

Minutes of the Regular Meeting of the Economic Development Committee held at the Uptown Cappuccino, Muchalat Drive, Gold River B.C. commencing at 4:30 p.m. **September 28, 2022**

PRESENT: Sharon Charette, Cathy Nesbitt, Brenda Patrick, Anita Lawrence  
Georgie McKenzie respectfully could not attend

### **CALL TO ORDER**

The meeting was called to order at 4:35

### **INTRODUCTION OF LATE ITEMS**

MOTI Sign – Waterfront update

### **APPROVAL OF AGENDA**

MOVED/SECONDED THAT the agenda be approved. - Cathy and Sharon

CARRIED

### **ADOPTION OF MINUTES**

Minutes of the EDC meeting of May 12. 2022 attached

CARRIED

### **REPORTS**

**Financial Report** – Prepared by Anita Lawrence

CARRIED

### **COMMITTEE/INFORMATION ITEMS**

Covid 19 Recovery Grant

**Branding** – Decals were printed for Gold River Days parade and to give away to visitors at the Tourism center. There are about 200 left over and it is recommended that we don't order these through ROAM Media again as it cost prohibitive. The total bill for the sticker sheets was 1160.00 cost each:

**Website** – Waiting on approval for the Scope Change request to move funds from this website allocation to more Wayfinding.

**Wayfinding** – Signs for Phase 1 and 2 have been ordered from Quality Designs and should be available for pick up within 2 weeks. Anita added a Municipal Campground sign, Star Lake and the two signs for the recreation complex to the order, that completes all the in town branded signage, Phase 3 will be next Spring and will include the entrance to town sign and the 2 larger signs for the Recreation Complex.

MOTI sign for the Waterfront direction has been applied for through the permit process. This takes some time for approval. It is to be placed (if approved) near the Industrial Park on the side of the road going south towards the waterfront. It is to include symbols for Boat Launch, seaplane, sailboat (for the Warf) Camping, Golf and Helicopter. Glenn Morphy has a copy of the completed application and he is the contact on the form for the follow up. The Application summary is 2022-04903 and a copy is with the Wayfinding Guidelines.

## **REPORTS OF COMMITTEES**

**Chamber of Commerce** – Window update needed in plaza. Christmas Craft Market is set for November 25th and 26<sup>th</sup> – Friday night and Saturday.

**Visitor Center** - Stats showed just under 1500 visitors to our center this summer. Staff gave out over 1700 maps and information on the area. Top spots to visit were the Uchuck to Friendly Cove, Upana Caves and local restaurants. Our new maps were done mid august and were distributed to other Visitor Centers such as Port Hardy, Port McNeil, Comox and Campbell River.

The information center was staffed by two high school students and hours of operation were weekends May 21 – June 26 and full days June 27 – September 3, then back to weekends September 10, 11 and 17, 18. It was good to have the season extended to weekends into September. The center's information councillor positions were partially funded under the Canada Summer jobs grant,

Brenda showed a picture of a small mobile Information Kiosk that could work well for our community and could also be rented by artisans if allowed in the shopping area.

**Gold River Days** – Parade, art show, car show, breakfast brunch fundraiser, craft market, burgers and salmon, beer garden, auction for Dino's and scavenger hunt were all successful.

**Economic Development Newsletter** – The fall issue will be ready for October and will include some photos of the wayfinding signs. Chamber to be included with an update and information about the craft fair.

**Ec. Dev. Committee** – This will be decided on by the new council on whether to continue the committee. Anita will submit a report to the new council of the day, prior to her job ending on Oct. 27 as the Economic Recovery and Resiliency Coordinator.

**Business Ambassador Packages** – updated September 2022 and new packages are available in the office. We will thank the current business ambassadors in the next newsletter.

## **CORRESPONDENCE – none**

## **QUESTION PERIOD**

New Focus for the Economic Development Committee could be Health and Wellness

Health and Wellness focus could be to assist in the Active Transportation Network Planning Grant with a focus on moving safely within the community and connecting active trails, bike lanes etc. Some other ideas were to support the Disc Golf plan, supporting the pool by bringing in more classes such as a dive course. Nimpkish Park plans keep evolving and the Village has funds from Covid 19 recovery that could include a pickle ball court and a new gazebo, this group would like to support these ideas and work on some grants that would support more development of the park.

**NEW BUSINESS -none**

**TERMINATION**

MOVED/SECONDED THAT the meeting terminates at Time: 5:53 p.m.

CARRIED

Next meeting:

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B. Patrick  
Councillor

Certified by the Corporate Administrator:

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