine stakeholder satisfaction through stakeholder survey and engagement sessions to overview final marketing campaign. Local visitor statistics, MRDT revenues, and a visitor experience survey will help will provide additional assessments of the success of the overall marketing campaign.

#### *Performance Measures*

##### *Output measures:*

- Conduction and analytics of resident, visitor, and stakeholder surveys
- Preparation and delivery of informative packages to visitor centres, tourism operators
- Preparation and delivery of quarterly newsletters to stakeholders
- Delivery of bi-annual stakeholder consultation sessions

##### *Outcome measures:*

- Increased stakeholder awareness of Port Hardy's marketing campaign
- Increased stakeholder collaboration, engagement, satisfaction, and support for marketing initiatives and the MRDT program
- Increased resident awareness of Port Hardy's marketing campaign
- Increased awareness of local tourism operators, regional and other visitor centre staff knowledge of Port Hardy visitor experiences
- Increase in visitor centre referrals



# Regional District of Mount Waddington

PO Box 729 2044 McNeill Road, Port McNeill, BC V0N 2R0

Telephone (250) 956-3161 Fax (250) 956-3232

Web-site: [www.rdmw.bc.ca](http://www.rdmw.bc.ca) Email: [info@rdmw.bc.ca](mailto:info@rdmw.bc.ca)

File No.: 340.03/6915.05

October 18, 2016

District of Port Hardy  
PO Box 729,  
Port Hardy, BC  
V0N 2P0

To Whom It May Concern:

## RE: MUNICIPAL AND REGIONAL DISTRICT TAX (MRDT) RENEWAL

The Board of Directors for the Regional District of Mount Waddington has adopted the following resolution at their regular meeting on October 18, 2016:

*That the Regional District of Mount Waddington supports the application from the District of Port Hardy for the renewal of the Municipal and Regional District Tax at a 3% tax level.*

The Regional District's Vancouver Island North Tourism Advisory Committee has been working closely with Port Hardy's Tourism Advisory committee to complete the stakeholder consultation required for this renewal application. The renewal of the MRDT will offer greater certainty for tourism marketing in all communities throughout the Regional District of Mount Waddington.

Sincerely,

Dave Rushton, Chairman  
Regional District of Mount Waddington

CC: Allison McCarrick, CAO, District of Port Hardy



INCORPORATED JUNE 13, 1966

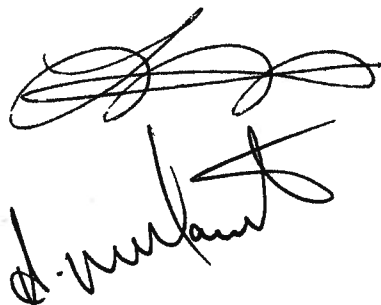
MUNICIPALITIES: ALERT BAY, PORT ALICE, PORT HARDY, PORT MCNEILL

ELECTORAL AREAS: "A" (SOINTULA); "B" (HOLBERG, WINTER HARBOUR); "C" (QUATSINO, COAL HARBOUR, HYDE CREEK); "D" (WOSS, TELEGRAPH COVE)

