

NOTICE: That a Tourism and Economic Development Committee Meeting will be held at the District Hall, 4936 Barriere Town Road, Barriere, B.C. on **June 28, 2010 at 6:30 p.m.** for the transaction of the business listed below.

Wayne Vollrath, Chief Administrative Officer

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## **AGENDA**

### **1. ADOPTION OF AGENDA**

That the Committee approve the June 28, 2010 Meeting Agenda.

### **2. DELEGATION**

**Adrienne Gordon** – Success by Six

### **3. TOURISM AND ECONOMIC DEVELOPMENT SERVICES**

Committee to discuss the Chambers request to provide tourism and economic development services for 2011.

Report to June 21, 2010 Regular Council meeting attached for reference.

### **4. BARRIERE & DISTRICT CHAMBER OF COMMERCE**

a) Status of Tolko Property

b) Potential closure of Barriere Employment Services in 2011.

c) BC Business article June 9, 2010  
“Can Tourism Save BC’S Ailing Towns” –  
Comment made by Councillor Smith

### **5. OTHER BUSINESS**

### **6. NEXT MEETING**

At the call of the Chair.

### **7. ADJOURNMENT**

District of Barriere  
**REPORT TO COUNCIL**

<b>Date:</b> June 18, 2010	<b>File:</b> 530.20/Rpts
<b>To:</b> Mayor and Council	<b>From:</b> Wayne Vollrath, CAO
<b>Re:</b> Tourism and Economic Development Services	

**Background:**

For the past 3 years the Barriere and District Chamber of Commerce has provided tourism and economic development services for the District.

The cost for the past three years has been:

2008	23, 132
2009	24, 500
2010	24, 500


**Discussion:**

In 2010, Council approved a one year contract with the Chamber for the provision of tourism and economic development.

It is my assessment that the Chamber is doing a good job providing tourism services; however I feel that the District staff has the ability to provide economic development services. We are completing the industrial and commercial land inventory. In many cases individuals contact the Mayor directly concerning business opportunities.

**Recommendation:**

That the Barriere and District Chamber of Commerce be contracted to provide tourism services for the District of Barriere for 2011 and that the Mayor and CAO be authorized to sign the agreement.

  
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Wayne Vollrath, CAO

**DISTRICT of BARRIERE, TOURISM/ECONOMIC/BUSINESS  
DEVELOPMENT BUDGET 2010.**

**BARRIERE AND DISTRICT CHAMBER OF COMMERCE, acting as  
AGENT for The DISTRICT OF BARRIERE.**

**OPERATING COSTS:**

	MONTHLY	ANNUALLY
Cell Phone	\$ 35.00	\$ 420.00
Telephone	\$ 32.50	\$ 390.00
Mileage	\$ 55.00	\$ 660.00
Office Rental	\$ 53.50	\$ 642.00
Hydro	\$ 6.66	\$ 80.00
Gas/Heat	\$ 16.66	\$ 200.00
Office Supplies	\$ 10.00	\$ 120.00
Accounting	\$ 50.00	\$ 600.00
Memberships		\$ 350.00 (N/A)
Bank Charges	\$ 10.00	\$ 120.00
<b>TOTAL OPERATING COSTS</b>		<b>\$3,582.00</b>

**WAGES:**

Tourism/EDO/Business Development Manager	\$12,000.00
Assistant Administrator	\$ 4,000.00
<b>TOTAL WAGES</b>	<b>\$16,000.00</b>

**ADVERTISING/PROMOTION:**

Economic/Business Development Promotion	\$ 3,318.00
Trade Shows	\$ 1,600.00
<b>TOTAL ADVERTISING/PROMOTION</b>	<b>\$ 4,918.00</b>

**TOTAL TOURISM/ECONOMIC/BUSINESS DEVELOPMENT BUDGET  
2010**

**\$24,500.00**

## **ACTUAL COSTS FOR ADVERTISING AND TRADE SHOWS 2010**

The Chamber is invoiced and expected to pay for Thompson Okanagan Tourism Association sponsored Trade Shows and Advertising in advance of the show and advertising season (most due to be contracted and paid by November of each year.

