

THE CORPORATION OF THE CITY OF GRAND FORKS
AGENDA – COMMITTEE OF THE WHOLE MEETING
Monday July 22nd, 2013 9:00am
Council Chambers City Hall

<u>ITEM</u>	<u>SUBJECT MATTER</u>	<u>RECOMMENDATION</u>
1. <u>CALL TO ORDER</u>		Call Meeting to order at 9:00am
2. <u>COMMITTEE OF THE WHOLE MEETING AGENDA</u>	Agenda for July 22nd, 2013	Adoption of Agenda
3. <u>REGISTERED PETITIONS AND DELEGATIONS:</u>		
a) Barry Armbrust, Director of BC Good Sam RV Club	Mr. Armbrust will make a presentation to Council asking for the City's support of the Good Sam's Club request to host the Good Sam's "Samboree" in June, 2014	Committee of the Whole recommends to Council to receive the presentation made by Barry Armbrust, Director of the BC Good Sam RV Club and determines to grant permission to the Good Sam's Club to host the Samboree Event in Grand Forks in June, 2014.
b) Stephanie Johnson, Local Government Consultant for Urban Systems Limited	Ms. Johnson will make a presentation to Council with regard to the development of a Revitalization Tax Exemption approach for Grand Forks	Committee of the Whole recommends to Council to receive the presentation made by Stephanie Johnson, Local Government Consultant for Urban Systems Limited and to further direct Staff to utilize the information as presented by Urban Systems to prepare a Revitalization Area Tax Exemption Program and subsequent Bylaw as supported by Urban Systems, for Council's consideration.
4. <u>PRESENTATIONS BY STAFF:</u> None		
5. <u>REPORTS AND DISCUSSION:</u>		
a) Wildlife Aware Program – Staff Memorandum (Old Business)	Staff Memorandum regarding the Wildlife Aware Program which was tabled by Council on June 24 th , to be presented at the July 22 nd COTW Meeting	The Committee of the Whole recommends to Council to receive the Staff Memorandum with regard to the Wildlife Aware Program for information and further discussion.
b) Further Discussion Regarding Options to Grant In Aid Funding (Old Business)	At the June 10th, 2013 Committee of the Whole Meeting, Council received the Staff Memorandum with regard to Options to Grant In Aid Funding and requested that further discussion on the issue be referred to the July 22 nd COTW Meeting.	The Committee of the Whole recommends Council to receive this report for further discussion

c) Monthly Highlight Reports from Department Managers	Staff request for Council to receive the Monthly Activity Reports from department managers	That the Committee of the Whole recommends to Council to receive the monthly Activity Reports
d) New Contaminated Sites Legislation – Chief Financial Officer Memorandum	The Public Sector Accounting Board (PSAB) requires that the City record the cost of remediation of all contaminated sites for which they are responsible as a liability on the financial statements	The Committee of the Whole recommends to Council to receive for information purposes
e) Brand Management Plan	At the April 2 nd 2013 Meeting, Council directed Staff to research the cost for a brand management plan consultant and bring back a report to Council.	The Committee of the Whole recommends to Council to receive the Staff report regarding the proposed Grand Forks Marketing Overview Brand Management Plan and refers the issue to the July 22 nd Regular Council Meeting for consideration of adopting the plan.
6. <u>PROPOSED BYLAWS FOR DISCUSSION:</u>		
a) Chief Financial Officer - Climate Action Reserve Fund Establishment Bylaw No. 1989	To introduce a new Bylaw No. 1989	The Committee of the Whole recommends to Council to receive the report to introduce the Climate Action Reserve Fund Bylaw No. 1989, 2013 which will be presented for consideration of the first three readings at the August 19 th Regular Meeting.
7. <u>INFORMATION ITEMS:</u> none		
8. <u>CORRESPONDENCE ITEMS:</u> none		
9. <u>LATE ITEMS:</u>		
10. <u>REPORTS, QUESTIONS AND INQUIRIES FROM MEMBERS OF COUNCIL (VERBAL)</u>		
11. <u>QUESTION PERIOD FROM THE PUBLIC</u>	Attendees in the gallery may ask Council questions at this time.	Hear Presentations and refer any issues for further discussion. Hear from the Public
12. <u>ADJOURNMENT</u>	Adjournment	

**THE CITY OF GRAND FORKS
REQUEST FOR COMMITTEE OF THE WHOLE DECISION
DELEGATION**

DATE : July 12th, 2013

TOPIC : 2014 Good Sam's "Samboree" in Grand Forks

PROPOSAL : Requesting Permission for the Good Sam's Club to host their event in Grand Forks, June 2014

PROPOSED BY: Barry Armbrust (Director) BC Good Sam RV Club

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SUMMARY:

Barry Armbrust, Director of the B.C. Good Sam's RV Club, will make a presentation to Council asking for the City's support of the Good Sam's Club request to host the Good Sam's Samboree in June 2014.

STAFF RECOMMENDATIONS:

1. The Committee of the Whole recommends to Council to receive the presentation made by Barry Armbrust, Director of the BC Good Sam's RV Club and determines to grant permission to the Good Sam's Club to host the Samboree Event in Grand Forks in June, 2014.

OPTIONS AND ALTERNATIVES:

1. Receive the presentation and allow the Good Sam's Club to hold their event in Grand Forks in June 2014.
2. Receive the presentation: Under this option, Council is provided with the information from the Good Sam's Club.

BENEFITS DISADVANTAGES AND NEGATIVE IMPACTS:

Option 1: The main benefit of this option is that the organization will be allowed to utilize the City as a hosting platform for their event.


Option 2: The main benefit of this option is that information is provided to the City and the Community.

COSTS AND BUDGET IMPACT - REVENUE GENERATION:

There is no cost associated with making the presentation with the exception to some "in-kind" event requests associated with organizations holding community events.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

Council procedures bylaw makes provisions for making presentations to Council.



Department Head or
Chief Administrative Officer



Reviewed by Chief Administrative Officer

Council Delegations

Background

Council for the City of Grand Forks welcomes public input and encourages individuals and groups to make their views known to Council at an open public meeting.

Council needs to know all sides of an issue, and the possible impacts of any action they make take, prior to making a decision that will affect the community. The following outline has been devised to assist you in preparing for your presentation, so that you will understand the kind of information that Council will require, and the expected time frame in which a decision will be forthcoming. Council may not make a decision at this meeting.

Presentation Outline

Presentations may be a maximum of 10 minutes.

Your Worship, Mayor Taylor, and Members of Council, I/We are here this evening on behalf of The Good Sam's Club.

to request that you consider our request to host the 2014 Good Sam's Sambaoree in Grand Forks.

The reason(s) that I/We are requesting this action are:

to bring people and events to the community

200-300 people and over 120 RV's.

I/We believe that in approving our request the community will benefit by:

increased revenue, and exposure, bringing in tourists

(over)

Council Delegations (cont.)

I/We believe that by not approving our request the result will be:

The Community will be overlooked in the future as a great venue for the events.

In conclusion, I/we request that Council for the City of Grand Forks adopt a resolution stating:

That Council Supports the Good Sam's Club request to host the Good Sam's Sambar event in June 2014.

Name: BARRY ARMBRUST (DIRECTOR)

Organization: B.C. GOOD SAM RV CLUB

Mailing Address: 22-2475 DOBBIN RD. SUITE 245
(Including Postal Code) WEST KELOWNA BC. V4T 2E9

Telephone Number: 778-754-1440

Email Address: britishcolumbia@goodsamfamily.org

The information provided on this form is collected under the authority of the Community Charter and is a matter of public record, which will form a part of the Agenda for a Regular Meeting of Council. The information collected will be used to process your request to be a delegation before Council. If you have questions about the collection, use and disclosure of this information contact the "Coordinator" City of Grand Forks.

N:Forms/Delegation form

Good Morning Your Worship Mayor Taylor and Members of City Council

My name is Barry Armbrust. I am Provincial Director for the BC Good Sam Club

Every year we organize a rally called a Samboree. In 2014, we would like to have the Samboree in Grand Forks.

What is a Samboree?

Samborees offer a chance to camp in one spot for a few days, spend some time with other RVers and pick up tips on how you can make the RV lifestyle more enjoyable. There are people new to RVing at Samborees and there are people who have been camping for 40 years or more. There may be retirees who are full timers or people with children who are getting away for the weekend and the mix is what makes everything so much fun.

Samborees have been around almost as long as the Good Sam Club itself. They were the brainchild of Club founder, Art Rouse shortly after he began building our organization. In 1966, and today each state and province hosts at least one Samboree a year. They range in size from small (about 100 rigs) to big (about 500 rigs in the bigger states & provinces), but the prices are always affordable. Our BC Samboree is usually around 125 to 150 rigs (250 to 300 people). You do not need to be a Good Sam Member to come to our Samboree. Any one who has an RV of any description is welcome to attend.

Included in our Samboree registration is camping-sometimes dry, sometimes full hookups, sometimes somewhere in the middle-for two people for the duration of the event. Early bird camping is usually available for those on site before the Samboree starts, and our daytime program that offers complimentary seminars, vendor area, games, and entertainment each evening. Provincial Directors are the ones who run the Samborees, along with plenty of help from our volunteer staff & Chapter members. If in the area we make arrangements with a local RV dealer to display new rigs for all attending to tour. A theme parade, a dog show and more are featured.

WHY ATTEND A SAMBOREE?

- Excellent entertainment - Great fellowship - Special Guests
- Energizing pancake breakfast Outstanding banquet
- Informative seminars - Fun games - Meet new people
- Tours of interest - Friendly Community - Relaxing happy hour
- Jamming - and much more

Our 2014 BC Samboree is planned for June 25 to 28 with the 25th being the early bird day. Access to the facilities will be required on Jun. 24 for our setup crews for Parking & Greeting as well as the BC Good Sam storage trailer and Provincial & Assistant Directors in charge of the event, usually 15 to 20 rigs.

Thanks for inviting us to your lovely city of Grand Forks.

Barry & Pat Armbrust

BC Good Sam Provincial Directors



Paul Pinard <jpfp42@gmail.com>

Fwd: possible Samboree in Grand Forks

The Pinards <supertrooper@telus.net>
To: Paul Pinard <jpfp42@gmail.com>

Sat, Mar 23, 2013 at 3:41 PM

PAUL PINARD 442-2575

—— Original Message ——

Subject:possible Samboree in Grand Forks

Date:Sat, 23 Mar 2013 15:01:03 -0700

From:Barry Armbrust <goodsam.bc.prov.dir@gmail.com>

To:Kettle River Ramblers Paul Pinard <supertrooper@telus.net>

Hi Paul;

We will be arriving back in Canada in Mid April.

We would like to know if we come to Grand Forks on the morning of April 15th, 2013, would it be possible to see what facilities are available for our Samboree and if it looks good possibly meeting with the proper people in Grand Forks to discuss the pricing of renting their facilities for our Samboree either 2014 or 2015. Please get back to me ASAP, If the facilities work for us then we will discuss it at our Spring meeting in Lynden .

Barry

—
Barry & Pat Armbrust
BC Good Sam Provincial Directors

GOOD SAM SAMBOREE

Good Sam club is an organization of R.V. owner that cover all of North America from Mexico to Alaska .With 1,250,000 members.

Every year in British Columbia we have a Samboree [rally] for the year 2014 or 2015 it is proposed to be held in Grand Forks.

We normally have between 140 to 175 rigs along with 275 to 325 peoples in attendance

For that we require a venue for our meeting, entertainment , meals and display we propose the use of the curling rink for that .

Also we need as secure area as possible to park those R.V s we prefer a level area, possibly fenced in, in Grand Forks the area of the ball diamond across from the curling rink would be ideal for that purpose.

We also require a few electrical plug-in for persons using breathing machine normally 10 or 12

Should the City agree to this we would need some signs use for street crossing.

This normally takes place the third week of June for four days Wed to Sun. We have peoples looking after the parking and we make sure the irrigation sprinklers are not damaged

We would like to know the cost and any other conditions the city may have

Our provincial director will be in Grand Forks April 15 and would like to meet with the persons responsible for this type of event. {CAO}?

Good Sam Club carries a multi-million dollars liability insurance for such event.

market + market
community garage sale
Music - BOAC .
James Re RCTuning - Email



THE CITY OF GRAND FORKS

REQUEST FOR COMMITTEE OF THE WHOLE RECOMMENDATION DELEGATION

DATE : July 17th, 2013

TOPIC : City of Grand Forks Revitalization Tax Exemption Program

PROPOSAL : Presentation to COTW regarding an approach to develop an updated revitalization Tax exemption program

PROPOSED BY: Chief Administrative Officer / Stephanie Johnson, Local Government Consultant for Urban Systems Limited

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SUMMARY:

Stephanie Johnson, Local Government Consultant for Urban Systems Limited, will make a presentation to the Committee of the Whole with regard to an approach to develop an updated revitalization tax exemption program. Upon request of the Chief Administrative Officer, he has asked that Urban Systems present a process for Council's consideration to develop a tax incentive bylaw, prior to drafting a bylaw.

STAFF RECOMMENDATIONS:

1. The Committee of the Whole recommends to Council to receive the presentation made by Stephanie Johnson, Local Government Consultant of Urban Systems Limited, and to further direct Staff to utilize the information as presented by Urban Systems to prepare a Revitalization Area Tax Exemption Program and subsequent Bylaw as supported by Urban Systems, for Council's consideration.

OPTIONS AND ALTERNATIVES:

1. The Committee of the Whole recommends to Council to receive the presentation made by Stephanie Johnson, Local Government Consultant of Urban Systems Limited, and to further direct Staff to utilize the information as presented by Urban Systems to prepare a Revitalization Area Tax Exemption Program and subsequent Bylaw as supported by Urban Systems, for Council's consideration.
2. Receive the presentation and refer any issues for further discussion.

BENEFITS DISADVANTAGES AND NEGATIVE IMPACTS:

Option 1: The main benefit of this option is that the City may proceed in preparing a Revitalization Area Tax Exemption Program and Bylaw for Council's consideration.

Option 2: The main benefit of this option is that information is provided to the City and the Community.

COSTS AND BUDGET IMPACT - REVENUE GENERATION:

There is no cost associated with making the presentation.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

Council procedures bylaw makes provisions for making presentations to Council.



Department Head or
Chief Administrative Officer



Reviewed by Chief Administrative Officer

Council Delegations

Background

Council for the City of Grand Forks welcomes public input and encourages individuals and groups to make their views known to Council at an open public meeting.

Council needs to know all sides of an issue, and the possible impacts of any action they make take, prior to making a decision that will affect the community. The following outline has been devised to assist you in preparing for your presentation, so that you will understand the kind of information that Council will require, and the expected time frame in which a decision will be forthcoming. Council may not make a decision at this meeting.

Presentation Outline

Presentations may be a maximum of 10 minutes.

Your Worship, Mayor Taylor, and Members of Council, I/We are here this evening on

behalf of Grand Forks' CAO, Doug Allin

to request that you consider an approach to develop an updated revitalization tax exemption program.

The reason(s) that I/We are requesting this action are:

The City's CAO has requested that Urban Systems present a process for council's consideration to develop a tax incentive bylaw, prior to drafting a bylaw.

I/We believe that in approving our request the community will benefit by:

obtaining an understanding of the tools available under the community charter to reduce impediments to the private sector and improve the city's competitiveness in attracting growth.

(over)

Council Delegations (cont.)

I/We believe that by not approving our request the result will be:

This overview not being provided.

In conclusion, I/we request that Council for the City of Grand Forks adopt a resolution

stating: That the memorandum document
from Urban systems be received and
direction for staff be given for use in
preparation of a Revitalization Area Tax
Exemption Bylaw as supported by Urban.

Name: Stephanie Johnson, MCP RPP

Organization: Urban Systems Ltd.

Mailing Address: 304-1353 Ellis St, Kelowna BC, V1Y 1Z9
(Including Postal Code)

Telephone Number: 250-762-2517

Email Address: sjohnson@urbansystems.ca

The information provided on this form is collected under the authority of the Community Charter and is a matter of public record, which will form a part of the Agenda for a Regular Meeting of Council. The information collected will be used to process your request to be a delegation before Council. If you have questions about the collection, use and disclosure of this information contact the "Coordinator" City of Grand Forks.