Cheque #	Pay Date	Vendor #	Vendor Name	Paid Amount	Void
008104	06/10/2016	00044	ACKLANDS - GRAINGER INC.	728.80	
008105	06/10/2016	02514	Alsco	93.88	
008106	06/10/2016	00829	ANA'S HARDY CLEAN	2,254.49	
008107	06/10/2016	01836	ARIES SECURITY LTD.	4,164.30	
008108	06/10/2016	01805	BUSY B'S DISTRIBUTING	88.02	
008109	06/10/2016	00018	CANADIAN RED CROSS SOCIE	309.68	
008110	06/10/2016	01965	CMJ EQUIPMENT LTD.	1,638.00	
008111	06/10/2016	02915	Corix Control Solutions	940.80	
008112	06/10/2016	00054	DAVE LANDON MOTORS LTD.	290.37	
008113	06/10/2016	01901	DENNISON, MELINDA	35.00	
008114	06/10/2016	01438	GEISLER CONSTRUCTION	3,727.50	
008115	06/10/2016	00052	HARDY BUILDERS' SUPPLY	90.22	
008116	06/10/2016	00063	HOME HARDWARE BUILDING C	223.99	
008117	06/10/2016	00065	K & K ELECTRIC LTD.	4,869.38	
008118	06/10/2016	01032	K PEARSON CONTRACTING LT	700.00	
008119	06/10/2016	03059	Maxxam Analytics	695.10	
008120	06/10/2016	01777	MCCARRICK, ALLISON	210.20	
008121	06/10/2016	00328	MERCER, SEAN	35.00	
008122	06/10/2016	00033	NAPA AUTO PARTS/N.I. IND	61.24	
008123	06/10/2016	01014	NICKERSON, SCHELL	75.00	
008124	06/10/2016	02071	PACIFICUS BIOLOGICAL SER	1,019.81	
008125	06/10/2016	00203	Port Hardy & Dist. Chamb	58.81	
008126	06/10/2016	02051	PORT MCNEILL ENTERPRISES	70.56	
008127	06/10/2016	00080	PUROLATOR INC.	140.47	
008128	06/10/2016	00107	RECEIVER GENERAL FOR CAN	22,641.81	
008129	06/10/2016	03308	Roberts, Rocky	123.20	
008130	06/10/2016	03092	Seaway Ventures Ltd.	11,658.18	
008131	06/10/2016	03304	Sedgemore, Maggie	500.00	
008132	06/10/2016	00843	SHARE CANADA	84.00	
008133	06/10/2016	00253	Shaw Cable	134.74	
008134	06/10/2016	02837	Waterhouse Environmental	6,115.20	
008135	06/10/2016	03291	Western Traffic Ltd.	226.59	
008136	12/10/2016	00047	B.C. HYDRO	42,665.54	
008137	12/10/2016	01145	BLACK CAT REPAIRS	171.36	
008138	12/10/2016	00073	BLACK PRESS GROUP LTD.	4,282.41	
008139	12/10/2016	01615	BOOD, HANK	543.70	
008140	12/10/2016	00580	BRITISH COLUMBIA SAFETY	526.05	
008141	12/10/2016	02468	Canwest Propane	26.32	
008142	12/10/2016	00281	CHEVRON CANADA LTD.	1,471.27	
008143	12/10/2016	01433	COMOX PACIFIC EXPRESS LT	111.11	
008144	12/10/2016	02817	Cummins Western Canada	13,615.71	
008145	12/10/2016	00561	GAULT, DONNA	472.50	
008146	12/10/2016	01860	GREYHOUND COURIER EXPRES	151.70	
008147	12/10/2016	03307	Industrial Surface Techn	1,441.79	
008148	12/10/2016	02878	Irwin Air Ltd	1,723.01	
008149	12/10/2016	01875	ISLAND ADVANTAGE DISTRIB	1,587.88	
008150	12/10/2016	02807	Johnson Security Solutio	154.01	
008151	12/10/2016	00065	K & K ELECTRIC LTD.	1,382.79	
008152	12/10/2016	01947	KETCHUM MANUFACTURING IN	147.50	
008153	12/10/2016	02378	KGC Fire Rescue Inc.	1,256.33	
008154	12/10/2016	00695	LINDE CANADA LIMITED 156	30.35	
008155	12/10/2016	01645	NORTH ISLAND COMMUNICATI	268.80	
008156	12/10/2016	01367	NORTH ISLAND GAZETTE	169.31	Yes
008157	12/10/2016	01021	NORTHERN ROPES & INDUSTR	178.61	
008158	12/10/2016	00487	O.K. Paving Company	10,773.00	
008159	12/10/2016	00075	O.K. TIRE STORE (PORT HA	492.80	
008160	12/10/2016	00080	PUROLATOR INC.	34.42	
008161	12/10/2016	02152	QUINSAM RADIO COMMUNICAT	860.44	
008162	12/10/2016	03266	RALEIGH Fire Safety Ltd	343.64	
008163	12/10/2016	00644	VAN KAM FREIGHTWAYS LTD.	63.11	
008164	12/10/2016	00164	Xerox Canada Ltd.	689.17	
008165	20/10/2016	00735	A.C.E. COURIER SERVICES	37.09	
008166	20/10/2016	02514	Alsco	187.76	
008167	20/10/2016	00046	ANDREW SHERET LTD	2,761.84	
008168	20/10/2016	01531	BJARNASON, SUSAN	500.00	
008169	20/10/2016	02468	Canwest Propane	185.85	
008170	20/10/2016	00281	CHEVRON CANADA LTD.	1,176.50	
008171	20/10/2016	02730	CUPE Local 401	704.83	
008172	20/10/2016	02110	DARLING, CORTNEY	325.00	Yes
008173	20/10/2016	02008	DEKRA-LITE INDUSTRIES IN	14,131.89	
008174	20/10/2016	01901	DENNISON, MELINDA	325.00	