Over the past two years, The District of Barriere Area O, Area P and NTEDS split Trade Shows costs a quarter each. Commencing in 2010 the costs will be split one third each as Area P will no longer be contributing.

In addition NTEDS Chamber funding is for this year 2010 and 2011 and after that point those funds will be exhausted.

The 2010 Budget for the District of Barriere takes into account all four participants contributing to the advertising and trade show costs.

### **DISTRICT OF BARRIERE ADVERTISING/PROMOTION 2010 BUDGET:**

Economic/Business Development Promotion: **\$3,318.00**

#### **Spent to date:**

2010 TOTA Travel Guide	\$1,097.50
Go Camping BC	\$ 469.88
Angler's Atlas	\$ 158.76
NTV Travel Guide	\$1,000.00

<b>TOTAL Spent:</b>	<b>\$2,726.14</b>
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<b>AVAILABLE</b>	<b>\$ 591.86</b>
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Trade Shows:	\$1,600.00
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#### **Spent to date:**

Abbotsford Show space rental	\$ 413.45
Edmonton Show space rental	\$ 522.38

<b>TOTAL Spent:</b>	<b>\$ 935.83</b>
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<b>AVAILABLE:</b>	<b>\$ 664.17</b>
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**(note: balance of budget needed to  
Attend the Shows and set up spaces)**

**DISTRICT OF BARRIERE OPERATING COSTS 2010 Budget:**

Operating Budget (shared costs Area O/NTEDS)      \$3,582.00

Cell Phone/actual Bell Cell costs	\$ 420.00
Telephone/actual TELUS costs	\$ 390.00
Mileage/actual costs/shows	\$ 660.00
Office rental/actual costs	\$ 642.00
Hydro/actual costs	\$ 80.00
Gas/Heat/actual costs	\$ 200.00
Office Supplies/actual costs	\$ 120.00
Accounting services/Carol Patton	\$ 600.00
Memberships (not applicable any longer)	00
Bank Charges/actual Credit Union	\$ 120.00

Total committed:      **\$3,232.00**

**AVAILABLE:      \$ 350.00**

## Can Tourism Save B.C.'s Ailing Towns?

Tristin Hopper | Image: Nik West | Published: June 09, 2010



*"You can't just build Stonehenge in a town and say, 'Now we're Stonehenge.' It's a very difficult project and it requires a great deal of public engagement." – Shaun Goodeve, president of the Kimberly Chamber of Commerce*

By the early 1980s, Chemainus's fortunes were in a nosedive. The international timber market had tanked, and the 125-year-old Chemainus mill stood on the brink of closure. One-fifth of Chemainus faced unemployment, and the town braced for guaranteed ruin. It was then that mayor Bruce decided to book a meeting with the eccentric German. "It was a daft, daft idea at the time," says Bruce of Shutz's mural plan. Today, 41 murals later, a revitalized Chemainus welcomes more than 400,000 tourists a year. The town's artwork depicts Chemainus's gruff industrial origins, offering a sharp contrast to the town's perfectly manicured downtown today.

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Murals may have proved to be the saviour of Chemainus, but transitioning from mill town to tourist mecca isn't merely a question of choosing a signature gimmick and waiting for the tourists to arrive. It has to be the right gimmick.

Last October the town council in Barriere, B.C., considered a quirky plan to build a concrete replica of Stonehenge in the centre of town. Barriere had lost its

main employer seven years earlier, when a discarded cigarette burned the nearby Tolko mill to ruins, taking 180 jobs with it. Normally, there are few tourists to be seen in Barriere, except when they're filling up their car en route between Kamloops and Clearwater. A Stonehenge, it was hoped, would help pull tourists off the highway and inject some vibrancy back into the downtown. "Let's be frank: what else is there?" says Virginia Smith, chair of the Barriere parks committee. "There's no fishing, there's no mining; what other resource industry can we pull on?"

However, lack of local support ultimately killed the Stonehenge plan. The idea generated a fair bit of media buzz when it was first introduced, but it quickly fizzled off the town council's agenda. People just weren't interested in spending the town's thin resources on such a quixotic project. "One of the biggest things with these projects is getting community buy-in and funding – neither of which is available at the moment," says Smith.

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