N:Forms/Delegation form

**THE CITY OF GRAND FORKS
COMMITTEE OF THE WHOLE
REPORTS AND DISCUSSIONS
(OLD BUSINESS)**

DATE : July 11th, 2013

TOPIC : Wildlife Aware Program Staff Memorandum

PROPOSAL : Council's Request to Table the Issue to July 22nd COTW

PROPOSED BY : As requested by Council

SUMMARY:

At the June 24th Regular Meeting, Council was presented with a Staff memorandum containing information with regard to the Wildlife Aware Program. The information provided at the June 24th meeting was at the request of Council at the June 10th COTW meeting, where Councillor Smith had put forward a motion requesting that Council provide \$15,000 to fund a "Wildlife Aware" program for the City.

Due to the absence of Councillor Smith at the June 24th meeting, Council opted to table the issue until the Committee of the Whole Meeting on July 22nd, as per the attached excerpt from the June 24th Regular Meeting.

STAFF RECOMMENDATIONS:

That the Committee of the Whole recommends to Council to receive the Staff memorandum with regard to the Wildlife Aware Program for information and for further discussion.

BENEFITS, DISADVANTAGES AND NEGATIVE IMPACTS:


The main advantage is that information has been provided to Council on the Wildlife Aware Program topic as requested.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

There is no cost attached to receiving the requested information.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

N/A



Department Head or Corporate Officer
Or Chief Administrative Officer



Reviewed by Chief Administrative
Officer

FURTHER THAT THE CITY PROVIDE \$100 TOWARDS DESIGNING A TROPHY FOR THE EVENT.

CARRIED.

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- b) Canada Day Parade Committee – Request for Council to participate in the Canada Day Parade on July 1st at 9:30 am at the Grand Forks Recreation Centre
Recommend to receive for discussion.

Councillor O'Doherty and Mayor Taylor advised they will participate in the parade and the Mayor advised he will speak to "Youth in the Community" which is this year's theme for Canada Day.

- c) Canada Day Concert – Request to obtain a Special Occasion Liquor License in order To operate the Beer Garden at Grand Forks City Park on June 29th, 2013 from 6pm-11pm to be operated by the Border Bruins.

MOTION: O'DOHERTY / WIRISCHAGIN

RESOLVED THAT COUNCIL APPROVE THE ISSUING OF A SPECIAL OCCASION LIQUOR LICENSE TO THE BORDER BRUINS FOR A BEER GARDEN ON JUNE 29TH, 2013 FROM 6PM TO 11PM FOR CANADA DAY AT CITY PARK, SUBJECT TO THE BORDER BRUINS OBTAINING 3RD PARTY LIABILITY INSURANCE, NAMING THE CITY OF GRAND FORKS AS AN ADDITIONAL INSURED ON THAT POLICY FOR THE EVENT, ALL LIQUOR PROVIDERS TO HOLD A SERVING IT RIGHT CERTIFICATE AND ICBC DRINKING AND DRIVING WARNING POSTERS BE DISPLAYED.

CARRIED.

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- d) Manager of Development and Engineering – Memorandum regarding the Slag Pile Status. **Recommend to receive for information.**
- e) Manager of Development and Engineering – Memorandum regarding the 2013 Dike Inspection Report. **Recommend to receive for information.**

- f) Manager of Development and Engineering - Report regarding the Wildlife Aware Program. **Recommend to receive for information.**

MOTION: WYERS / WIRISCHAGIN

RESOLVED THAT THE WILDLIFE AWARE PROGRAM BE TABLED UNTIL THE JULY 22ND COMMITTEE OF THE WHOLE MEETING.

CARRIED.

-
- g) Chief Financial Officer – Statement of Financial Information.

MOTION: KROG / WIRISCHAGIN



Settle down.

THE CORPORATION OF THE CITY OF GRAND FORKS

MEMORANDUM

TO: Mayor and Council

FROM: Sasha J. Bird, Manager of Development and Engineering

DATE: June 12, 2013

cc: Diane Heinrich, Corporate Officer

SUBJECT: Wildlife Aware Program

At the June 10, 2013 Committee of the Whole Meeting, Councillor Smith spoke with regard to a late item regarding the Deer Committee's request to Council for \$15,000 to fund the "Wildlife Aware" program. Council deferred this item to the June 24th Council Meeting; whereas Council requested more information with regard to this program.

Every year hundreds, and some years well over a thousand, bears and other wildlife are destroyed as a result of conflicts between people and wildlife. In rare instances, people are also injured or even killed as a result of these conflicts. Most of these problems begin when people allow wildlife to access non-natural food sources such as garbage.

Historically, in June of 2006, the Council at that time received a presentation made by Michelle Burton representing the BC Conservation Foundation Bear Aware Program. Council was in full support of the program but requested, in writing, that the Ministry of Environment fully support the program financially. The Ministry responded back to the City advising that they supported the program by contributing funding to the program for education. Funding opportunities are available through BC Conservation Corps through their website at <http://www.bearaware.bc.ca/index.htm>. Please see attached resolution and accompanying correspondence.

WildsafeBC is a program that is designed to reduce human-wildlife conflicts throughout BC. Their motto of "keeping wildlife wild – and communities safe" underscores their belief that if they can keep wildlife living in the wild they can, in turn, make our communities safer for us and at the same time keep wildlife from coming to harm.



Settle down.

THE CORPORATION OF THE CITY OF GRAND FORKS

MEMORANDUM

The WildsafeBC (WSBC) Community Coordinator program was developed by the BC Conservation Foundation (BCFF) and is a direct descendant of the immensely popular and very successful "Bear Aware Program" that has run since 1999. They learned from that program that if they can educate communities as to how to live responsibly with wildlife they can drastically reduce the conflicts and can reduce the number of bears that have to be destroyed because of the conflict. Over the life of the program they saw the annual number of bears being destroyed drop from approximately 1,000 a year to about 500 a year.

Not only does WildsafeBC now look at all types of wildlife that come into conflict with humans they are also expanding their scope to address the four areas of our lives that bring us most often into contact with wildlife. You will see their theme of "Live, Work, Play, Grow" repeated throughout their website. How they behave as they pursue each of these different activities requires a slightly different approach to ensure that we reduce our contribution to human-wildlife conflicts. Naturally, these actions will also be modified depending upon what type of wildlife we are apt to come into contact with.

A community coordinator is a local resident that is hired, trained and supervised by the BCCF. Their job is to provide both community outreach on conflict reduction strategies and to act as a resource for residents that have specific issues with wildlife.

Normally these WSBC Community coordinator positions are supported by a grant from the provincial government, but since the funding for this program has expired for 2013, a community wanting to put a coordinator in place would need to self-fund. With a grant they normally provide a base wage of \$14/hour for 560 hours and the community then pays a wage top-up and the operating expenses – a minimum of \$2,500.

It has been would suggested that with a \$2/hour top up and \$2,400 in money for expenses (vehicle allowance, signage, phone, brochures, etc.) a very efficient program could be run in Grand Forks to address the deer, bear and other wildlife issues that our community faces. The total cost for the program inclusive of wage costs, and a 13% administration fee would be \$15,000.

Note 1: The BCCF is a not-for-profit organization that is supported by its administration fee that it charges on all projects that they deliver. All monies provided by a community are held in an account earmarked for that community and all standard accounting practices are followed in terms of the tracking and disbursement of funds.



Settle down.

THE CORPORATION OF THE CITY OF GRAND FORKS

MEMORANDUM

Note 2: If Grand Forks were to support a community coordinator position in 2013, we would be able to apply for a grant in 2014 (provided they have funding again from the government). Grants are provided based on a decision making matrix that allows us to weigh the support by the community along with the need of the community for the program. The City's support of a program in 2013 would factor positively into that decision making process.

Note 3: Hiring for the position would be done through a panel comprised of our Regional Manager, the Provincial program Coordinator, and a representative from the partner community.

A handwritten signature in black ink, appearing to read "SJB".

Sasha J. Bird, ASCT
Manager of Development and Engineering

June 5 Regular Meeting

MOTION: SHKRABUIK / HINTER

RESOLVED THAT THE CITY OF GRAND FORKS SEND A LETTER TO THE PROVINCIAL GOVERNMENT REQUESTING THAT THEY FULLY SUPPORT THE BC CONSERVATION FOUNDATION BEAR AWARE PROGRAM BY FUNDING THE PROGRAM IN IT'S ENTIRETY.

CARRIED.

MOTION: SHKRABUIK / ROBERT

RESOLVED THAT THE PRESENTATION MADE BY MICHELLE BURTON REPRESENTING THE BC CONSERVATION FOUNDATION BEAR AWARE PROGRAM REQUESTING FINANCIAL SUPPORT FOR THE PROGRAM, BE RECEIVED.

MOTION: SHKRABUIK / GORDON

RESOLVED THAT THE CITY CLERK'S REPORT, DATED MAY 31, 2006, REGARDING A REQUEST FOR FINANCIAL SUPPORT FOR THE FESTIVAL OF FREEDOM, BE RECEIVED;

BE IT FURTHER RESOLVED THAT THE CITY OF GRAND FORKS CONTINUES TO ENCOURAGE THE FESTIVAL OF FREEDOM EVENT BY PROVIDING PAID EMPLOYEE SUPPORTED SERVICES TO THE FESTIVAL.

CARRIED.

MOTION: O'DOHERTY / SHKRABUIK

RESOLVED THAT THE CITY MANAGER'S REPORT, ON THE REQUEST FOR THE NOMINATION OF A CITY REPRESENTATIVE TO THE COLUMBIA-KOOTENAY REGIONAL ADVISORY COMMITTEE, BE RECEIVED;

BE IT FURTHER RESOLVED THAT COUNCIL NOMINATE MAYOR NEIL KROG AS THE CITY'S NOMINEE TO THE COLUMBIA-KOOTENAY REGIONAL ADVISORY COMMITTEE.

CARRIED.

MOTION: O'DOHERTY / SHKRABUIK

RESOLVED THAT THE CITY MANAGER'S REPORT ON MUNICIPAL INDUSTRIAL TAXATION POLICY AND THE PROPOSED LETTER TO THE PROVINCE OF BC OUTLINING COUNCIL'S POSITION ON THE MATTER, DATED MAY 30, 2006, BE RECEIVED;

(cont'd next page)

THE CORPORATION OF THE CITY OF GRAND FORKS

BOX 220 - GRAND FORKS, B.C. V0H 1H0 - FAX (250) 442-8000 - TELEPHONE (250) 442-8266



June 7, 2006

Ministry of Environment
Conservation Officer Service
PO Box 9339 Stn Prov Govt
Victoria, B. C.
V8W 9M1

Dear Sirs:

At their Regular Meeting held on Monday, June 5, 2006, Council for the City of Grand Forks received a delegation from the BC Conservation Foundation Bear Aware Program. Council is most supportive of this program as it intends to educate the public on reducing the potential for conflict between bears and the general public.

Council requests that your ministry fully support financially, the Bear Aware Program. Wildlife is a provincial responsibility. The Bear Aware Program is under funded at this time. It is requested that the province take the steps necessary to fully fund the program.

Your consideration of Council's request to fund the Bear Aware Program is most sincerely appreciated.

Yours truly,

A handwritten signature in cursive script, appearing to read "Lynne Burch".

Lynne Burch, CMC
CITY CLERK



July 13, 2006

RECEIVED

JUL 21 2006

Lynne Burch, CMC
City Clerk
The Corporation of the City of Grand Forks
Box 220
Grand Forks BC V0H 1H0

COMMUNICATIONS SECTION
THE CITY
OF GRAND FORKS

Dear Lynne Burch:

Thank you for your letter of June 7, 2006, to the Conservation Officer Service regarding the Bear Aware Program. Your letter has been forwarded to me for response on behalf of the Ministry of Environment.

Please refer to the ministry correspondence that was addressed to Mayor Jack Raven and Councillors dated May 12, 2005, in response to an April 6, 2005 letter to the Minister.

Bear conflicts are an issue shared by everyone in BC. It is true the provincial government retains the responsibility for managing bears, however; municipalities, community businesses and individual citizens are responsible for community planning and management of attractants that lead to many of the conflict situations. The Ministry of Environment is interested in partnering with local governments and community groups in reducing these conflicts, but the provincial government cannot resolve this on its own. A commitment from the community toward bear conflict prevention is absolutely necessary.

For our part, the ministry supports the provincial Bear Aware Program administered by the BC Conservation Foundation (BCCF). Bear Aware is an educational program designed to prevent and reduce conflicts between people and bears in our communities. The Bear Aware mission is to reduce the incidents of bear-human conflict through education, innovation and cooperation. Between 2000 and 2006, MOE has contributed over \$545,000 to Bear Aware education throughout the province. The ministry has also funded 30 BC Conservation Corps positions that are active in 26 BC communities delivering Bear Aware education. This funding is available to communities on a cost-share basis and I would encourage you to contact the BCCF through their website at <http://www.bearaware.bc.ca/index.htm> for more information.

FILE CODE

MIS - CONSERVATION OFFICER SERVICE
RESPONSE TO COUNCIL'S
POSITION ON BEAR AWARE
PROGRAM

Ministry of
Environment

Conservation
Officer
Service

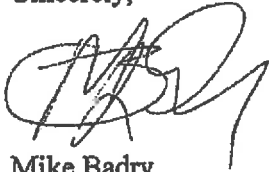
Telephone: (250) 387-6041
Facsimile: (250) 356-5240

Mailing Address
PO Box 9376 Stn Prov Gov't
Victoria BC V8W 9M5

This ministry has also developed the "Bear Smart" Communities Program. "Bear Smart" is a proactive conservation strategy that encourages efforts by communities, businesses and individuals to reduce bear-human conflicts. This program is based on a series of criteria that communities must achieve in order to be designated as "Bear Smart". It is a co-operative program and entirely voluntary on the part of communities. "Bear Smart" focuses on planning, education, waste management, and by-laws when necessary to reduce bear-human conflicts. The ministry has made over \$300,000 in funding available over the last three years through the Habitat Conservation Trust Fund, for communities pursuing "Bear Smart" status and 45 separate grants have been awarded. Information on "Bear Smart" Community funding can be found on the website at: <http://www.env.gov.bc.ca/wld/bearsmart/bearsmintro.html>

I cannot stress strongly enough the importance of local government and community support in the success of these initiatives and I encourage you to be involved in their implementation. If you would like more information or to discuss this issue further, please contact me at (250) 387-9793 or by email at mike.badry@gov.bc.ca.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Badry', with a stylized flourish at the end.

Mike Badry
Wildlife Conflicts Prevention Coordinator

Be a "Bear Smart" Community

"Bear Smart" Criteria Inside



The Problem.

During bear season, Conservation Officers (COs) in British Columbia respond to thousands of calls and complaints about bears. Most of these problems begin when people allow bears to access non-natural food sources. Unfortunately, because there are few alternative control methods once bears have learned to access human food, Conservation Officers often have no choice but to kill "problem" bears.

Each year in British Columbia approximately 950 black bears and 50 grizzly bears are destroyed as a result of conflicts between people and bears.



Sources of Bear "Problems"

Access to Human Food

If bears are allowed to access human food and garbage, they quickly learn to associate it with people and become what is called food-conditioned. These bears lose their fear of humans and become habituated to people.

As people continue to encroach on bear habitat the potential for this conflict only increases.

Food-conditioned bears learn to expect human food and are more likely to approach people than wild bears. These bears can damage your property and they are a potential risk to you and the safety of your family. In most cases, however, when a bear comes into conflict with people, it's the bear that loses.

Human Development

Both bears and humans like to settle in valley bottoms and along streams. More development is occurring in these areas, meaning that bears will be living in closer proximity to people. Bears that live near human settlements can become "problem" bears if they are allowed to access non-natural foods.

"Problem" Bear Costs

Problem bears cost British Columbia taxpayers big money. The British Columbia Conservation Officer Service spends more than \$1 million every year responding to bear complaints and relocating or destroying bears. Property damage, which is not included in this figure, is estimated to be in the hundreds of thousands of dollars a year. Bears damage household items, fruit trees, apiaries, livestock and vehicles.