Cheque #	Pay Date	Vendor #	Vendor Name	Paid Amount	Void
008175	20/10/2016	01982	DIGITAL POSTAGE ON CALL	1,575.00	
008176	20/10/2016	02410	Doyle, Tracy	325.00	
008177	20/10/2016	00098	DUNCAN ELECTRIC MOTOR LT	594.51	
008178	20/10/2016	00099	FOX'S DISPOSAL SERVICES	13,038.55	
008179	20/10/2016	02373	Gooding, Marlene	595.90	
008180	20/10/2016	01860	GREYHOUND COURIER EXPRES	25.59	
008181	20/10/2016	02616	Hall's West Coast Contra	362.25	
008182	20/10/2016	00052	HARDY BUILDERS' SUPPLY	913.03	
008183	20/10/2016	00063	HOME HARDWARE BUILDING C	1,396.17	
008184	20/10/2016	01324	COMPASS TECHNOLOGIES IN	520.80	
008185	20/10/2016	03311	Idar Holding Co Ltd	500.00	
008186	20/10/2016	00194	INT'L UNION OPERATING EN	1,217.08	
008187	20/10/2016	01875	ISLAND ADVANTAGE DISTRIB	670.57	
008188	20/10/2016	00065	K & K ELECTRIC LTD.	9,907.04	
008189	20/10/2016	02489	Marcotte, Rick	923.40	
008190	20/10/2016	01187	MCELHANNEY CONSULTING SE	7,955.16	
008191	20/10/2016	01419	MURDY & MCALLISTER	372.78	
008192	20/10/2016	00033	NAPA AUTO PARTS/N.I. IND	64.09	
008193	20/10/2016	03135	Nelson-Smith, Heather	750.00	
008194	20/10/2016	02212	NICHOLSON, LISA	325.00	
008195	20/10/2016	01645	NORTH ISLAND COMMUNICATI	267.33	
008196	20/10/2016	00148	North Island Locks	168.00	
008197	20/10/2016	00027	NORTH ISLAND VETERINARY	599.74	
008198	20/10/2016	02749	Orach Enterprises Ltd.	3,213.79	
008199	20/10/2016	00217	ORKIN CANADA CORPORATION	1,125.18	
008200	20/10/2016	00363	PORT HARDY BULLDOZING LT	150.09	
008201	20/10/2016	00080	PUROLATOR INC.	32.51	
008202	20/10/2016	00107	RECEIVER GENERAL FOR CAN	18,859.32	
008203	20/10/2016	00187	REGIONAL DISTRICT OF MT	5,992.85	
008204	20/10/2016	03174	Schantz, Robert	250.00	
008205	20/10/2016	02546	SCP Distributors Inc	1,533.41	
008206	20/10/2016	03098	Sherwin-Williams Canada	4,950.40	
008207	20/10/2016	00161	TELUS MOBILITY (BC)	713.65	
008208	20/10/2016	00957	TOURISM VANCOUVER ISLAND	319.79	
008209	20/10/2016	03285	Wamiss, Stan	3,000.00	
008210	20/10/2016	00164	Xerox Canada Ltd.	12.17	
008211	27/10/2016	03286	0997329 B.C. Ltd.	13,182.24	
008212	27/10/2016	02514	AlSCO	93.88	
008213	27/10/2016	02468	Canwest Propane	70.87	
008214	27/10/2016	00281	CHEVRON CANADA LTD.	1,292.68	
008215	27/10/2016	01433	COMOX PACIFIC EXPRESS LT	154.09	
008216	27/10/2016	00218	DB PERKS AND ASSOCIATES	140.90	
008217	27/10/2016	03231	E. Lees & Associates Con	6,688.50	
008218	27/10/2016	02831	Exova Canada Inc.	718.31	
008219	27/10/2016	01370	GRIFFITHS, JACK	65.00	
008220	27/10/2016	00058	GUILLEVIN INTERNATIONAL	860.51	
008221	27/10/2016	00052	HARDY BUILDERS' SUPPLY	108.04	
008222	27/10/2016	02197	LANDON COLLISION AND TOW	228.19	
008223	27/10/2016	00069	MACANDALE'S	337.14	
008224	27/10/2016	02007	MARSHALL WELDING AND FAB	75.61	
008225	27/10/2016	00013	PACIFIC BLUE CROSS	12,333.05	
008226	27/10/2016	00363	PORT HARDY BULLDOZING LT	17,971.72	
008227	27/10/2016	00080	PUROLATOR INC.	32.24	
008228	27/10/2016	03266	RALEIGH Fire Safety Ltd	126.48	
008229	27/10/2016	01990	ROAD RANGER FREIGHT/0702	18.48	
008230	27/10/2016	02203	Stantec Consulting Ltd.	3,898.91	
008231	27/10/2016	00113	STRYKER ELECTRONICS LTD.	184.80	
008232	27/10/2016	00160	TELUS	4,802.23	
008233	27/10/2016	03313	Tex Electric Ltd.	703.50	
008234	27/10/2016	03312	The Sherwin-Williams Co.	325.29	
008235	27/10/2016	02535	Time Business Machines L	4,032.00	
008236	27/10/2016	01773	UNIVAR CANADA LTD.	5,580.30	
008237	27/10/2016	02837	Waterhouse Environmental	6,115.20	
Total:				332,840.73	

\*\*\* End of Report \*\*\*







## DISTRICT OF PORT HARDY STAFF REPORT

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**TO:** Allison McCarrick  
**FROM:** Heather Nelson-Smith  
**SUBJECT:** RDMW EMERGENCY MANAGEMENT AGREEMENT RENEWAL  
**DATE:** October 31, 2016

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Please find attached the Emergency Management Agreement between the Regional District of Mount Waddington and all of the areas of the Mount Waddington Region. Please note there have been minor changes to the terminology to bring the agreement up to date and there has been an addition of mutual aid capabilities.

This agreement has been reviewed at the emergency committee level in September with no concerns brought forward.

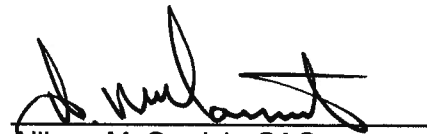
### **COUNCIL RESOLUTION REQUIRED:**

*THAT the Council of Port Hardy accept and endorse the Regional District of Mount Waddington Emergency Management Agreement for a period of five years commencing January 1, 2017;  
AND FURTHER THAT the Director of Corporate Services be authorized to sign the agreement on the Districts behalf.*

Respectfully Submitted,

  
Heather Nelson-Smith

I agree with the recommendation.

  
Allison McCarrick, CAO



# Regional District of Mount Waddington

PO Box 729 2044 McNeill Road, Port McNeill, BC V0N 2R0

Telephone (250) 956-3161 Fax (250) 956-3232

Web-site: [www.rdmw.bc.ca](http://www.rdmw.bc.ca) Email: [info@rdmw.bc.ca](mailto:info@rdmw.bc.ca)

File No.: Agreements

October 25, 2016

Allison McCarrick  
District of Port Hardy  
Box 68  
Port Hardy, BC V0N 2P0

Dear Allison:

## RE: EMERGENCY MANAGEMENT AGREEMENT RENEWAL

In 2011, the attached Emergency Management Agreement was renewed by five local governments and eight First Nations Bands committing to mutual aid for North Island communities in the event of an emergency.

Five years has passed and the current agreement expires on December 31, 2016. We would like to renew the agreement for a further five years from January 1, 2017 to December 31, 2021. The Agreement was reviewed by the North Island Regional Emergency Planning Committee (NIREPC) who recommended a renewal with updates to terminology and the addition of a small change (2c) providing for expanded mutual aid capability.

NIREP meets quarterly and your representative is currently Bob Hawkins. Please bring forward the agreement for review at your next council meeting and, if acceptable, please have the signature page signed and returned to the Regional District of Mount Waddington office.

Yours Truly,

Greg Fletcher  
Administrator

GF/mt

enclosure

INCORPORATED JUNE 13, 1966

MUNICIPALITIES: ALERT BAY, PORT ALICE, PORT HARDY, PORT MCNEILL

ELECTORAL AREAS: "A" (SOINTULA); "B" (HOLBERG, WINTER HARBOUR); "C" (QUATSINO, COAL HARBOUR, HYDE CREEK); "D" (WOSS, TELEGRAPH COVE)



**EMERGENCY MANAGEMENT AGREEMENT**

THIS AGREEMENT made this 1<sup>st</sup> day of January, 2017

BETWEEN: Regional District of Mount Waddington  
2044 McNeill Road,  
Port McNeill BC, V0N 2R0

AND: District of Port Hardy  
7360 Columbia Street  
Port Hardy BC, V0N 2P0

AND: Town of Port McNeill  
1775 Grenville Place  
Port McNeill BC, V0N 2R0

AND: Village of Port Alice  
1061 Marine Drive  
Port Alice BC, V0N 2N0

AND: Village of Alert Bay  
23 Maple Street  
Alert Bay BC, V0N 1A0

AND: Kwakiutl First Nation  
99 Tsakis Way  
Port Hardy, BC V0N 2P0

AND Quatsino First Nation  
305 Quattishe Road  
Coal Harbour, BC V0N 1K0

AND Gwawaenuk Tribe  
Box 344  
Port McNeill, BC V0N 2R0

AND 'Namgis First Nation  
49 Atli  
Alert Bay, BC V0N 1A0

AND Gwa'sala-'Nakwaxda'xw First Nation  
Box 998  
Port Hardy, BC V0N 2P0

AND Musgamagw – Dzawada'enuxw Tribal Council  
102-2005 Eagle Drive  
Campbell River, BC V9H 1V8

Regional District of Mount Waddington Emergency Management Agreement

AND Kwikwasut'inuxw / Haxwa'mis First Nations  
Box 10  
Alert Bay, BC V0N 1A0

AND Whe-La La U Area Council  
Box 150  
Alert Bay, BC V0N 1A0

NOW THIS AGREEMENT WITNESSETH:

*WHEREAS, it is desirable that the resources and facilities of the parties, their various departments and agencies, be made mutually available to prevent and combat the effects of emergencies and disasters and,*

*WHEREAS, RDMW Emergency Management Service Bylaw No. 705, 2005, enacted under the Local Government Act, provides the ability to enter into mutual aid agreements with member municipalities and First Nations for the purpose of emergency management;*

*WHEREAS, Pursuant to Section 263 (1) (b), enacted under the Local Government Act, a local authority may enter into a Mutual Aid Agreement with one or more local authorities for emergency resources of all types and subsequent cost recovery.*

*WHEREAS, it is necessary and desirable that an Emergency Management Agreement be executed for the interchange of such mutually beneficial assistance, and for the potential of complete integration of emergency services during and emergency or disaster.*

*NOW THEREFORE, it is hereby agreed by and between each and all of the parties hereto as follows:*

**1. Interpretation**

In this Agreement:

*“Disaster”* means a calamity that

- (a) is caused by accident, fire, explosion, technical failure or by the forces of nature, and,
- (b) has resulted in serious harm to the health, safety and welfare of people or in widespread damage to property;

*“Emergency”* means a present or imminent event that

- (a) is caused by accident, fire, explosion or technical failure or by the forces of nature and,
- (b) requires prompt coordination of action or special regulation of persons or

property to protect the health, safety, or welfare of people or to limit damage to property.

“*EOC*” means Emergency Operations Centre. A pre-designated facility established by local authority, jurisdiction or agency to coordinate the overall response and support to an emergency.

“*Emergency Program*” means to plan, organize, establish and operate salvage, precautionary, and safety measures, controls, facilities and services of all kinds vital and necessary for the public welfare for meeting, preventing, reducing and overcoming the effects of civil disaster in and for all of the Municipalities and Electoral Areas in the Regional District.

“*Local Authority*” means

- (a) for a municipality, the Municipal Council;
- (b) for an electoral area in a Regional District, the board of the Regional District, if the Regional District has been granted the powers of a municipality under Section 338 (2) (a) of the Local Government Act.

“*Providing Party*” means a party receiving a request for assistance under this Agreement. “*Requesting Party*” means a party requesting assistance under this Agreement. “*Resources*” means persons, equipment, supplies or other property of the Providing Party which has been designated to be made available to a Requesting Party under this Agreement.

“*Senior Elected Representative*” means the Chair of the Regional District of Mount Waddington or in their absence the Vice-Chair, the Mayors of the District of Port Hardy, the Town of Port McNeill, the Village of Alert Bay and the Village of Port Alice, or in their absence the Deputy Mayor; and the Chiefs of participating First Nations.