Once bears learn to access human food, management options, besides destruction of the bear, are limited.

Bears in dump at Whistler 1993.

Photo courtesy of Dan L. Crandall



Management Options

The "Bear Smart" Community program is a proactive conservation strategy that encourages efforts by communities, businesses and individuals to reduce bear/human conflicts. The goal of the program is to focus efforts on addressing the root causes of bear/human conflicts, reduce the number of conflicts and, ultimately, reduce the number of bears that have to be destroyed due to conflicts.

This program will be based on a series of criteria that communities must achieve in order to be designated as "Bear Smart". It is a co-operative venture and entirely voluntary on the part of communities. The responsibility to manage bear/human conflicts rests with everyone and it will require participation from the provincial government, municipal governments, and local citizens to successfully implement this program.

What is "Bear Smart"?

Translocation

Translocation is one management option available. Bears are trapped, moved and released into the wild. Translocation, however, is rarely successful as often these bears return to their original home territory, or they become 'problem' bears in other communities. In addition, translocated bears often fail to adapt to their new habitat - they likely starve to death or are killed by bears that already occupy the territory.

Aversive Conditioning

"Bear Smart" Communities will have more management options to deal with bear conflicts such as hazing or aversive conditioning. This involves using deterrents to teach the bear to associate humans or human food with a scary or negative experience. Bear deterrents include: rubber bullets, plastic slugs, anti-riot batons, foul-lasting chemicals, electric shock, acoustic devices and trained bear dogs.

Hazing and aversive conditioning are most effective when they are used to prevent bears from becoming conditioned to human food. They are not considered effective once bears have already learned to associate food and people. Within "Bear Smart" Communities, however, fewer bears will be coming into conflict and those that do will not be receiving a readily accessible food reward. Therefore, hazing and aversive conditioning of bears will only be considered as options in communities that are designated as "Bear Smart".

Criteria for Communities to Achieve "Bear Smart" Status

1. Prepare a bear hazard assessment of the community and surrounding area.
2. Prepare a bear/human conflict management plan that is designed to address the bear hazards and land-use conflicts identified in the previous step.
3. Revise planning and decision-making documents to be consistent with the bear/human conflict management plan.
4. Implement a continuing education program directed at all sectors of the community.
5. Develop and maintain a bear-proof municipal solid waste management system.
6. Implement "Bear Smart" bylaws prohibiting the provision of food to bears as a result of intent, neglect, or irresponsible management of attractants.

Criteria for Communities to be Designated "Bear Smart"

1. Prepare a bear hazard assessment of the community and surrounding area.

Identify high-use bear habitat by species (grizzly or black) in the community and surrounding area (travel corridors, natural food sources such as berry patches and salmon streams, breeding areas, denning areas, etc.)

Map non-natural attractants within the community and surrounding area that attract and/or are accessible to bears such as landfills, transfer stations, park and highway pull-out litter barrels, orchards, residential garbage collection routes, downtown dumpsters, etc.

Review and map patterns of historic bear/human conflicts based on complaint records to assist with the identification of bear hazards.

Map human-use areas that may conflict with bear habitat such as school yards and residential areas located adjacent to heavy brush, walking trails that pass through berry patches, etc.



Using all the above information, identify and map existing and potential bear hazards. The hazards should be mapped with a ranking scheme (e.g., high/moderate/low)

2. Prepare a bear/human conflict management plan that is designed to address the bear hazards and land-use conflicts identified in the previous step.

Develop strategies to resolve bear hazards and potential bear/human conflict areas.

Identify preferred wildlife movement corridors around the community and any work required to restore natural corridors that may have been interrupted by human activity/development (e.g., this may require moving existing facilities to other, less intrusive areas).

Direct the removal of cover by brushing vegetation to reduce hazards (e.g., removing brush around portions of parks, school yards, golf courses and in areas adjacent to residences in high-risk attraction areas).

Develop a community landscape plan that avoids the use of fruit trees and other plants that may act as attractants and calls for the removal of existing fruit trees that are causing problems. Include specific strategies to address bear management associated with any landfill closures or electric fence installations.

Assess the costs of the various bear management strategies and make recommendations on a budget cycle to finance implementation of the plan.

Implement a process for overseeing the implementation of the bear/human conflict management plan (e.g., establish a bear/human conflicts committee).

3. Revise planning and decision-making documents to be consistent with the bear/human conflict management plan.

Include consideration of important bear habitat/use areas in all land-use decisions documents.

Avoid development in prime bear habitat so as to reduce/eliminate the potential for bear/human conflicts.

Revise the Official Community Plan to reflect the bear/human conflict management plan.

Implement restrictive covenants consistent with the revised OCP.

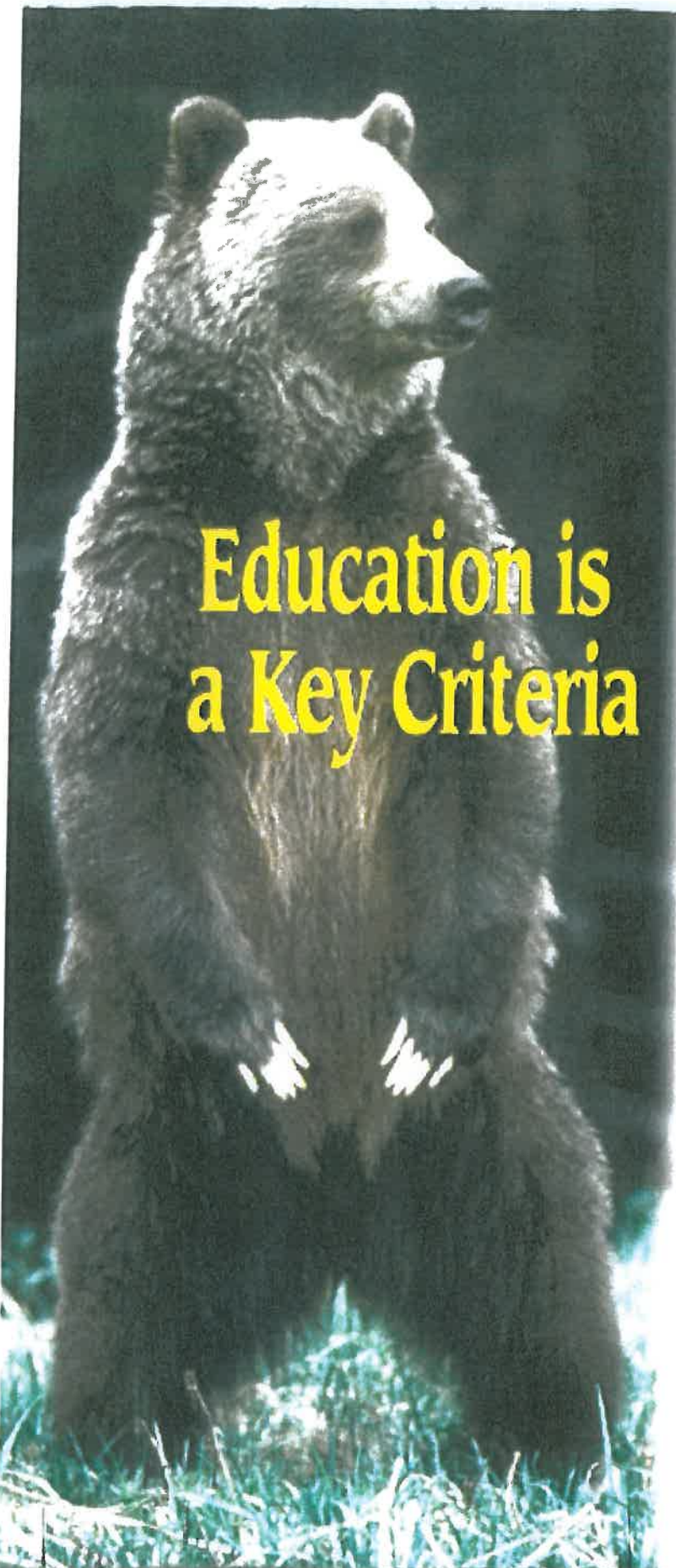
Revise land zoning consistent with the revised OCP.

Revise components of the Regional Solid Waste Management Plan pertaining to the community (in cooperation with the regional district) to be consistent with the bear/human conflict management plan.

Revise any other planning and decision-making documents that may have an impact on bear/human conflicts to be consistent with the bear/human conflict management plan.

Bear/Human Conflict Management





Education is a Key Criteria

4. Implement a continuing education program (i.e. Bear Aware), directed at all sectors of the community focusing on:

Bear biology and behaviour

Residential, commercial, agricultural and industrial practices to manage non-natural attractants including: garbage storage, barbecues; human and pet foods, compost; birdfeeders; orchards, vineyards, apiaries, grain growing, vegetable growing, home grown fruit; etc

Proper behaviour in bear habitat and during a bear encounter in the community.

Establishing a level of tolerance towards the presence of and natural behaviour of bears in reasonable numbers in or near the community.

A program for communicating current bear activity to the public and responding to requests for advice in minimizing bear attractants.

Bear Aware is an initiative to reduce bear-human conflicts in residential areas through community-based education programs throughout British Columbia.

Guided by the British Columbia Conservation Foundation, with funding and support from various levels of Government and private organizations, the Bear Aware program promotes practices that improve public safety and respect for wild bears.

For more information or to establish a local program for your area call 250/828-2551. Or, visit the website: www.bearaware.bc.ca



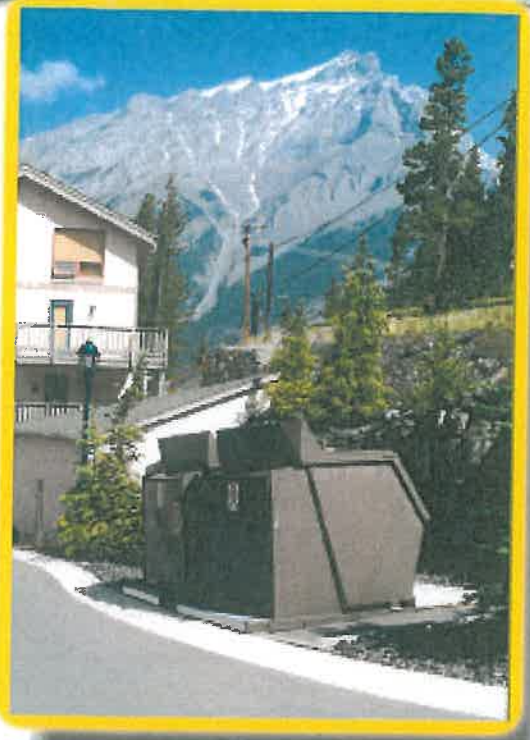
Solid Waste Management

5. Develop and maintain a bear-proof municipal solid waste (MSW) management system.

Ensure that any and all municipally-owned and operated components of putrescible MSW collection, transfer, disposal, recycling and composting in areas that are accessible to, or are frequented by, bears are bear-proof.

Implement a by-law to ensure that the same is true of any and all private sector components of putrescible MSW collection, transfer, disposal, recycling and composting (see criteria #7).

Implement a compliance strategy for the municipal solid waste management bylaws to ensure compliance.



Examples of some "how to" approaches for bear-proofing MSW systems:

Collection shall include use of bear-proof litter barrels on downtown streets which bears may be attracted to and at all municipal park facilities (campsites, ball parks, soccer fields, etc.)

Commercial/industrial collection routes in bear areas shall use bear-proof dumpsters.

Disposal shall consist of one of the following: landfilling inside a properly designed, constructed and operated electric fence; incineration using a complete-combustion incinerator properly sized to the population; or a bear-proof transfer station that ships the refuse outside of the area to a bear-proof disposal facility.

Backyard composting may need to be restricted in residential areas adjacent to high-use bear habitat or otherwise required, by bylaw, to be conducted in a bear-proof manner (e.g., use of electric fencing in backyards, or use of bear-proof composting containers such as steel drums).

Community composting of putrescible matter in bear areas shall be conducted inside an electric fence.

Legislation

There is legislation in effect that can help prevent the creation of "problem" bears and provide public safety. Under the *Wildlife Act*, it is an offense for people in British Columbia to feed dangerous wildlife (bears, cougars, coyotes and wolves) or disobey orders to remove and clean up food, food waste or other substances that can attract dangerous wildlife to their premises.

Conservation Officers may issue a written dangerous wildlife protection order, which requires "the removal or containment of compost, food, food waste or domestic garbage." If people fail to comply with the order they could face a penalty of up to \$50,000 and/or six months in jail.

6. Implement "Bear Smart" bylaws prohibiting the provision of food to bears as a result of intent, neglect, or irresponsible management of attractants. Implement a compliance strategy for these bylaws to ensure that there is full compliance with them. Bylaws may:

Make it an offence to discard or store waste, food, or other attractants in non-bear proof containers, either intentionally or unintentionally,

Require that garbage be stored in a bear proof container and/or location and that curbside placement before the morning of pick-up not occur,

Include community composting requirements in high-risk attraction areas of the community.

Bylaws to Promote "Bear Smart" Actions

The primary goal of the "Bear Smart" program is to diminish the rate and intensity of human-bear conflicts, which will thereby increase public safety and reduce the number of bears that are killed. Using proactive management, communities can reduce conflicts between humans and bears by identifying and eliminating the root causes of the conflicts. The "Bear Smart" Community Program provides communities with options for addressing their own unique situation and helps them reach the objectives of the program.

The Ministry of Water, Land and Air Protection will provide technical advice to communities that are seeking to obtain "Bear Smart" status. Several British Columbia communities have been proactive in reducing bear conflicts and have already met one or more of the criteria required to be "Bear Smart". A background report providing detailed information on each of the criteria and including examples of their successful application has been prepared and is available to communities that are interested in pursuing this initiative. The Report entitled the "Bear Smart" Community Program: Background Report can be found on the Internet at http://wlapwww.gov.bc.ca/wld/documents/bearsmart_bkgdr.pdf.

For further information on the "Bear Smart" Communities program please contact your local office of the Ministry of Water, Land and Air Protection.





HUMAN-BEAR CONFLICTS

- Bears account for approximately 20,000 calls to the Conservation Officer Service reporting line every year.
- Garbage is the number one bear attractant cited when reporting a call.
- Relocation seldom works with bears. Individuals often return to their original home territory or become "problem" animals in other communities. In addition, translocated wildlife often fail to adapt to their new habitat and, as a result, may starve to death or be killed by those animals that already occupy the area.
- Bears that become highly food-conditioned and habituated to humans are often destroyed because of concerns for human safety.
- Early reporting of a bear in a neighbourhood helps us address the underlying issues before it becomes a problem.



British Columbia Conservation Foundation



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the Conservation Officer Service reporting
line at **1.877.952.7277**

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photos by Peter Sultzle



British Columbia Conservation Foundation



Black bear

Ursus americanus



MANAGE YOUR ATTRACTANTS

If you manage the bear attractants around your house, worksite or campsite you can keep your family safe and keep bears from being destroyed. There are a number of things you can do:

1. Keep all garbage securely stored until collection day. Placing garbage at the curb before collection day is poor behaviour and often illegal if your community has garbage bylaws in place.
2. Manage your fruit trees and berry bushes responsibly. Pick all fruit as it ripens and ensure that windfalls do not accumulate.
3. Bird feeders often become bear-feeders, so please - only feed birds during the winter months.
4. Feed pets indoors, or if fed out of doors, take in any feed that is not immediately eaten.
5. Keep your barbecue clean and free from odours. Burn off the grill everytime after use and clean out the grease traps.
6. Manage your compost properly. Composts should have equal amounts of brown and green materials added to reduce odours.
7. If you keep chickens, bees or small livestock use a properly installed and maintained electric fence. Store all your feed in a secure location and ensure feeding areas are clean and free of attractants.

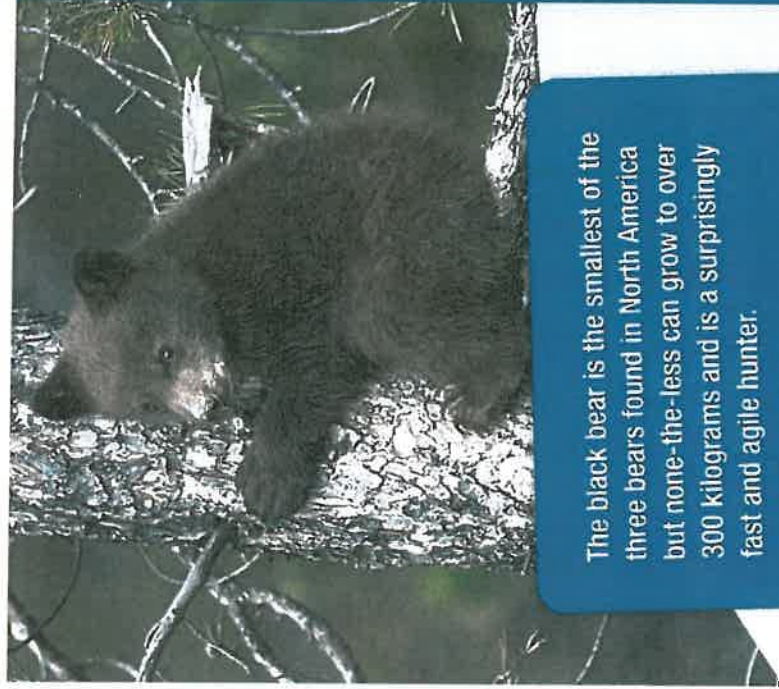


BEAR SAFETY TIPS

When hiking, travel in groups of two or more and keep talking (talk out loud to yourself if you are on your own). Bears recognize the human voice and will avoid you in most instances.

Carry bear spray with you when hiking in bear country. If you encounter a bear, do not yell, scream, or run as this may trigger an attack. If the bear sees you, speak in a low voice to let the bear know that you are a human and move away slowly.

If you have a bear in your yard, slowly retreat into the house and ensure that the home is secure. Call the Conservation Officer Service reporting line (1-877-852-7277) to report the bear. After the bear has left ensure that whatever attracted the bear is removed.



The black bear is the smallest of the three bears found in North America but none-the-less can grow to over 300 kilograms and is a surprisingly fast and agile hunter.

While called a black bear these animals come in a variety of colours – everything from the white Kermode bear through to their namesake black and most shades of brown in between.

Bears are omnivorous animals with vegetation making up about 80% of their diet and the remainder coming from things like small rodents, fish, insects, carrion (dead animals) and sometimes young deer, elk or moose. Bears have a sense of smell far greater than that of dogs and it is this sense of smell that helps them locate food at great distances. Bears are solitary animals that only congregate when there is an abundance of food. Female bears tend to their young for almost two years and can give birth to as many as five young although twins are more the norm.

Bears inhabit most ecosystems throughout BC and you should consider the entire province to be "bear country." While bear attacks are rare - they can be fatal. Carry bear spray with you, especially if hiking alone and take a course on bear safety.

! WHERE'S THE BEAR?

Visit our website at www.wildsafebc.com to find a map that shows where bears have been sighted in your community along with information about what has attracted them into the area. By knowing where the bears are and what is bringing them in, we can all do our part to keep our wildlife wild and our communities safe.

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BLACK BEAR FACTS:

- Adult males measure between 60-90 cm at shoulder height and weigh anywhere from 80-300 kilograms.
- Bears go into a deep sleep or denning period, usually from November through to April.
- Bears lose approximately 30% of their weight over the winter.
- Because bears need such great stores of fat to make it through the winter they are voracious eaters and can consume over 20,000 calories a day.
- Bears have an extremely good sense of smell and can smell food from over a kilometer away.
- Bears have eyesight and hearing as good as or better than that of humans.
- Bears are extremely fast and can run equally as well uphill or down.
- Bears mate in late June and embryos do not implant until the fall and only if the female has sufficient stores of fat to support the young through the nursing period in the den.



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HUMAN-COYOTE CONFLICTS

- Coyotes account for approximately 500 calls to the Conservation Officer Service reporting line every year.
- Pet and livestock attacks are the primary cause for calls with regards to coyotes.
- Only one human has been killed by coyotes in Canada and that was in Nova Scotia in 2009.
- Some people feed coyotes under the mistaken idea that this helps them. Food-conditioned and human habituated coyotes become bolder around people and these animals often have to be destroyed because of concerns for human safety.
- While coyotes have the potential to carry rabies, there have been no cases of rabies found in coyotes in B.C.



British Columbia Conservation Foundation



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British Columbia Conservation Foundation



Coyote
Canis latrans



MANAGE YOUR ATTRACTANTS

There are a number of things you can do to keep coyotes away from your neighbourhood, your pets, and your livestock:

1. **Keep all garbage securely stored** until the day of collection. Placing garbage at the curb before collection day is poor behaviour and often illegal if your community has garbage bylaws in place.
2. **Keep your pets indoors, especially at night.** Cats and small dogs that are left to free-range, hunt small birds and rodents and in turn become prey themselves.
3. **Bird feeders can attract coyotes.** If spillage from the feeders is not picked up, seeds can accumulate and can attract rodents, which in turn can attract coyotes and other predators, that feed on the rodents.
4. **Feed pets indoors, or if fed outdoors, take in any feed that is not immediately eaten.**
5. **Manage your compost properly.** Composts that aren't working well can attract rodents which in turn can attract coyotes.
6. **If you keep chickens or small livestock use a properly installed and maintained electric fence.** Store all your feed in a secure location and ensure feeding areas are clean and free of attractants. The feed can attract rodents which can, in turn, attract coyotes.



COYOTE SAFETY TIPS

Urban coyotes have become very comfortable around humans and have at times attacked pets on leashes within meters of their owners.

Fatal attacks by coyotes are extremely rare, due mainly to the small size of a coyote.

If you encounter a coyote that is aggressive towards you do not run as this may trigger an attack. Back away slowly and speak to it in a loud firm voice. If you have a walking stick use that to protect yourself, and/or deliver a series of hard kicks to the coyote's ribs and stomach and that should be enough to dissuade the animal.

Call the Conservation Officer Service reporting line (1-877-952-7277) to report the incident.



The coyote is a member of the dog family and is closely related to both the wolf and the domestic dog. Unlike other animals, the coyote's range has increased because of European expansion across the continent.

An adult male coyote will weigh on average 15 kilograms. Because of the coyote's long and fluffy coat, they often appear much heavier than they are.

Doglike in appearance they are distinguished by their large tail, two toned coat (light brown on top and lighter underbelly) and almost straight profile from forehead to the tip of the nose.

Coyotes are efficient hunters and the bulk of their diet comes from small mammals but they will eat birds, snakes, insects and berries when the opportunity presents itself.

They are scavengers as well as predators and perform a valuable clean-up role in the ecosystem. With the spread of humans across their traditional territories the coyote has adapted and expanded their range and are well known for their ability to live in urban settings. Urban coyotes have learned to effectively hunt small pets and livestock and will make use of any garbage that is left unsecured - all habits which make them an undesirable visitor to many home owners.

Coyotes mate in February and March and give birth to about five pups in April or May. Both males and females tend to the young and the group will stay together until the pups have learned to hunt and fend for themselves.

! WHERE'S THE COYOTE?

Visit our website at www.wildsafebc.com to find a map that shows where wildlife has been sighted in your community along with information about what has attracted them into the area. By knowing where coyotes are and what is bringing them in, we can all do our part to keep our wildlife wild and our communities safe.

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COYOTE FACTS:

- Adult males are about 140 cm in length (including a 3 cm tail) and weigh between 9 to 23 kilograms.
- Coyotes have extremely good hearing and a keen sense of smell.
- Coyotes are efficient mousers and many farmers have come to appreciate the rodent control that a coyote family can provide.
- Coyotes have expanded their range since the advance of European settlers across North America.
- Coyotes will eat berries, crab apples and other fruit when the opportunity presents itself.
- Coyotes communicate through howls, barks and a series of yips.
- Coyotes are primarily nocturnal but can be seen at almost any time of the day depending upon the circumstances.
- Coyotes will prey on young ungulates if the opportunity presents itself.
- One of the coyote's natural predators is the wolf.



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HUMAN-DEER CONFLICTS

- Deer account for approximately 4,000 calls to the Conservation Officer Service reporting line every year.
- Deer feed on a wide variety of plants: evergreen shrubs, rose bushes, flowers, budding fruit trees, etc.
- Attacks by deer on humans are rare but do occur and, despite their appearance, deer can inflict serious injuries.
- Pets have been attacked and killed by deer. Usually these attacks are a defensive response to a small dog or cat approaching the deer's young.
- If you see a deer acting aggressively or causing property damage, call the Conservation Officer reporting line at 1.877.952.7277.



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line at 1.877.952.7277

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Deer



British Columbia Conservation Foundation



MANAGE YOUR ATTRACTANTS

Deer are especially hard to remove from a neighbourhood once they have established themselves, so it is important to ensure that the deer do not become comfortable in your yard.

1. Do not feed deer, you are not helping them out in the long run. Deer have plenty of natural foods in the wilds and keeping them there will prevent the need to deal with a deer 'problem' in your neighbourhood at some later date.
2. Take away the welcome mat. Make your yard unattractive to deer by trimming back any cover that they might use while travelling or bedding.
3. Motion activated lights and sprinklers, if used randomly, help to dissuade deer from using your yard.
4. Orchards or crops, should be fenced to exclude deer and other wildlife. Usually this requires both a high and an electrified fence. Visit our website for more information on fence building.
5. Chase deer from your property whenever they appear and they will learn that your property is not worth the effort. But remember that it is illegal for you or your dog to injure a deer.



DEER SAFETY TIPS

Deer are normally timid animals but if they become habituated to humans they can become a danger.

- Never approach a deer, especially if it has young with it.
- If a deer does attack you - try to stay upright as they inflict injury by striking at their opponent with their sharp hooves. Cover your head with your arms and back off to some form of shelter.
- Deer may signal an impending attack by laying their ears back and lowering their head.

Call the Conservation Officer Service reporting line (1-877-852-7277) to report any deer acting aggressively.



The deer family includes elk, moose, caribou and the more familiar deer such as the mule deer and white-tailed deer. Mule deer can be found in sage country, high mountain alpine or in valley bottoms.

Urban deer are becoming more of a problem in communities throughout BC. Legislation preventing hunting and leash laws within municipalities have helped make urban areas more attractive to deer. Highly adaptable, the deer have learned how to survive and thrive in urban environments.

Deer are herd animals for the winter months and become more solitary when they have and raise their young (mid May through till October). Breeding season, known as the rut, is in November and bucks may become more unpredictable as they compete for the right to breed.

Deer are herbivores and have many natural predators and as such have developed keen senses to ensure their survival. A deer's hearing is acute and their ability to articulate their ears allows them to pinpoint the sounds of any approaching predator.

More information on deer can be found on our website under our species accounts pages.

! WHERE'RE THE DEER?

Visit our website at www.wildsafebc.com to find a map that shows where deer have been sighted in your community along with information about what has attracted them into the area. By knowing where the deer are and what is bringing them in, we can all do our part to keep our wildlife wild and our communities safe.

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!! DEER FACTS:

- There are three deer native to BC: mule deer, white-tailed deer and the coastal black-tailed deer.
- Mule deer are the more numerous of the deer species in BC and are found in most habitats.
- Deer are both browsers (eating shrubs and woody plants) and grazers (eating grasses).
- Male deer, called bucks, grow antlers that are shed every year - usually by late December but some may retain theirs much later.
- Bucks use their antlers for both display and fighting in order to assert dominance and to secure breeding privileges with the does.
- Female deer, called does, usually give birth to one or two fawns.
- Fawns are spotted when new-born to help camouflage them while they are left unattended by the doe as she goes off to feed.
- Deer carry a wide variety of ticks and wherever deer have over-wintered you should be on the look-out for ticks in the spring.

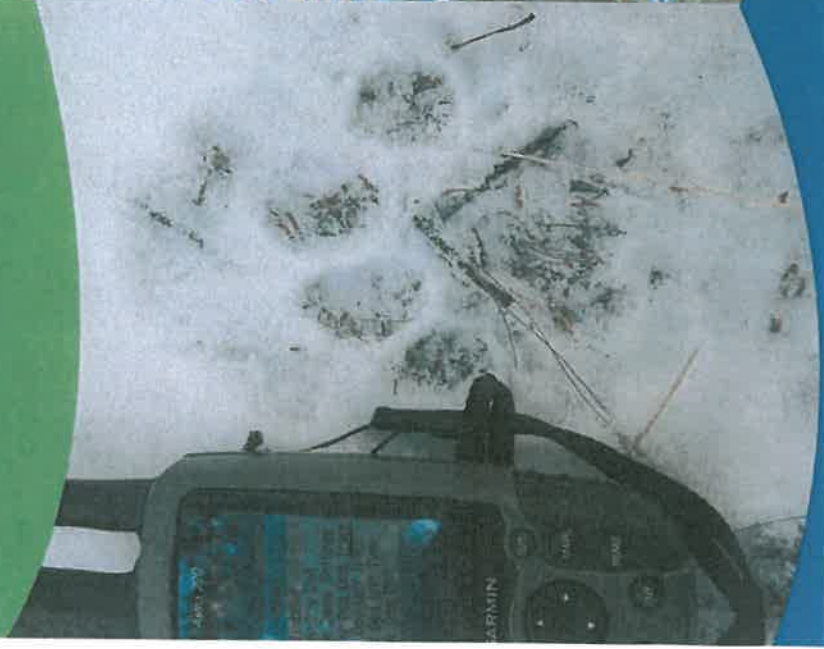


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HUMAN-COUGAR CONFLICTS

- Cougars account for approximately 2,500 calls to the Conservation Officer Service reporting line every year.
- Many reported cougar sightings turn out to be animals other than cougars.
- Cougars in conflict are usually young cougars that have not yet learned how to hunt efficiently or, are older cougars that can no longer hunt in the wilds.
- Cougars are most active during the period from dusk until dawn and this period requires extra vigilance by hikers while in cougar country.
- A properly installed and maintained electric fence can help prevent your chickens or small livestock from becoming a meal for a cougar.



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photos by Peter Sultze



Cougar

Puma concolor



British Columbia Conservation Foundation





MANAGE YOUR ATTRACTANTS

Cougars are wide ranging animals and may show up in urban settings from time to time. If they are passing through it is important they do not find food that may encourage them to stay.

1. Feed pets indoors, or if fed outdoors, bring in any uneaten food as pet food may attract cougars.
2. Keep your pets indoors, especially at night. Cats and small dogs that are left to free-range, hunt small birds and rodents and, in turn, become prey themselves.
3. Bird feeders can attract cougars. If the ground below the feeder is not kept clear, seeds can accumulate, attracting rodents and, in turn, attracting cougars and other predators that feed on the rodents.
4. If you keep chickens or small livestock use a properly installed and maintained electric fence. Store all your feed in a secure location and ensure feeding areas are clean and free of attractants (again, if the feed attracts rodents then the rodents, in turn, can attract cougars).
5. Never feed deer or other possible prey species for cougars. While deer may be pleasant to watch, they can attract large predators such as cougars into residential neighbourhoods. As well, urban deer present their own set of problems to you and your neighbours.



COUGAR SAFETY TIPS

Attacks by cougar are rare but can be fatal, especially if young children are involved. In all cases you must fight back as cougar attacks are always predatory and the cougar sees you as a meal. Use rocks, sticks or whatever you have at hand to protect yourself.

If you see a cougar that is watching you, maintain eye contact with the cougar and speak to it in a loud firm voice. Reinforce the fact that you are a human and not an easy target. Back out of the area and seek assistance or shelter.

Call the Conservation Officer Service reporting line (1-877-952-7277) to report the incident.



Deer are one of the cougar's primary food sources. If deer are abundant in an area, especially a wintering area, then there is a good possibility to find cougars using the same area.

The cougar is the largest of the three wild cats in Canada and is a formidable hunter. A large male cougar can weigh over 100 kg but more likely to be in the 60-80 kg range. Typically females are about 25% smaller than males. Cougars are strictly carnivorous and usually hunt deer, but will take young moose, elk or bighorn sheep. Cougars will also prey on rabbits, squirrels, beavers or other small animals when the opportunity presents itself.