## 2. **Services**

- (a) The parties agree to provide assistance in the case of disaster or emergency in accordance with this Agreement.
- (b) Each party to this Agreement shall provide for the effective mobilization and utilization of its resources to respond to **Level 3 or higher emergencies** and or disasters. The attached EOC Operational Procedures outline where and under what circumstances Emergency Coordination Centers will be located within the boundaries of the RDMW, including the municipalities of the District of Port Hardy, the Town of Port McNeill, the Village of Port Alice and the Village of Alert Bay, and participating First Nations and the command structure that will be implemented to operate the centers.
- (c) Each party to this Agreement may provide for the effective mobilization and

Regional District of Mount Waddington Emergency Management Agreement

utilization of its resources to respond to **Level 1 or Level 2 emergencies** and or disasters at the request of the affected party.

- (d) Each of the parties to this Agreement are committed to ensuring that the use of personnel, equipment and supplies, and other emergency response resources and capabilities are directed toward achieving a common goal; to maximize the efficiency of coordinated planning and response to, and recovery from major emergencies and disasters within the boundaries of the Regional District of Mount Waddington.
- (e) Where a party determines that a disaster or emergency exists to which the party is unable to adequately respond, it may request the assistance from one or more of the parties to this Agreement and subject to paragraphs 2 (f) and (g) the party or parties receiving the request for assistance shall provide the assistance subject to the conditions set out in this agreement.
- (f) Requests for assistance shall be made by the Senior Elected Representative of the Requesting party and shall be made to the Senior Elected Representative of the Providing Party.
- (g) If a party requested to provide assistance under paragraph 2 (d) is unable to do so because of an emergency or disaster within its own jurisdiction or because it has already deployed its resources to provide assistance to another requesting party, then the Requesting Party shall be advised as soon as possible.
- (h) All parties understand that these resources may be deployed outside their own jurisdiction. The Providing Party shall have the primary interest of protecting the welfare of their own jurisdiction and does not assume any responsibility or liabilities by not providing provisions as laid out in the Agreement.
- (i) The extent of the assistance provided by a Providing Party will be at the discretion of the Providing Party having regard for its own need for its own resources. The Providing Party shall at all times be able to deploy or re-deploy its own resources for the purpose of protecting its residents and property within its jurisdiction from the effects of a disaster or emergency.
- (j) The parties acknowledge that this Agreement is not intended to replace any Mutual Aid Agreement in force between any of the parties or to prevent any party from negotiating a new Mutual Aid Agreement or from renewing or amending an existing Mutual Aid Agreement.
- (k) The Providing Party retains the right to recall equipment back into their own jurisdiction should the need to combat an emergency or disasters arise.
- (l) It is hereby understood that the Emergency Management Agreement entered into hereunder shall not supplant pre-existing Mutual Aid Agreements nor deny the right of any party hereto to negotiate supplemental Mutual Aid Agreements.

- (m) Assistance extended pursuant to this Agreement shall be provided in accordance with current governing legislation, the British Columbia Emergency Program Act (1996) and the British Columbia Emergency Response Management Standard (BCERMS).
- (n) Each party is entitled to appoint a member to the North Island Regional Emergency Planning Committee (NIREPC) which provides a forum to share information and coordinate training opportunities. NIREPC meets three to four times per year

**3. Term**

The Agreement will be in effect during the period (hereinafter called the “Term”) commencing on January 1, 2017 and ending on December 31, 2021.

**4. Cost Sharing of Resources**

Schedule “B” – “Cost Sharing of Resources” sets out Compensation and Payment provisions or what and to whom payments are to be made.

**5. Claims**

Claims for compensation by owners of real or personal property for damage or injury suffered in a disaster should be processed either individually or jointly through existing “Compensation and Disaster Financial Assistance Regulation” of the Emergency Program Act.

The Provincial Emergency Program “Eligible Expenditures List and Supporting Documentation Requirements for Local Government Response/Recovery Costs” will also be used as a guideline.

**6. Independent Jurisdiction**

- (a) Any and all agents, servants or employees of each of the parties or other persons, while engaged in the performance of any work or services required to be performed by the parties under this Agreement shall not be considered employees of any other party and a party shall not be responsible for any act or omission of any person other than one of their own agents, servants, or employees except as provided in this Agreement.
- (b) Each party to this Agreement will retain decision making authority within their own jurisdiction. All parties will ensure that decisions involving multiple jurisdictions are made in consultation with the authorities involved.
- (c) Each party to this Agreement is responsible for declaring its own “State of Local Emergency” as per the Emergency Program Act, should it be deemed necessary.

The other parties are to be notified as soon as possible should this occur.

**7. Indemnity**

Where a Providing Party provides resources to a Requesting party pursuant to this Agreement, the requesting party shall indemnify and save harmless the Providing Party from any and all claims, causes of action, suits and demands whatsoever arising out of the assistance rendered by the providing party, its servants, employees or agents, the failure to respond to a request for assistance pursuant to this Agreement, the failure to render adequate assistance, or any other reason.

**8. Insurance**

All parties to this Agreement agree to maintain insurance and liability coverage, subject to the terms and conditions of its insurance policy as provided by the insurer of the party on any and all chattels and equipment owned by the party and utilized to meet the provisions of this Agreement.

**9. Waivers**

The failure at any time of any party to enforce any of the provisions of this Agreement or to require at any time performance by the other parties of any such provision shall not constitute or be construed to constitute a waiver of such provisions, nor in any way to affect the validity of this Agreement or any parts thereof, or the right of any party thereafter to enforce each and every provision of this Agreement.

**10. Modification**

No Waiver, modification or amendment of any of the provisions of this Agreement shall be binding unless it is in writing and signed by the duly authorized representatives of all parties.

**11. Termination**

Notwithstanding any other provisions of this Agreement:

- (a) If any party fails to comply with any provisions of this Agreement, then, and in addition to any other remedy or remedies available a party may, at its option, terminate this Agreement by giving notice of its termination to all other parties.
- (b) Any party may terminate this Agreement at any time upon giving the other parties thirty (30) days notice of such termination.



## SCHEDULE "A"

### **EMERGENCY COORDINATION CENTERS (EOC) OPERATIONAL PROCEDURES**

The parties mutually agree to the following EOC Operational Procedures as outlined below.

The main purpose for establishing a Regional EOC is to standardize EOC operational procedures between the participating jurisdictions, and to become more cost effective and efficient by sharing resources.

The Regional EOC concept can be utilized when one or more of the participating jurisdictions are affected by an emergency or disaster. The primary site for the Regional EOC will be determined according to the location, type and scale of the emergency or disaster.

#### **BCEMS and the Use of Incident Command System (ICS)**

The British Columbia Emergency Management System (BCEMS) is the comprehensive management standard to be used by all emergency management personnel involved in this agreement. BCEMS has been developed to ensure a coordinated and organized response to all emergency incidents. The four operational levels of BCEMS are: Site Level, Site Support (normally through an Emergency Coordination Center - EOC), Provincial Regional Coordination Center (PREOC), and Provincial Central Coordination Level (PEOC).

The Incident Command System (ICS) is the emergency management system to be used by all parties to this Agreement. ICS is a modular management system that expands or contracts as the incident escalates or de-escalates.

#### **Establishing a Unified Command**

Unified Command is an aspect of ICS. Unified Command may be established when there is more than one agency involved, thereby necessitating the development of a common set of response strategies, objectives and tactical decisions without losing or abdicating agency authority, responsibility or accountability. Under Unified Command there would be one Incident Commander (IC) from each of the agencies involved, and one single spokesperson speaking on behalf of the incident team (selected by IC's consensus).

**Command Post**

A command post is the location at the scene of an emergency where the incident Commanders(s) and Incident Management Team are located for the purpose of incident coordination and communications. This may be a facility or a command vehicle. There would be one Command Post per Incident Site.

**Definitions**

**Levels of Operational Response**

Level 1 – Site Response (Readiness and Routine) – All ongoing routine response activities by Emergency Services Personnel (Police, Fire, Ambulance) on a daily basis.

Level 2 – Zone EOC Response. (Local Emergency) – A situation confined to one location/jurisdiction that does not affect zone wide services, population or traffic.

Level 3 – Regional EOC Response- (Regional Emergency) – A situation affecting multiple jurisdiction services, populations and geographic areas.

Level 4 – PEOC Response, Regional EOC – (Major Disaster) - A region wide disaster that involves widespread damage in addition to disruption of services. A “Provincial Regional Operations Centre” will be activated and the Attorney General may declare a “State of Emergency”.

Level 5 – PEOC Response – (Major Disaster) – A region-wide disaster that involves widespread damage in addition to disruption of services, requiring additional support and resources from the Federal Government and/or other Provinces. A “Provincial Operations Centre” will be activated and the Attorney General may declare a “State of Emergency”

**Zone Definitions**

RDMW Zone 1 – Centered on the District of Port Hardy. Boundaries are similar to the established boundaries of policing jurisdiction for the Port Hardy Detachment of the RCMP. \* Note – the settlement of Quatsino is included in this Zone. Electoral Areas affected are Area B, and portions of Area A and Area C.