The cat is light brown in colour and is quickly identified by its compact head and large heavy tail tipped at the end in black. Cougar tracks are large padded prints with no claws showing. Like domestic cats, cougars keep their claws retracted until needed for attacking their prey or for climbing trees.

Contrary to popular belief, cougars do not pounce on their prey from overhanging rocks or trees but employ a stalk of an animal and then an explosive series of bounds to leap on their prey. Using both their razor sharp claws and powerful jaws they can quickly kill most any prey they choose to attack.

Large prey takes a number of days to eat and the cougar will pull debris over the carcass to keep off scavengers. The cougar will stay near to a kill site until the prey is totally consumed.



WHERE'S THE COUGAR?

Visit our website at www.wildsafebc.com to find a map that shows where wildlife has been sighted in your community along with information about what has attracted it into the area. By knowing where wildlife is and what is bringing it in, we can all do our part to keep our wildlife wild and our communities safe.

www.wildsafebc.com



COUGAR FACTS:

- Cougars are "spot and stalk" hunters and have extremely good vision.
- Cougars have large home ranges and males have been recorded as having travelled over 50 kilometers in one day.
- Young cougars stay with their mother for up to two years at which time she forces them off to fend for themselves.
- Many urban incidents occur with young cougars that have not yet learned how to hunt effectively or older animals that can no longer hunt in the wilds.
- Cougars are secretive animals and are seldom seen by hikers.
- Cougars also go by the name mountain lion, puma, and panther.
- Cougars have one of the widest distributions of mammals in the Americas and can be found all the way from Patagonia to the Yukon border.



www.wildsafebc.com

THE CITY OF GRAND FORKS COMMITTEE OF THE WHOLE REPORTS AND DISCUSSIONS (OLD BUSINESS)

DATE : July 10th, 2013

TOPIC : Further Discussion Regarding Options to Grant In Aid Funding

PROPOSAL : Council's Request to Further Discuss the Issue

PROPOSED BY : Council

SUMMARY:

At the Committee of the Whole Meeting on April 2nd, the Committee discussed several options for Community Grant funding, and further referred the matter to the evening Regular meeting on April 2nd, whereas part of the process was to rescind the current grant in aid policy. At the June 10th Committee of the Whole Meeting, Council received the attached Staff memo and requested that further discussion with regard to Options to Grant In Aid Funding be referred to the July 22nd COTW meeting for the Committee of the Whole to further discuss. The excerpt from the June 10th COTW minutes pertaining to the subject is attached for information purposes as well as a copy of the letter sent to the Regional District of Kootenay Boundary as suggested by the Committee of the Whole.

RECOMMENDATION:

Committee of the Whole recommends to Council to receive this report for further discussion.

OPTIONS AND ALTERNATIVES:

Option 1: Under this option, the Committee of the Whole will further discuss options as presented.

Option 2: Committee of the Whole to discuss and determine to move forward with some or all of the presented options and to refer their direction to the August 19th Regular Council Meeting.

BENEFITS, DISADVANTAGES AND NEGATIVE IMPACTS:

Option 1:

The Committee of the Whole will further discuss and debate the options as presented.

Option 2: Should the Committee of Whole recommend to Council to move forward on some or all of the presented options, then direction of option choices would be brought to a Regular Council Meeting for a decision.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

While there is no cost attached to the discussion, some options, as presented, would require budgeting for the 2014 financial process.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

Council has the authority to provide funding options as outlined in yearly budgets.



Department Head or CAO


Reviewed by Chief Administrative Officer



CITY OF GRAND FORKS MEMORANDUM

Settle down.

DATE : May 28th, 2013

TO : Mayor and Council

FROM : Diane Heinrich
Corporate Officer/Manager of Community Services

SUBJECT: Options to Grant In Aid Funding

At the April 2nd, 2013 Committee of the Whole Meeting, Council engaged in a discussion with regard to the current Grant in Aid policy. The following major concerns were discussed:

- There is an economic impact to the community regarding support for events that the current Grant in Aid policy does not support.
- A concern regarding how groups are chosen for funding provisions and how funding is distributed is much like a lottery system.
- It was commented on that Grant in Aid is tax payer dollars and the City can and does show support in other ways such as in-kind support. Further it was commented that tax payer dollars already go towards supporting amenities, for example parks, that requesting groups use.

In addition, Council offered some comments and suggestions that could possibly take the place of their current policy. These suggestions were as follows:

1. The use of an umbrella organization such as the Phoenix Foundation, and if they had the capacity to distribute amounts of funding provided from the City as directed by Council, to community organizations.
2. Fee for Services – whereas Council would grant a determined amount of funding to an organization contingent on a community service agreement between the two parties. The organization entering into the agreement would be obligated to provide determined community services in lieu of funding.
3. A Community Spirit Event Funding Program - A suggestion that a City fund (community spirit fund) could be developed that would support a determined amount of events a year that the city would contribute to; these events would prove to be a benefit to the whole community, i.e. Canada Day – and that those groups who sought grant in aid funding could fundraise at these events.

Council referred the issues to their Regular Meeting on April 2nd, whereas Council adopted a resolution that rescinded their Grant in Aid Policy, and additionally resolved to direct staff to bring forward options, such as a "Community Spirit" program, which could include community event oriented funding, for Council's consideration. Since the policy was rescinded, requests to Staff regarding Grant in aid have diminished.

* * *

Staff would like to advise that they struggled with numerous challenges when developing this report. Taking into consideration, Council's concerns and suggestions, Staff has compiled and prepared the following information and suggestions for Council's consideration and discussion:

Additional Resources For Organizations

Prior to the City granting any monetary funding to organizations, a directive should be given to the organizations to research other granting options which may be able to them:

1. Provincial and Federal Grants Access

The City could provide funding "pathways" to Provincial & Federal Grants such as the "Building Communities through Arts and Heritage", for one, whose reason for their existence is to support organizations and societies. Council could choose to be the last resort for funding requests or not. A Staff recommendation with this regard is that Council directs Staff to gather Grant information geared to assist organizations and groups within the community requiring funds, and to make the information available on the City's Website on an annual basis.

2. Letters of Support to Organizations

An additional provision to developing the Social Fabric to the community, Staff is recommending that Council consider Council directs City Staff to submit "Letters of Support" as part of those organizations' grant application process upon request from those organizations and giving a reasonable time frame for Staff to be able to submit.

3. The Use of an Umbrella Association to distribute funds to organizations on behalf of Council

Staff looked into the fundamentals with regard to the Phoenix Foundation and its policy on funding distribution:

- The foundation builds permanent, income earning endowment funds from charitable gifts and donations (dollars) (An endowment fund is an investment fund that is set up by an institution in which regular withdrawals from the invested capital are used for ongoing operations or other specified purposes)
- The Phoenix Foundation uses the interest earned from the invested donations to provide grants to local initiatives and groups in the Boundary region
- Grants go to a wide range of projects that are of benefit to the area and provide a service to the community or take an innovative approach to addressing needs and issues with the area. Focus areas are:
 - animal welfare
 - arts and culture
 - children and families
 - elderly and special care
 - environment
 - health and welfare
 - libraries and education
 - social justice
 - youth
- Funds can be set up to meet different needs and match the specific goals of the donor (i.e. The City of Greenwood has a fund that grants only to projects that involve the City of Greenwood.)
- Money is distributed twice a year by the Grants Committee who assesses the proposals based on criteria established by the board and then makes recommendations to the board for final approval to eligible applicants that include registered charities and qualified donees - a sponsoring relationship can be arranged for groups that are not qualified donees
- The endowments are managed by the Investment Committee
- Funds cannot not be used for operational expenses
- Funds are distributed regionally (unless designated to a specific fund)
- As per the granting policy, sports organizations cannot access funds
- 1% of the revenue generated from investments pays for administration costs in the foundation
- This year the foundation has \$1.5 million invested and has \$20,000 to give out in grant funds
- The core investment amount is never granted out.

Pros

- Council may determine a set amount of funds to contribute to the Phoenix Foundation and specify that the organization use the funds to grant only to projects that involve the City of Grand Forks. Those groups approaching the City for funding would be referred to the Foundation
- The Phoenix Foundation covers an array of eligible needs for social, education, arts and culture, health and environment.

Cons

- The initial funds as determined by Council would be added to the foundation "pot" and not directly to the groups that are looking for funding. As shown above, only \$20,000 for 2013 is planned for disbursement from their total funds of \$1.5 million.
- Sports organizations do not have access to funds. One of Council's main concerns was the exclusion of some groups when distributing funds from the past Grant in Aid policy.
- Someone else is making a decision that should be with Council.

4. Fees for Service

Council could request that some organizations could provide a service to the City and/or community in lieu of funding.

For example, the following organizations are currently included within the current Budget process:

- The Funding agreement for the Art Gallery could essentially be regarded as a fee for service as they operate the Visitor's Information Centre (who partners with the City for booking the accommodations for the campground). Council may determine that the Art Gallery could have the provision to provide other services geared to the benefit of the community.
- The Boundary Museum Society is currently reviewing a funding agreement "fee for service" as presented by the City as a response for their 2013 Funding request which is included in the 2013-2017 Financial Plan. Their services include the care and security of the community and area's artifacts, and a commitment to archiving the City's records in the basement of City Hall

At the Committee of the Whole Meeting on April 2nd, 2013, the Boundary District Arts Council made a presentation to Council requesting funds in the amount of \$4,500 in order for the group to be able to receive matching funds from the Provincial Arts Council. These funds were included in the City's Financial Plan. A possible consideration for future funding as a fee for service:

- In conjunction with the "Community Spirit Fund" suggestion by Council (as below), a group, such as the BDAC could provide, as a fee for service to the community in lieu of funding, to become the organizer/liaison to the smaller groups involved in community events, in addition to working with the City's Corporate Community Services with regard to the events. The City would need to clearly define its requirements in this role by providing a "call for submission" for a Lead Coordinator which would outline the expectations required.

Council to direct Staff to prepare a "Call for Submissions" for a registered non-profit Community organization to apply for a provision of a "Fee For Service" as

Lead Coordinator for larger, City Sponsored Community events and work in conjunction with the City's Community Services Department by a specific date each year and as outlined in a potential policy.

5. A Community Spirit Event Funding Program

An event funding program would have the intent to benefit the community/area as a whole by granting in-kind services and/or funding towards events themselves:

Granting of "In-Kind" City Services

The City offers "in-kind" funding through various event requests by organizations throughout the year. While although no money changes hands, some events can incur a significant *in-kind to dollar* amount via wages paid to employees who are dedicating their time to City assistance for and during an event and also by use of City equipment such as loaders, water trucks, sound system, etc. In 2012, the City incurred a total of \$45,606. of in-kind contributions to anchor events and smaller various events as indicated below:

Smaller Events in addition to the use of City space, smaller events request in-kind needs, such as use of barricades, picnic tables, etc. Additionally, these smaller events may not be on a yearly regular basis, and therefore annual budgeting is difficult to predict. In 2012, the City provided in-kind services to various events in the amount of \$10,172. This amount would encompass Remembrance Day, last year's Fly-in Appreciation, "Light-up" Christmas event, Farmer's Market, Music in the Park and Relay for Life to name a few. Council may determine that Staff allocate a yearly budgeted "in-kind" amount based on past event experience for small events within the community of Grand Forks.

Anchor Events such as the Grand Forks Fall Fair event incurred approximately \$6,186 in-kind in 2012 plus \$500 granted to sponsor a chuck wagon; the Grand Forks International event incurred \$28,052 in-kind (includes event set up/take-down \$9,821; washroom clean-up \$4,848; electrical \$2,465; bleachers and stadium \$5,794; turf management \$5,124), and Canada Day incurred \$1,196 in-kind, as well as an additional \$800 in funding from the City.

1. AN EVENT HOSTING GRANT POLICY PROPOSAL

OPTION 1: Council may choose to put into place an "Event Hosting Grant Policy" where organizations who host community or anchor events would submit applications for in-kind services and/or monetary requests by a deadline date that would align with the yearly budgeting process. This Hosting Grant would generally apply to the yearly regularly scheduled events and larger one-offs which organizations would have pre-planned. Once an application comes in, Staff would review the in-kind requests and place a dollar figure to it as well as

tabulating any funding requests for the event. Council would consider those applications within the financial plan budgeting process.

OPTION 2: Another way of dealing with an event hosting grant policy is that Council may choose to allocate a set amount of funding to go towards an event hosting grant within the budgeting process. The organizations would have to fill out an events hosting grant at least 90 days prior to the event. This option would allow organizations the chance to apply throughout the year rather than plan a whole year ahead.

Pros

An Event Hosting Grant Policy may promote other groups and organizations to collaborate with smaller groups who would also benefit from the event, and may encourage future yearly community or anchor events to be developed.

Funding for events would be included in the Financial Plan and Option 1 would reduce individual organizations requesting funds which might not be included in the budget throughout the year.

Pre-applications would assist Staff in scheduling City venues and developing Park Use Agreements (if required) ahead of schedule.

Cons

In Option 1, events not planned in time for deadline considerations (or last minute) would risk being excluded from receiving City monetary or in-kind funding (unless they fall under the small event category).

Organizations who request the same functions on a yearly may require some guidance from the City during the first year in order to meet the City's Policy requirements

An Event Hosting Grant Policy could be perceived as "Cherry Picking" if the amount of requests for in-kind and monetary exceeds more than what Council is prepared to place in the budget. Inasmuch, Council would still have the choice to provide reduced monetary/in-kind grants other than what an organization(s) is requesting. Differentiating from the traditional Grant in Aid Policy, an event hosting grant policy, upon following a proper set of criteria that the organizations would be required to adhere to in order to qualify for the Grant, would ensure that the Community as a whole would have a chance to benefit from the event in such ways as:

- Provisions of venue for sports activities or culture for the community
 - Economic impact of the event
 - Possible encouragement of out of town visitors
- Provision of opportunities to increase sales for the local business community
 - Possible demonstration of partnerships with other organizations

Council, if they so chose, could request that Staff develop an Event Hosting Grant Policy with a determined set of criteria requirements, for their consideration.

2. CITY SPONSORED EVENTS

To date, the sole "City Sponsored Event" is the Volunteer Appreciation Evening whereas the City foots the bill and organizes the event. This is usually held in October where the community's volunteers are recognized (as per submission of nominations which Council considers) for their volunteer work throughout the year. The cost of this event is around a \$1,000 which includes refreshments and the cost of certificates.

Of course, the City provides some form of sponsorship or support to almost every community event in one form or another as aforementioned as in-kind support (and some funding). Additionally, the City's newly formed Community Services Department, assists and oversees the requests from organizations and groups pertaining to Event Requests to use City facilities and services.

As part of the Community Spirit Event Funding Program, Council may choose, as an option, to consider hosting one or two Community Festivals per year. The festivals could essentially be a three to five day event, and for example, hosting a Summer Festival and a Winter Festival.

a. POSSIBLE SCENARIO FOR FESTIVAL(S)

"City Sponsored" would mean that the City would supply a determined amount of funding both monetary and in-kind, towards the event that would intend to take care of advertising and schedules of the event, shuttle provisions (if needed), City owned venues, public works labour & equipment requirements, shade support-creation (summer), leashed pet watering stations (summer), snow clearing (winter), and sub event requests (see below) from various non-profit organizations. These sub-event requests could be considered on an equal division basis, where provisions could be divided fairly by 1) sports requirements, 2) arts & culture, 3) family entertainment and 4) music. Within the creation of the event, businesses may want to do sidewalk sales, etc. as well as various food vendors.

An organization, such as the Boundary District Arts Council, just for an example, (see aforementioned Fee for Service piece) could potentially be the "Head" organizer under the guidance and support from the City's Community Services Department. The City would submit a "Call for sub-event requests for the festival" where smaller organizations would apply for their own event within the festival, and would have to submit these to the City prior to a designated deadline. As with the proposed Event Hosting Grant, these requests would clearly outline all

in-kind and monetary requests from the City. As a municipality, the City is unable to directly support businesses but can support the event itself which would be open to the community as well as to out of town visitors as well as out of town sports teams, artists, and entertainers. These requests would be compiled by the City's community services department and relevant portions delegated to Public Works. The head organizer would assist the smaller groups and organizations in coordinating the event. The in-kind City Services and approved funding would be channeled from Community Services and distributed where required.

b. STATUTORY HOLIDAYS OPTION

In place of, or in addition to the festival(s) option, Council may chose to provide some funding toward some of the Statutory Holidays such as Family Day in February; Easter; Canada Day. This type of community spirit funds may come in the form of the City providing a form of free community entertainment that could be enjoyed by all; for examples a "face painter" or "clowns" for Canada Day, a magician for Family Day or an arrangement of "free skating" at the arena in partnership with the Regional District.