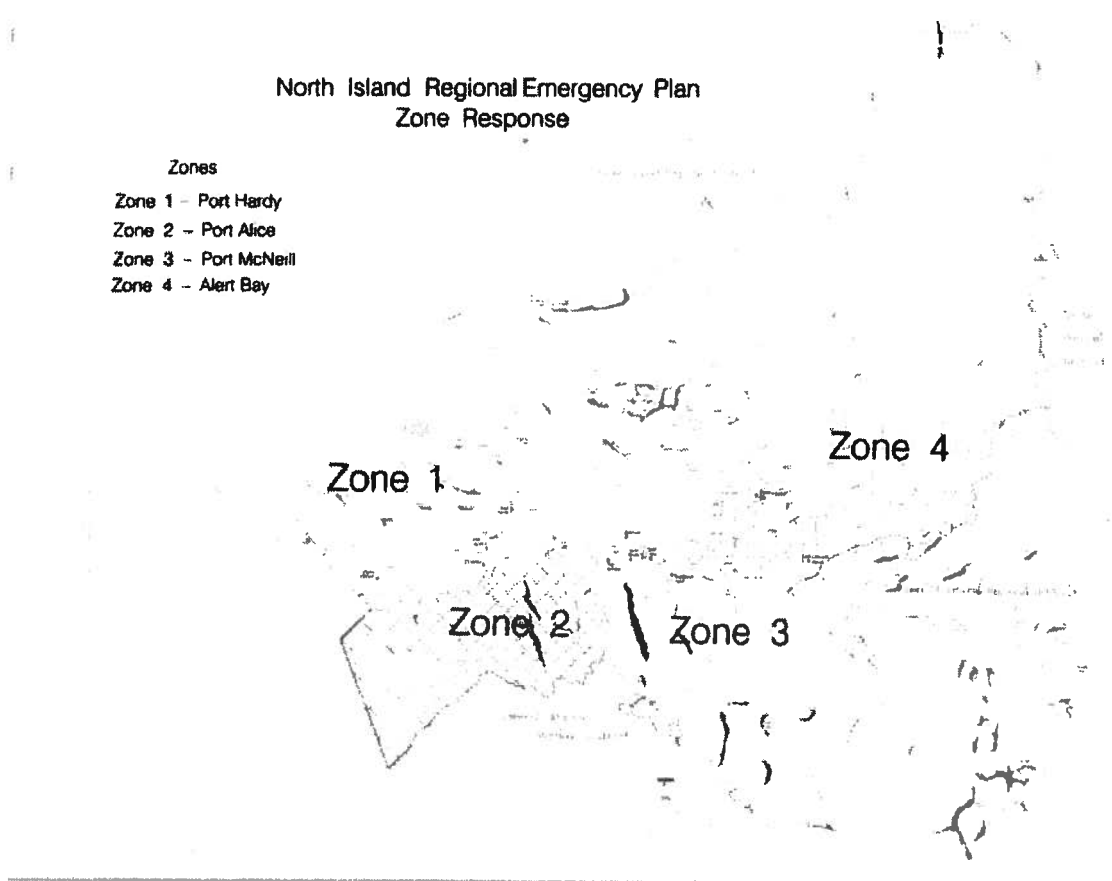
RDMW Zone 2 – Centered on the Village of Port Alice. Boundaries are similar to the established boundaries of policing jurisdiction for the Port Alice Detachment of the RCMP.

\* Note – the settlement of Quatsino is not included in this Zone. Affected Electoral Area is portions of Area C.

Regional District of Mount Waddington Emergency Management Agreement

RDMW Zone 3 – Centered on the Town of Port McNeill. Boundaries are similar to the established boundaries of policing jurisdiction of the Port McNeill Detachment of the RCMP. Affected Electoral Areas are Area D, the Malcolm Island portion of Area A and portions of Area C.

RDMW Zone 4 – Centered on the Village of Alert Bay. Boundaries are similar to the established boundaries of policing jurisdiction for the Alert Bay Detachment of the RCMP. A portion of Electoral Area “A” is included in this zone.



**EOC Director – Municipal or Regional**

The designated EOC Director will be from the area most affected by the emergency or disaster, unless otherwise specified, or mutually agreed upon by all parties to this Agreement affected by the situation.

**EOC Locations**

**Site Level ( Level 1 Emergency)**

An EOC would not normally be established at this level.

**Zone EOC's (Level 2 Emergency)**

- (a) Zone 1 – Port Hardy – A localized Zone 1 emergency. The existing facilities at the Port Hardy Municipal Office, 7630 Columbia Street would be utilized to establish a Zone 1 EOC should the need arise. The request to set up, or move to an alternate site would come from the EOC Director. The EOC Director assumes command of the EOC.
- (b) Zone 2 – Port Alice - A localized Zone 2 emergency. The existing facilities at the Community Centre on Marine Drive would be utilized to establish a Zone 2 EOC should the need arise. The request to set up or move to an alternate site would come from the EOC Director. The EOC Director assumes command of the site.
- (c) Zone 3 – Port McNeill – A localized Zone 3 emergency. The existing facilities at the Municipal Office, 1775 Grenville Place would be utilized to establish a Zone 3 EOC should the need arise. The request to set up or move to an alternate site would come from the EOC Director. The EOC Director assumes command of the site.
- (d) Zone 4 – Alert Bay – A localized Zone 4 emergency. The existing facilities at the Village Office at 15 Maple Road would be utilized to establish a Zone 4 EOC. The request to set up or move to an alternate site would come from the EOC Director. The EOC Director assumes command of the site.

**Regional EOC (Level 3 Emergency)**

A Regional EOC will be activated under the following Level 3 Emergency

Conditions: A Regional Emergency, involving one or more Zones, Electoral Areas,  
or Municipalities.

The EOC Director would decide which location(s) would be most appropriate to set up the EOC: In Port Hardy at the Port Hardy Municipal Office located at 7630 Columbia Street, or the Regional District of Mount Waddington Office located at 2044 McNeill Road, Port McNeill. The EOC would be jointly and cooperatively set up and the EOC Director would assume command of the EOC.

**Provincial Regional Coordination (Level 4)**

Provincial Regional Emergency Operations Centre (PREOC) would be designated by the Provincial Emergency Program officials immediately prior to activation and the location and contact numbers provided to all other levels of the organization. The PREOC will be located in the City of Victoria unless otherwise determined.

The PREOC would be activated by PEP at the request of the Regional EOC Director. This level will provide support to the existing Regional EOC.

**Provincial Coordination Level (Level 5 Emergency)**

The Provincial Emergency Coordination Centre (PEOC) would be designated immediately prior to activation and the location and contact numbers provided to all other levels of operation. PEOC will be located in the City of Victoria unless otherwise determined.