Council may chose to direct Staff include funds within the next budgeting process in the fall to go towards festival event(s) and/or statutory holiday events.

* * *

CONCLUSION

As a snapshot of the above memorandum, Staff included some options that the Committee of the Whole may recommend to Council to consider as possible solutions to assist organizations and the community as follows:

Options for COTW Recommendations to Council:

1. Provincial and Federal Grants Access

Council directs Staff to gather Grant information geared to assist organizations and groups within the community requiring funds, and to make the information available on the City's Website on an annual basis.

2. Letters of Support to Organizations

Council directs City Staff to submit "Letters of Support" as part of those organizations' grant application process upon request from those organizations and giving a reasonable time frame for Staff to be able to submit.

3. Use of an Umbrella Organization

Council may determine a set amount of funds to contribute to the Phoenix Foundation and specify that the organization use the funds to grant only to projects that involve the City of Grand Forks

4. Fees for Service

Council to direct Staff to prepare a "Call for Submissions" for a registered non-profit Community organization to apply for a provision of a "Fee For Service" as Lead Coordinator for larger, City Sponsored Community events and work in conjunction with the City's Community Services Department by a specific date each year and as outlined in a potential policy.

5. A Community Spirit Event Funding Program

Council may determine that Staff allocate a yearly budgeted "in-kind" amount based on past event experience for small events within the community of Grand Forks.

Council, if they so chose, could request that Staff develop an Event Hosting Grant Policy with a determined set of criteria requirements, for their consideration.

Council may chose to direct Staff include funds within the next budgeting process in the fall to go towards festival event(s) and/or statutory holiday events.

Regards,



Diane Heinrich
Corporate Officer/
Manager of Community Services

NOMINATIONS TO THE JUNE 24TH REGULAR MEETING WITH DIRECTION TO STAFF TO ENGAGE THE BOUNDARY COUNTRY REGIONAL CHAMBER OF COMMERCE TO WORK IN PARTNERSHIP FOR THE EVENT.

CARRIED.

b) Options to Grant in Aid Funding

Staff provided a report with several options for Council consideration regarding the Grant In Aid policy.

Corporate Officer, Diane Heinrich reviewed the report with Council.

Council discussed the report and determined that:

- The information provided is considerable and Council needs more time to consider the options presented. The Chief Administrative Officer advised that this discussion can be referred to the July 22nd, 2013 Committee of the Whole meeting for further discussion.
- The Regional Directors also need to be engaged in a Grant In Aid discussion and Council requested that Staff submit this document to the RDKB for the Regional table
- The Grant In Aid discussions came up at the AKBLG strategic planning session where working collaboratively on a regional level is important particularly in this regard

MOTION: O'DOHERTY

RESOLVED THAT THE COMMITTEE OF THE WHOLE RECOMMENDS COUNCIL CONSIDER OPTIONS AS PRESENTED WITH REGARD TO GRANT IN AID AND REFER TO THE COTW MEETING ON JULY 22ND, 2013.

CARRIED.

The Mayor recessed the meeting at 10:11 am

The Mayor reconvened the meeting at 10:24am

c) Chief Administrative Officer – Monthly Highlight Reports from Department Managers

The Chief Administrative Officer provided an overview of Staff Activities for the month.

Council requested that Staff provide information on the Dyking System and reporting requirements for the Provincial Government.

MOTION: O'DOHERTY

RESOLVED THAT THE COMMITTEE OF THE WHOLE RECOMMENDS TO COUNCIL TO RECEIVE THE MONTHLY ACTIVITY REPORTS AS PRESENTED.

CARRIED.

THE CORPORATION OF THE CITY OF GRAND FORKS

7217 – 4TH STREET, BOX 220 · GRAND FORKS, BC V0H 1H0 · FAX 250-442-8000 · TELEPHONE 250-442-8266



June 17th, 2013

COPY

Regional District of Kootenay Boundary
202-843 Rossland Avenue
Trail, BC
V1R 4S8

Attention: John MacLean
Chief Administrative Officer

Dear John:

At their Committee of the Whole Meeting on June 10th, 2013, Council was presented with the attached memo with regard to alternatives to Grant In Aid Funding. This memo was a result of Council's request for alternatives and options to their recently rescinded Grant In Aid policy.

The memo's content offered an array of alternatives, some of which focused on funding support for events that would benefit not only the City, but would additionally encompass Regional areas should a proposed event such as festivals be considered.

As a result of Council's discussion at the Committee of the Whole meeting, Council requested that Staff submit a copy of this memo for review and a discussion at the Regional District of Kootenay Boundary level. If you would please forward this information to the Area C, D & E Directors for their feedback.

For information purposes, Council has requested that the Memo come back to their July 22nd, 2013 Committee of the Whole meeting so that they may discuss these options in further detail.

Best regards,

Doug Allin
Chief Administrative Officer

WE4, R2 – Council request for Grant In Aid Alternatives memo to go the RDKB

"EXAMPLE PURPOSES ONLY"

1. INTRODUCTION

Community gaming grants provide funding to eligible organizations for direct delivery of approved ongoing programs to their communities.

1.1 Role of the Gaming Policy and Enforcement Branch

Community gaming grants are administered by the Gaming Policy and Enforcement Branch, which also regulates gaming in British Columbia.

The branch administers the Community Gaming Grants program and determines which organizations will receive grants, the grant amounts and makes grant payments to approved applicants.

1.2 Role of the community gaming grant recipient

Grant recipients must meet specific criteria, be accountable for the funds they receive and comply with the Gaming Control Act, Gaming Control Regulation and conditions of the grant.

Grant recipients are required to notify GPEB Investigations and Regional Operations, Gaming Enforcement, without delay, about any conduct, activity or incident that may be considered contrary to the Criminal Code of Canada, the Gaming Control Act or Gaming Control Regulations, or that may affect the integrity of gaming.

2. COMMUNITY GAMING GRANTS

2.1 Who can apply for a community gaming grant?

Non-profit community organizations that directly deliver programs to their community may be eligible for a program grant. A program is defined as an ongoing service or activity designed to achieve one or more defined objectives.

2.2 What is the maximum grant available?

Funding to a maximum of \$100,000 annually may be approved for program costs.

Groups that deliver services or programs provincially may be eligible for up to \$250,000 annually for program costs.

Groups that deliver services or programs regionally may be eligible for up to \$225,000 annually for program costs.

Groups applying for regional or provincial levels of funding must:

- Provide programs and services to a sufficiently large number of people or over a sufficiently large geographic area, as determined by the branch.
- The costs of satellite offices, for example those staffed only a few days per week by travelling staff, will not meet this requirement when determining the regional level.

Each application is assessed on its own merit, and within the context of available funding and demonstrated community need. An application does not guarantee any level of funding. The requested amount may not be approved. The amount approved may vary from year to year.

The amount approved may be limited if the amount requested raises federal and provincial government funding to more than 75 per cent of the total program cost. Community Gaming Grants are included in this calculation.

The remaining 25 per cent may be satisfied in a variety of ways, such as fundraising, municipal contributions and in-kind support. This will ensure communities support funded programs.

"EXAMPLE PURPOSES ONLY"

In-kind support may be fulfilled in any combination of volunteer time, donated labour, equipment, services and materials from other sources. Valuation of volunteerism and donations is based on:

- Donated materials at verified fair market value
- Donated accredited professional services at verified fair market value
- General labour (e.g., administrative support): \$10.00/hour
- Skilled Labour (i.e., marketing, communications, Internet support): \$25.00/hour

Complete records of all volunteered hours and donated services or materials must be retained as part of the organization's gaming records.

3. ORGANIZATION ELIGIBILITY

3.1 What types of organizations are eligible to apply for a community gaming grant?

An organization may be eligible if it:

- Is not-for-profit;
- Operates primarily for community benefit;
- Provides programs that benefit the community and not solely its members' interest;
- Has a voluntary and broadly based membership involved in the management and control of the organization and its programs. Generally, voting membership of the organization must be more than double the number of board members.
- Delivers programs established and maintained by its volunteers;
- Has board members that are democratically chosen by, and from within, its volunteer base;
- Has board members that are Canadian residents, with at least two-thirds of the board residing in BC, and those board members do not receive remuneration or other financial benefit for their services as an executive member, and
- Meets the Province's standards for financial accountability.

3.2 Does an organization have to be federally or provincially incorporated?

No. However, an organization that is provincially incorporated or registered as an extraprovincial society must be in good standing with the BC Registrar of Companies.

3.3 Are parent advisory councils eligible for a grant?

All public and independent school parent advisory councils (PACs) are eligible to receive \$20 per student annually. All district PACs (DPACs) are eligible to receive \$2,500 each year. These grants apply only to grades K–12.

To receive funds, a PAC or DPAC must:

- Submit a basic application form that confirms its existence;
 - Only on-line applications will be accepted. First time PAC groups may contact the branch for a paper application or guidance for submitting an on-line application;
- Provide a void cheque from the PAC or DPAC gaming bank account; and
- Comply with the conditions of its grant.

Grant funds must remain under the management and control of the PAC or DPAC that receives them. Funds cannot be used for, or transferred to, curricular purposes or to schools or school districts or their activities or programs.

Parent Advisory Councils and Parent Organizations

PAC funding is intended to benefit students by enhancing their extracurricular opportunities, including for example:

- Student publications: newsletters, yearbooks;
- Student competitions: writing, debating, chess, music;
- Student computers: software, hardware, accessories;
- Student societies: drama club, student society;
- Student ceremonies: graduation, dry grad;
- Student conferences or educational field trips within B.C.;
- Uniforms and equipment for extracurricular activities;
- Sports or playground equipment;
- Awards and trophies;
- Scholarships and bursaries for post secondary education (paid directly to students);
- Capital acquisitions directly benefiting students, such as playground equipment
- Student transportation and travel within B.C.;
- Student transportation and travel outside B.C., where the student group:
 - is representing its school as a result of merit achieved through organized competition;
 - is competing in a sport that involves cross border travel;
 - has been selected because of its level of creative achievement or success; or
 - is entered in a recognized competition in which there is a formal evaluation or adjudication process.

Grant funds to PACs and parent organizations may be accumulated for up to three years without prior approval from the branch.

District Parent Advisory Councils

DPAC funding is intended to benefit students by supporting activities that foster parental involvement in the schools and effective communication between schools, parents, students and the community. Eligible uses of DPAC funding include:

- educational and promotional materials,
- administrative costs, including British Columbia Confederation of Parent Advisory Councils (BCCPAC) membership fees, and
- travel for regular DPAC meetings.

3.4 Are service clubs eligible for a community gaming grant?

Yes. Service clubs meeting eligibility criteria in section 3.1 and with 10 or more voting members may apply for a grant, under the Human and Social Services sector, for donation to those community organizations and programs that meet all eligibility criteria for a community gaming grant.

One-time donations are also permitted to an individual or family within their community where the donation will provide emergency assistance or relieve an exceptional condition or circumstance.

Service clubs:

- Are responsible for monitoring how grant funds are disbursed by the donation recipient and required to report to the branch any instance where funds were used inappropriately;
- Must ensure a major capital project is approved by the branch before grant funds are donated towards the project. See section 5.3 for more information;
- May donate to an organization with which they are associated, as long as the recipient organization and programs meet all eligibility criteria, including a separate and democratically chosen board;
- May donate to hospital foundations towards the purchase of medical equipment;

- May use grant funds for their own programs where the branch has provided written approval for the program since August 19, 2002, when the Gaming Control Act was proclaimed;
- May retain up to seven per cent of community gaming grants to cover administrative costs; and
- Cannot receive grant funds from, or donate grant funds to, another service club.

3.5 What types of organizations are ineligible for a Community Gaming Grant?

An organization is ineligible if it:

- Received more than \$250,000 in the past 12 months through its own licensed gaming activities;
- Has more than 50 per cent of its previous fiscal year's operating expenses on hand in the form of unrestricted cash and investments. For the purpose of this calculation:
 - Gaming funds, deferred revenues and future operating expenses are considered unrestricted funds;
 - Internally restricted funds may include building and land development costs and capital acquisitions; and
 - Internally restricted funds will be considered unrestricted after having been reserved for more than three years. Internally restricted funds for building and land development costs will be considered unrestricted after 5 years;
 - NOTE: Externally restricted funds must be clearly identified in the financial statements. Internally restricted funds – including the date they were approved by the board – should be noted in the financial statements and the accompanying board minutes;
- Has attempted to reduce year-end surplus by transferring cash or investments to a foundation, thus failing to demonstrate financial need;
- Is for-profit;
- Is a not-for-profit business or an ancillary group sustaining a for-profit business;
- Is a political party, political action group or lobby group;
- Is a federal, provincial, regional, municipal, or other local government;
- Is a hospital, medical or health care facility;
- Is an educational institution or school;
- Is a penal institution or correction centre;
- Is a provincial or municipal library or museum;
- Has objectives, programs, or expenditures that do not conform with all laws, regulations and the general public policies of the Province of British Columbia; and
- Has programs that promote racial or ethnic superiority, religious intolerance, persecution or social change through unlawful action.

4. PROGRAM ELIGIBILITY

4.1 What types of programs are eligible for grant funding?

Eligible programs provide a direct service to the community and are responsive to that community's needs and issues. Grant applicants must demonstrate how the programs for which they seek funding meet eligibility criteria and have benefitted, and will benefit, others.

These programs must fall within one of six sectors:

Arts and Culture

Programs that enhance the performing arts, media arts, visual arts, literature, heritage or culture in the community.

Sport

Community-based youth and amateur sport programs that consist of organized and competitive physical activities. Motorized sports are generally not eligible.

Environment

Programs that enhance British Columbia's environment or protect the welfare of animals and wildlife.

Human & Social Services

Programs that significantly contribute to the quality of life in a community, including assisting the disadvantaged or distressed, promoting health, or enhancing opportunities for youth 18 years and under. Service clubs (see section 3.4) are included in this sector.

Public Safety

Programs that enhance and support public safety initiatives, disaster relief and emergency preparedness within British Columbia.

Parent Advisory Councils (PACs) and District Parent Advisory Councils (DPACs)

Funds must be used to benefit students by enhancing extracurricular opportunities. See Section 3.3.

4.2 What types of programs are ineligible for grant funding?

Programs that generally provide services exclusively to an organization's membership are ineligible. This includes, but is not limited to:

- Subsidized housing programs;
- Vocational training programs;
- Programs that do not deliver an immediate service to the community, such as research; and
- Programs whose beneficiaries are outside of British Columbia.

The following sectors/programs are ineligible for funding until further notice:

- Alumni associations;
- Playground grants (PAC grants may be used to purchase playground equipment);
- Major Capital Project grants; and
- Advancement of religion.

4.3 What criteria are used when assessing a program?

For a program to be eligible for funding, an organization must demonstrate that it has delivered the program within British Columbia for at least 12 months. Programs must also demonstrate:

Clear community benefit:

- Describe community benefits of the program.
- Demonstrate strong community interest or community priority.

Accessibility and inclusiveness:

- Provide opportunity for anyone to participate in the program, regardless of age, ability, ethnicity, gender, religion, income or sexual orientation, wherever possible.

Sustainability and lasting impact:

- Demonstrate viable plan for ensuring resources are in place to continue the program.
- Demonstrate potential for long-term community benefit resulting from the program.
- Gaming grants are not to be used for organization's core funding or for any program delivered under contract.

Community support:

- Financial or in-kind contributions (donated cash, labour, professional services, equipment, materials), corporate sponsors, and individual donors.
- Letters of support from others knowledgeable about the sector, community or program.
- Involvement of multiple partners (private, public or non-profit sector) in planning, doing or evaluating the program's activities.