**SCHEDULE B  
COST SHARING OF RESOURCES**

The parties agree to the following Cost Sharing Principles as outlined below:

1. The Providing Party shall be responsible for any costs incurred in connection with the gathering, movement and deployment of resources to the Requesting Party.
2. A Requesting Party shall pay to the Providing Party:
  - (a) Salaries, wages and other employment expenses of employees or members of volunteer emergency programs, if such volunteers are entitled to compensation under their arrangements with the Providing Party for the time spent by such persons combating the emergency or disaster in the jurisdiction of the Requesting Party.
  - (b) Market value of resources consumed or otherwise not returnable to the Providing Party.
3. Following the cessation of the emergency or disaster, the Providing Party shall submit a bill to the Requesting party for payment pursuant to Paragraph 2 and the Requesting Party shall make payment within thirty (30) days of receipt.
4. The Requesting Party shall:
  - (a) Be responsible for the operating costs of resources provided; and,
  - (b) Be responsible for repair costs for resources in its possession, in order to return resources to the Providing Party in the state of repair that they enjoyed when they were borrowed.
5. The Requesting Party will assume direction and control over resources provided under this Agreement as soon as the resources arrive in the Requesting Jurisdiction.
6. Resources provided to a Requesting Party shall be returned in the same working condition as when it was accepted as soon as it is no longer needed to combat the emergency or disaster; resources shall be deemed to be provided in good working order unless otherwise noted by the Requesting Party at the time of acceptance.
7. Each Party hereto shall within three months of the date of this Agreement compile a list of major equipment resources and distribute a copy of the list to each other party. Each party shall revise the list by not later than the first anniversary of this Agreement and every year thereafter for the duration of the Agreement. Each party shall distribute a copy of each revised list to each other party



**DISTRICT OF PORT HARDY  
BYLAW 1058-2016**

**PORT HARDY MUNICIPAL REGIONAL DISTRICT TAX BYLAW**

WHEREAS the Council of the District of Port Hardy wishes to raise revenue for the purposes of financing tourism marketing, programs and projects;

AND WHEREAS under section 240 of the Provincial Sales Tax Act, a municipality may request that the Lieutenant Governor in Council make a regulation imposing, on behalf of the municipality, an additional tax not exceeding three (3) percent of purchase price of accommodation sold within the municipality;

NOW THEREFORE, the Council of the District of Port Hardy in open meeting assembled enacts as follows:

1. The Lieutenant Governor in Council is hereby requested to make a regulation under sections 240 Provincial Sales Tax Act declaring that effective July 1, 2017, section 123(1) of the said Act applies in respect of accommodation purchased within the District of Port Hardy
2. The tax to be imposed under the provisions of the regulation is requested to be three (3) percent of the purchase price of accommodation.
3. The funds paid to the District of Port Hardy under the provisions of the regulation shall be applied to tourism marketing, programs and projects.
4. This bylaw may be cited for all purposes as "Port Hardy Municipal Regional District Tax Bylaw 1058-2016 "
5. District of Port Hardy Additional Hotel Room Tax Levy Bylaw 01-2012 is hereby repealed as of July 1, 2017.
6. This bylaw shall come into full force and effect and is binding on all persons as and from the date of adoption.

Read a first time on the \_\_\_\_ day of \_\_\_\_, 2016.

Read a second time on the \_\_\_\_ day of \_\_\_\_, 2016.

Read a third time on the \_\_\_\_ day of \_\_\_\_, 2016.

Adopted this \_\_\_\_ day of \_\_\_\_\_, 2016.

\_\_\_\_\_  
DIRECTOR  
OF CORPORATE SERVICES

\_\_\_\_\_  
MAYOR

Certified a true copy of  
Bylaw No. 1058-2016 as adopted.

\_\_\_\_\_  
Director of Corporate Services



**DISTRICT OF PORT HARDY  
BYLAW 1059-2016**

**A Bylaw to Amend Unsightly Premises Bylaw 10-2008**

WHEREAS the Council of the District of Port Hardy deems it expedient to amend Unsightly Premises bylaw 10-2008.

NOW THEREFORE, the Council of the District of Port Hardy in open meeting assembled enacts as follows:

**PART 1 CITATION**

1.1 This bylaw may be cited for all purposes as the "District of Port Hardy Amendment Bylaw No. 1059-2016.

**PART 2 AMENDMENTS**

2.1 District of Port Hardy Unsightly Premises Bylaw 10-2008 is hereby amended as follows:

**DEFINITIONS**

b) "BRUSH" means dense vegetation consisting of shrubs or small trees including their cut or broken branches.

**PART 4 UNTIDY PREMISES**

c) No owner shall cause or permit their property to become overgrown from out of control grass and weeds.

**PART 7 OFFENSIVE GROWTH**

Every owner of real property shall upon receipt of notice given pursuant to this bylaw clean such property of brush, grass, weeds and noxious weeds.

**PART 3 SEVERABILITY**

3.1 If a portion of this Bylaw is held invalid by a court of competent jurisdiction, then the invalid portion shall be severed and the remainder of this Bylaw shall be deemed to have been adopted without the severed portion.

Read a first time on the 25<sup>th</sup> day of October, 2016.  
Read a second time on the 25<sup>th</sup> day of October, 2016.  
Read a third time on the \_\_\_\_ day of \_\_\_\_, 2016.  
Adopted this \_\_\_\_ day of \_\_\_\_\_, 2016.

\_\_\_\_\_  
DIRECTOR  
OF CORPORATE SERVICES

\_\_\_\_\_  
MAYOR

Certified a true copy of  
Bylaw No. 1059-2016 as adopted.

\_\_\_\_\_  
Director of Corporate Services