5. USING COMMUNITY GAMING GRANT FUNDS

5.1 How can community gaming grant funds be used?

Grant funds must be used within British Columbia to cover costs essential to the direct delivery of an approved program within the community.

Eligible costs include, but are not limited to:

- Operational costs attributable to the delivery of the approved program, including but not limited to items such as wages, utilities, facility rental, supplies, etc.
- Rental or purchase of equipment essential for the delivery of the approved program.
- Travel essential to the direct delivery of the approved program.
Out-of-province travel must be pre-approved by the branch and will be approved only in exceptional circumstances, such as:
 - representing the province as a result of merit achieved through organized competition
 - regional amateur competition in a recognized league that involves cross border travel, or
 - medical treatment that is unavailable in the province.
- Capital acquisitions required for the delivery of an organization's eligible programs, such as computers, furniture, or vehicles, which will be owned by the organization.

Upon dissolution of an organization, all unused gaming funds and assets purchased with gaming funds must be transferred to the Minister of Finance, or if those assets are not in a form that can be easily transferred to the Minister of Finance, then to another eligible organization within BC.

5.2 How soon must community gaming grant funds be disbursed?

Your organization must disburse its grant funds within 12 months of their receipt. If your organization cannot disburse its funds within the required timeline, it must request approval from the branch, in writing, to retain the funds for a longer period.

5.3 Can community gaming grant funds also be used for capital projects?

NOTE

**Major capital project grants are NOT available until further notice.
The last three paragraphs of section 5.3 do NOT apply until further notice.**

Capital projects include the construction of new facilities, renovation or maintenance of existing facilities and property development.

If a capital project has a total cost of \$20,000 or less and is essential to the delivery of an approved program, it may be included as one of the planned expenditures. A separate application form or pre-approval of the project is not required. In section 4 of the community gaming grant application form include the project as one of the planned uses of the program's grant funding.

Separate from a community gaming grant, a limited amount of grant funding is available for major capital projects, which have a total cost of more than \$20,000. To be approved for a separate grant, major capital projects must provide significant community benefit and be accessible to the public. A major capital project grant will not be provided unless the applicant organization provides matching funds.

Applicants must meet all eligibility requirements outlined in section 3.1. To apply for a major capital project grant, please complete and submit an Application for a Major Capital Project Grant.

Applications for major capital project grants are received between October 1 and November 30 of each year, with approved grants paid by March 31 of the following year.

5.4 Can community gaming grant funds be used for scholarships or bursaries?

A scholarship is provided to a student for post-secondary education only, on the basis of academic merit. A bursary is provided to a student for post-secondary education only, on the basis of financial need.

Scholarships or bursaries may be an eligible disbursement where:

- The scholarship/bursary program is an identified purpose in the organization's constitution and bylaws;
- The scholarship/bursary program is offered by an eligible organization whose board determines the selection criteria and procedure;
- The group from which the scholarship/bursary recipient is selected is not primarily comprised of the organization's members or their families; and
- Service Clubs may consider donating to an approved conduit organization.

The conduit organization, defined as the organization that receives gaming funds from the donating service club and distributes the funds as scholarships or bursaries, must:

- Submit a Community Gaming Grant application in order to be approved as a conduit organization;
- Meet the same organizational eligibility requirements as other community organizations receiving gaming funds;
- Have a separate gaming account for receipt of the gaming funds from donating organizations to be used for scholarships and bursaries;
- Appropriately disburse the gaming fund donations from the gaming account within 12 months of receipt;
- Advise the donating service club whenever scholarship/bursary funds are returned by the student, and deposit those funds back into the conduit organization's gaming account;
- Not put any gaming funds, including those returned by a student, into an endowment or trust account; and
- Not charge any service costs or administrative charges to the donating service club (for administering the scholarship/bursary).

Gaming funds distributed by the conduit organization as scholarships/bursaries must be:

- Available to B.C. residents only;
- Open to the community, within the criteria set by the donating service club;
- Payable to the student. If for any reason, the student does not complete the funded studies, the student must return funds to the conduit organization, which must then advise the donating service club. The donating service club may allow the conduit organization to immediately donate the returned funds to a different suitable scholarship/bursary recipient or to hold the funds for a future donation. Alternatively, if the funds were granted by the branch to the donating service club more than 12 months previously, the donating service club may return the funds to the Ministry of Finance.

5.5 Can community gaming grant funds be used for special events?

Special events, such as annual festivals, may be an eligible disbursement where:

- The event is part of an ongoing program being delivered by an eligible organization;
- There is direct benefit to the community throughout the year; and
- There is community benefit through free or subsidized performances.

For eligibility details, see section 4.1.

5.6 Is there anything for which community gaming grant funds cannot be used?

Grant funds cannot be used for:

- Development of new programs;
- Creation of new positions;

Costs not related to the direct delivery of an organization's approved programs

- Travel that is social, recreational or invitational in nature;
- Travel or other costs related to annual general meetings, board meetings, retreats, conferences, inter-league tournaments, etc.;
- Fundraising, including, for example, such activities as concessions and sale of goods with the intent to generate revenue;
- Out-of-province or out-of-country aid;
- Past debt, loan or interest payments;
- Replacement of reduced or eliminated government funding;
- Sustaining or endowment funds;
- Professional development of staff; or
- Subsidizing the procurement of a contract or for subsidizing services for which the organization is contracted and/or funded.

5.7 What acknowledgement is required?

The grant recipient must acknowledge the financial assistance of the Province of British Columbia in program materials (including any signage used for funded capital projects) by displaying the following written acknowledgement:

"We acknowledge the financial support of the Province of British Columbia."

6. APPLYING FOR A COMMUNITY GAMING GRANT

6.1 How does an organization apply for a community gaming grant?

Organizations must submit the appropriate application form by the required deadline.

Application for a Community Gaming Grant is for eligible community organizations seeking funding for ongoing programs to their communities.

Application for PAC/DPAC Community Gaming Grant Funding is for use by PACs and DPACs.

Application for Major Capital Project Grant is for eligible community organizations wishing to apply for a grant to assist with funding a capital project with a total cost of \$20,000 or more.

NOTE: Major capital project grants are not available until further notice.

Application forms can be obtained from any Gaming Policy and Enforcement Branch office or government agent's office and downloaded from www.gaming.gov.bc.ca/grants/forms-guidelines.htm.

6.2 Can more than one application be submitted annually?

Only one application for a community gaming grant will be accepted from an organization per government fiscal year (April 1 – March 31).

Typically, a separate application for a Major Capital Project Grant may also be submitted.

However, major capital project grants are not available until further notice.

6.3 What are the deadlines for applying?

It usually takes the branch about 12 weeks to process community gaming grant applications received on or before the applicable sector deadline. See the table below.

Only complete applications will be processed. An application is considered complete when the application and all supporting documentation has been received.

Online applications have up to two (2) weeks to submit their mail-in supporting documentation.

Late or incomplete applications generally are returned to the applicant without being processed.

EXAMPLE ONLY

Program Type	Annual Application Timelines
Arts and Culture	Apply between February 1 and May 31. Notification by August 31.
Sport	Apply between February 1 and May 31. Notification by August 31.
Environment	Apply between July 1 and August 31. Notification by November 30.
Public Safety	Apply between July 1 and August 31. Notification by November 30.
Human and Social Services (including Service Clubs)	Apply between August 1 and November 30. Notification by February 28.
Parent Advisory Councils and District Parent Advisory Councils	Apply between April 1 and June 30. Notification by September 30.
Major Capital Project Grant for projects exceeding \$20,000	Not available until further notice. Apply between October 1 and November 30. Notification by March 31.
Playground Grants	Not available until further notice. Apply between October 1 and November 30. Notification by March 31.

7. ACCOUNTABILITY FOR COMMUNITY GAMING GRANT FUNDS

All conditions, including reporting requirements, for all types of gaming funds previously received by an organization must be satisfied before another application will be considered.

This includes, but is not limited to:

- Maintaining a separate gaming account in the organization's full name;
- Having the organization's full name and the words "Gaming Account" imprinted on the account cheques;
- Making all disbursements from the gaming account in accordance with specified grant conditions;
- Ensuring that cheques issued against the gaming account are signed by two signing authorities, at least one of whom must be an officer of the organization;
- Submitting a Gaming Account Summary Report within 90 days of the organization's fiscal year end, detailing all gaming funds received and disbursed and describing how the broader community benefited from the programs/services supported by community gaming grants;
- Ensuring that records of cheques issued from the gaming account are accessible as part of the organization's gaming records; and
- Retaining all forms, records and receipts obtained from disbursement of gaming funds for a period of five years from the end of the fiscal year in which the funds were received. Complete records of all volunteered hours, material and equipment donations that comprise the 25 per cent local funding requirement must be retained as part of the organization's gaming records.

8. RECONSIDERATION OF DECISION REGARDING AN APPLICATION

Organizations may request that the branch reconsider its decision regarding an application for a community gaming grant.

A request for reconsideration must be submitted in writing to the Executive Director, Licensing and Grants Division, within 30 days of notification of the denial. The request must clearly state the reasons for requesting the decision be varied or overturned.

EXAMPLE ONLY

In the request the applicant may provide only clarifying information that addresses a possible misinterpretation(s) by the branch of the information submitted with the original application.

New information or documents that substantively change the original application are not admissible in the reconsideration request.

The Executive Director will conduct a thorough review to ensure the branch's procedures, rules and conditions were applied fairly and properly, and will either vary or uphold the original decision. The written decision of the Executive Director will be the final step for that application. The decision will be sent to the affected organization within 60 days of receipt of the written request for reconsideration.

For more information about the Internal Review process, please see:

www.gaming.gov.bc.ca/legislation-policies/docs/internal-review-procedures.pdf

"EXAMPLE PURPOSES ONLY"

Guidelines: Applying for a community gaming grant

June 2012

9. CONTACT INFORMATION

Head Office

Mailing address:

Gaming Policy and Enforcement Branch
PO Box 9310 Stn Prov Govt
Victoria BC V8W 9N1

Location (for courier deliveries or visiting in person):

3rd Floor, 910 Government Street
Victoria BC V8W 1X3

Telephone: 250 387-5311

Facsimile: 250 356-8149

E-mail: gaming.branch@gov.bc.ca

Web: www.gaming.gov.bc.ca

Lower Mainland Regional Office

Gaming Policy and Enforcement Branch
220 – 4370 Dominion Street
Burnaby BC V5G 4L7

Telephone: 604 660-0245

Facsimile: 604 660-0267

Interior Regional Office

Gaming Policy and Enforcement Branch
200 – 1517 Water Street
Kelowna BC V1Y 1J8

Telephone: 250 861-7363

Facsimile: 250 861-7362

Northern Regional Office

Gaming Policy and Enforcement Branch
211, 1577 – 7th Avenue
Prince George BC V2L 3P5

Telephone: 250 612-4122

Facsimile: 250 612-4130

Other Key Contacts

Audit and Compliance Division (Lower Mainland).....	604 660-0245
Investigations Division (Lower Mainland).....	604 660-0245
Licensing and Grants Division (Victoria).....	250 387-5311
Registration and Certification Division (Victoria).....	250 356-0663

**THE CITY OF GRAND FORKS
COMMITTEE OF THE WHOLE
RECOMMENDATION**

DATE : July 12th, 2013

TOPIC : Monthly Highlight Reports from Department Managers

PROPOSAL : Council to Receive the Monthly Activity Reports

PROPOSED BY : City Staff

SUMMARY:

The Managers of each department will submit a brief report of their highlighted projects and tasks from the past month for Council's and the Public's information. This new reporting plan intends to provide a snapshot of some of the tasks and projects that each department may be working on so that Council and members of the public may get a "peek" at some of the daily operations of City Staff, and of projects that are being worked on at present.

STAFF RECOMMENDATIONS:

That Council receives the monthly highlight report from the department managers.

BENEFITS, DISADVANTAGES AND NEGATIVE IMPACTS:

The main advantage is that Council is apprised of projects and activities which are currently being undertaken.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

There is no cost attached to the report of Staff

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

As part of good legislative practice, Council is provided with information regarding daily operations at Public Works, the Fire Department and City Hall.



Department Head or Corporate Officer
Or Chief Administrative Officer



Reviewed by Chief Administrative
Officer



THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF REPORT FROM

ROXANNE SHEPHERD
CHIEF FINANCIAL OFFICER

FOR THE MONTH OF JUNE, 2013

THIS MONTH'S HIGHLIGHTS:

- ✓ Campground – balancing cash outs, issuing refunds
- ✓ Property Tax deadline July 3rd
- ✓ June utility bills sent out
- ✓ Contaminated sites memo for Council
- ✓ Carbon Tax Reserve bylaw
- ✓ Attended Fire Department Open House June 27th
- ✓ Working on Tangible Capital Asset Policy for next meeting
- ✓ Local Area Service amendment bylaw
- ✓ Submitted Statement of Financial Information
- ✓ Converted temporary borrowing to long term debt, Sewer Lift Station
- ✓ Reporting for Gas Tax, victim services, Small Community Investment Funds
- ✓ Working on Fees & Charges bylaw
- ✓ Attended Respectful Workplaces Workshop
- ✓ Attended Report Writing Workshop



THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF REPORT FROM

DEPARTMENT – OPERATIONS
MANAGER – Hal Wright

FOR THE MONTH OF JUNE, 2013

THIS MONTH'S HIGHLIGHTS:

- ✓ Additional Hydrant Painting on Central Avenue
- ✓ Assisted with setup and/or supplied equipment for Event Requests:
 - Canada Day - Parade, City Park Concert & Gyro Park Activities
 - Pharma Save Triathlon
 - Prepared Float for Council (Canada Day Parade)
 - Relay For Life at J.D. Park
- ✓ Installed new multi-bike racks at 2 downtown locations
- ✓ Started installation of new dual garbage receptacles
- ✓ Replaced sidewalk panels on Central Avenue
- ✓ Continued placement of decorative brick pavers on Central Avenue
- ✓ Cleaned City Park after freshet
- ✓ Assisted with Water Works News Letter for insert into Utility Bill
- ✓ Emergency repairs to electrical main lines after accident at Landfill
- ✓ Received and prepared new Kubota for service
- ✓ Took possession of new diesel-powered wood chipper
- ✓ Met with Barb Stewart (Boundary Invasive Species Society) regarding setup of City's new Weed Control Program.



Settle down.

THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF REPORT FROM MANAGER OF BUILDING INSPECTION & BYLAW SERVICES-Wayne Kopan FOR THE MONTH OF JUNE, 2013

THIS MONTH'S HIGHLIGHTS:

- ✓ Reviewing and follow up on Complaints
- ✓ Final draft of the Lease with MAPP - (7212 Riverside Drive)
- ✓ Draft Lease with the Grand Forks Baptist Church - (Wildlife Hall)
- ✓ Complaint files have more than doubled since the Announcement of the City's new Bylaw Enforcement Officer
- ✓ Completed the transfer of Building Permit File from the RDKB
- ✓ 67 Open building files to follow upon, and 5 pending permits
- ✓ 9 new inquiries for building permit applications in the week prior to the Building Inspection Office opening
- ✓ CNK updates to the Provincial reporting authority
- ✓
- ✓
- ✓
- ✓



THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF REPORT FROM

DEPARTMENT – Fire Department
Fire Chief – Dale Heriot

FOR THE MONTH OF June, 2013

THIS MONTH'S HIGHLIGHTS:

- ✓ We had 40 calls in June – 21 fire, 2 rescue, and 17 first responder.
- ✓ Open House held on June 27th to represent the need for the new ladder truck. Surveys received back were unanimous in support of the acquisition.
- ✓ Presentation to inside and outside city staff on ladder truck.
- ✓ Chiefs and Sr. Officers attended an Emergency Scene Management course at Christina Lake led by Chief Schreiner from Comox.
- ✓ Put on a weekend-long High Angle Rope Rescue course attended by 11 volunteers.
- ✓ Sent three members to Nelson for Swiftwater Rescue Technician course (May)
- ✓ OH&S meetings with Inside Staff started.



THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF REPORT FROM

DEPARTMENT – Development and
Engineering
MANAGER – Sasha J. Bird

FOR THE MONTH OF JUNE, 2013

THIS MONTH'S HIGHLIGHTS:

- ✓ Completed Boundary Drive Culvert Replacement project
- ✓ Continued the Downtown Beautification Upgrades
- ✓ Construction of the Proposed New Liquor Store commenced
- ✓ Commenced Fabrication of Welcome to Grand Forks Signage
- ✓ Commenced City of Grand Forks Water Supply Strategy
- ✓ Continued work on MTI and accompanying bylaws
- ✓ Continued Monitoring on the Slag Piles
- ✓ Completed Well and Aquifer Protection Plan
- ✓ Implemented Emergency Response Plan for Safe Potable Drinking Water
- ✓ Commenced Field Reconnaissance for Road Corridor Improvements



THE CORPORATION OF THE CITY OF GRAND FORKS

STAFF REPORT FROM

DEPARTMENT – Corporate
Administration/Community Services
CORPORATE OFFICER – Diane Heinrich

FOR THE MONTH OF JUNE, 2013

THIS MONTH'S HIGHLIGHTS:

- ✓ Department prepared Agendas for June 24th Council Meeting along with Paper Copies, Website Posting, Drafting Minutes, PowerPoint, Task List
- ✓ The Department compiled and distributed Weekly Summaries for June 7th, 14th, 21st & 28th
- ✓ Continuing Work with Webmaster on City Web Page Rebuild and events calendar
- ✓ Annual Report made available to the Public – Annual Report approved by Council at the June 24th Meeting
- ✓ Report Writing Workshop provided to Management & Staff
- ✓ Deputy Corporate Secretary performed Acting Corporate Officer Duties from June 24th to July 5th
- ✓ Prepared Strategic Plan review report
- ✓ Prepared the Grand Forks Marketing Strategy
- ✓ Attended EDAC June meeting and compiled Agenda and Minutes/Notes meeting
- ✓ Helped prepare for and attended the Fire Hall Open House
- ✓ Ongoing community event organization



CITY OF GRAND FORKS MEMORANDUM

Settle down.

DATE : July 8, 2013

TO : Mayor and Council

FROM : Roxanne Shepherd, CFO

SUBJECT: New Contaminated Sites Legislation

In 2010 The Public Sector Accounting Board (PSAB) issued PS3260, Liability for Contaminated Sites. PS3260 requires that the City record the cost of remediation of all contaminated sites for which they are responsible as a liability on the financial statements.

This standard will be effective for years beginning on or after April 1, 2014. However, given that comparatives are required, the City should be applying the standard in 2014 in order to have comparatives for the 2015 fiscal year when the standard is implemented.

PS3260 establishes standards on remediation, recognition and measurement and provides requirements for financial statement presentation and disclosure.

A liability for remediation of contaminated sites must be recognized when, as at the financial reporting date, all of the following criteria are satisfied:

- An environmental standard exists;
- Contamination exceeds the environmental standard;
- The government or government organization is directly responsible or accepts responsibility;
- It is expected that future economic benefits will be given up; and
- A reasonable estimate of the amount can be made.

In order to determine if contamination exceeds the environmental standard, the City will have to assemble and review all available historical and current information pertaining to the sites to which we are responsible. Factors to consider will include:

- The nature of past activities at the site or adjacent properties
- Site location, hydrology and geology;

- Results from testing and field investigations;
- Similarities to and experience at other known contaminated sites;
- Significance of site; and
- Cost versus benefit of conducting detailed site assessments

A liability for remediation should be estimated based on information available at the financial statement date. The liability would include the costs to bring a site up to the current minimum standard for its use prior to contamination and would include expenses such as payroll and benefits, equipment, material, and legal. The estimate will require professional judgment supplemented by experience, third party quotes and possibly reports of Independent experts. At each year end the City must review the carrying amount of any liability.

In the year-end financial statements each year, the City must disclose:

- The nature and source of the liability
- The basis for the estimate of the liability
- When net present value technique is used, the estimated total undiscounted expenditures and discount rate;
- The reasons for not recognizing a liability; and
- The estimated recoveries.

As we must have our contaminated sites recorded in our Financial Statements by year end 2014, the following plan must be completed by the end of 2014

1. Dedicate a project manager to get buy in from all senior staff (engineering)
2. Inventory of Environmental standards (environmental engineer)
3. Inventory of all sites in the City, not just potentially contaminated (City)
4. Plan a staged review – from all sites to key risk sites – initial site assessment to filter, complete 'Recommended Guidance and Checklist for Tier 1 Ecological Risk Assessment of Contaminated Sites in British Columbia', drive to sites, understand when to bring in specialists
5. Do a 'gap analysis' – accounting policies, procedures (finance)
6. Define the measurement approach – turn issues into liabilities
7. Identify management approach to risk and risk framework
8. Identify timelines and priorities
9. Evaluate reporting requirements and demand on IT
10. Develop master conversion plan and resource requirements
11. Conduct training needs assessment
12. Revisit, reevaluate plan frequently

In 2013 the City should complete the inventory of sites and perform initial site assessments. This information will then be included in an RFP for Environmental Engineers to complete the above work, in conjunction with the City, for the 2014 budget.

PS3260 will not be an easy standard to apply. The City must demonstrate that we have accounted for all contaminated sites and all sources of environmental standards. We must review policies, procedures and systems to ensure consistent and accurate identification and estimation of liabilities associated with contaminated sites. This may require engaging advisors such as environmental engineers and may become a costly process.

Regards,



Roxanne Shepherd, BBA, CGA
Chief Financial Officer
City of Grand Forks

THE CITY OF GRAND FORKS COMMITTEE OF THE WHOLE RECOMMENDATION

DATE : July 11th, 2013
TOPIC : Brand Management Plan
PROPOSAL : Adoption of the Brand Management Plan
PROPOSED BY : Staff as requested by Council

SUMMARY:

At the April 2nd, 2013 Regular Meeting, Council adopted a resolution that directed Staff to research the cost for a brand management plan consultant and bring back a report to Council. (Excerpt from the April 2nd, 2013 Regular Meeting is attached for reference.)

Utilizing information from the branding exercise as supplied by Story & Co and reviewing the strategy from another completed marketing plan, Staff was able to compile the necessary information that pertains to the City of Grand Forks' needs. The attached Grand Forks Marketing Overview is presented to Council for consideration.

STAFF RECOMMENDATIONS:

Option 1: That the Committee of the Whole receives the Staff report regarding the proposed Grand Forks Marketing Overview Brand Management Plan and refers the issue to the July 22nd Regular Council Meeting for consideration of adopting the plan.

OPTIONS AND ALTERNATIVES:

Option 1: That the Committee of the Whole receives the Staff report regarding the proposed Grand Forks Marketing Overview Brand Management Plan and refers the issue to the July 22nd Regular Council Meeting for consideration of adopting the plan: This option sees the issue brought before Council for a decision.

Option 2: That the Committee of the Whole receives the Grand Forks Marketing Overview Brand Management Plan and determines not to refer the plan to the Regular Meeting. This option intends that Council doesn't wish to move forward with the plan as presented.

BENEFITS, DISADVANTAGES AND NEGATIVE IMPACTS:

Option 1: With the onset of our new branding initiative and of the request of Council, a brand management plan will provide to the City and the community guidelines for a successful marketing strategy and guideline.

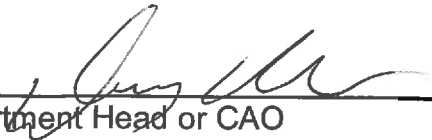
Option 2: By declining the brand management plan, the City won't be able to move forward with a concerted marketing strategy and guideline.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

There is no direct cost in endorsing the plan as presented. As suggested by Staff within the overview, a budgeting strategy lineated with the Grand Forks Marketing Overview will be presented to Council during the 2014 budgeting process.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

Council has the authority to direct that a Brand Management Plan be undertaken.



Department Head or CAO

Reviewed by Chief Administrative Officer

UNFINISHED BUSINESS

None

REPORTS, QUESTIONS AND INQUIRIES FROM MEMBERS OF COUNCIL (VERBAL)

Councillor Smith:

Councillor Smith reported on the following items:

- He reported on his attendance at a March 21st Environment Committee Meeting and advised that the committee discussed the Nephelometer project in addition to a discussion regarding the Bat House project which were built by the Woodworks Guild
- He reported on his attendance at a March 26th Economic Development Advisory Committee Meeting and advised that there were a couple of items that were discussed that needed to be brought forward for Council's decision: the approval for a brand management plan; and further, an approval for the production of videos that would showcase the community

MOTION: SMITH / KENDEL

RESOLVED THAT COUNCIL DIRECTS STAFF TO RESEARCH THE COST FOR A BRAND MANAGEMENT PLAN CONSULTANT AND BRING BACK A REPORT TO COUNCIL.

CARRIED.

MOTION: SMITH / KENDEL

RESOLVED THAT COUNCIL APPROVES \$10,000 TO BE SET ASIDE IN THE CITY'S 2013 BUDGET FOR THE DEVELOPMENT OF PROMOTIONAL VIDEOS FOR THE CITY OF GRAND FORKS SUBJECT TO PLANNING AND RESEARCH REGARDING THE ACTUAL COSTS AND REPORTING BACK TO COUNCIL, PRIOR TO GOING FORWARD WITH THE PROJECT.

CARRIED.

Councillors Wirischagin, Wyers and Krog voted against the motion.

-
- Councillor Smith reported on his attendance at a downtown merchant's meeting on March 27th.
 - He spoke with regard to his trip with Barry Brandow to the Overton Creek/Lost Lake location.
-



Settle down.

GRAND FORKS MARKETING OVERVIEW

Introduction

Communication is community.

Every community has a story. It's who they are, what they do, what they've done, their goals, aspirations, imaginations and conversations. It's also what people say behind their back. Every community has a story, and that story is their brand.

Marketing is telling the story.

It is important to understand the place of communication and community.

Communication is the exchange of ideas, thoughts, perceptions, imaginations and aspirations. Community, while often perceived as a collection of buildings and infrastructure in a geographic place, is only brought to life through communication. A community is people, communicating, and sharing their existence through the exchange of perspectives.

A strong community is one that is a strong communicator. It communicates its story to the world, to attract interest and investment. But its most important communication happens within the community itself. A community that can speak clearly and with consistency, and that can listen with discernment and an eagerness for better understanding is a strong community that has a much better opportunity of being desirable and sustainable.

Finally, brand tools are just that: simply tools. Logos, ads, brochures, correspondence, signs and banners are tools for communication. They achieve value and investment only if used, and used well. All too often, however, communities can be too focused on the tools, and not their use.

The brand tools developed for Grand Forks have been created as a result of extensive community consultation and feedback. They are strong, resilient and meet the needs of the community. Attention should focus on planning, using and implementing the tools, and that planning should always be considered in conjunction with desired results.



Settle down.

GRAND FORKS MARKETING OVERVIEW

Benefits of Marketing

This marketing plan provides insight and guidelines into the development of a long-term strategy for the continued development of Grand Forks.

OVERVIEW

This marketing overview brings together tools and elements of Grand Forks brand and relates to actions to facilitate delivery.

As with the brand, the marketing overview's success is predicated on time and consistency. As Grand Forks builds its brand and resources and implements elements of this plan over time, reassessment and guidance will be necessary to ensure the integrity and continued success of the brand and its objectives.

Grand Forks brand tools have been envisioned and approved. The brand direction is set, the recommended logo, theme, and promotional materials completed.

This plan begins the process and sets direction to start down the path towards implementation.

This communications plan identifies:

- *Brand Vision*
- *Goals and Objectives*
- *Target Audiences*
- *Key Messages*
- *Tools & Tactics*
- *Considerations*

Brand Vision

Grand Forks is looking to increase pride and confidence in its existing community. In addition, it's looking to demonstrate and share its community pride and culture so that it is tangible and resonates with visitors, attracts new residents, and instills curiosity and confidence in potential new business development.



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GRAND FORKS MARKETING OVERVIEW

Our brand vision is to continue to strengthen our brand, to bolster the community's perception of itself, attract more exposure to the community, and ultimately result in attracting and sustaining people to live, work and play in Grand Forks.

Goals and Objectives

Grand Forks has a number of objectives in mind concerning the dissemination of its story and brand. In broad terms, there are four primary objectives:

1. retain residents;
2. retain businesses;
3. attract new residents, businesses and visitors; and
4. maintain the sustainability of the community.

In addition, there are a number of other objectives and considerations that are part of our marketing goals.

Brand & Marketing Objectives

- Build a stronger community through communication
- Consistently tell our story with continuity
- Increase visitors/visitation
- Maintain citizen retention
- Attract other business / diversification
- Demonstrate integrity and viability, and instill confidence in partners and investors
- Compete successfully with other Canadian communities to attract and retain assets

Our marketing and communication actions should be focused on working towards these objectives. The objectives should be reviewed yearly, and added to or revised in relation to the current situations. It is also recommended to hold these objectives against additional plans, such as the Integrated Community Sustainability Plan, the OCP, and regular assessment of the community's culture.

Target Audiences

Grand Forks' communication objectives concern three primary target audiences: current residents, new residents and visitors, and new businesses or strategic partners.



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GRAND FORKS MARKETING OVERVIEW

Current Residents

Brand messaging helps to bolster and augment the community's perception of itself. A community should be proud and confident of their brand and community. Grand Forks story must be told often and consistently in the community first in order to ensure its internal resonance is contagious and authentic to other target audiences.

New Residents / Visitors

Another target audience is new residents and visitors. Grand Forks is situated in an enviable location. Grand Forks is an incredible community. Not only does it boast great geography and proximity to recreational activities, Grand Forks is also an exceedingly safe community, with little crime and a solid group of citizens who care about each other. This is a great community with highly desirable attributes of small town living, openness to unconventionalism, and hard work and innovation. These positive attributes of the community should be highlighted in order to attract new residents. New residents are desired to continue to instill, sustain and foster a sense of innovation, vibrancy, and pride within the community. New residents are needed to contribute to the Community's overall sustainability. Both young families and retirees are to be sought out as desirable community additions. It should be noted that messaging for this target market should not attempt to portray Grand Forks as comparable to other communities. Instead, Grand Forks' strengths and opportunities are discovered in how it differs from other communities and how it communicates. New residents that are to be targeted should be people who are seeking a community that possesses the attributes that Grand Forks has to offer. Grand Forks should not try to be something it is not.

Ideally, new residents should be people who are willing to innovate, to try new ideas; new residents are people who want to contribute to the community's overall well-being.

Finally, Grand Forks is one of many stops for people who are traveling along Highway 3. As such, Grand Forks has the opportunity to present itself as a representative of authentic BC culture. Grand Forks is super and natural. Its rewarding experiences will likely resonate best with those who are prepared to seek them out and discover them for themselves.



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GRAND FORKS MARKETING OVERVIEW

Desired new residents and visitors are those who see a good fit with the existing culture of Grand Forks, and who wish to support it. The community should continue to develop relationships with new visitors and potential residents predicated on authenticating its values and spirit.

New Business / Strategic Alliances

A key to the continued growth and success of the community is attracting new businesses and maintaining strategic partnerships and alliances. Grand Forks needs to be presented to this audience to confirm confidence in the community, demonstrate ambition and pride, and to compel further investigation, dialogue and decisions as to how partners and new business can have a part in the communities' future.

The simple act of externalizing the brand will do much to further perception in the eye of this audience. Continued consistent messaging will be instrumental in demonstrating that the community is taking action, and is ready to develop further relationships.

There is always a desire within a community to attract a large anchor tenant. Indeed, Grand Forks has some history of being a resource-based community with anchor tenants. However, large gains and opportunities are available in small industry, and also in attracting industries and people that are capable of bringing new business with them. A large anchor tenant can be desirable, but in terms of sustainability and practicality, there should be considerable effort made in demonstrating a desire for versatile businesses that are a good fit for the spirit and culture of the community.

General awareness

Grand Forks' message may not always directly address a target audience, if its messaging is confident and consistent, it will receive exposure and awareness through its holistic dissemination. Comparatively, Grand Forks will command a cost-effective advantage if it simply pays attention to differentiating itself through the way it speaks. The brand tools have been developed to ensure that the community is differentiated in a wide variety of settings and communication venues. At the onset of working with the brand tools, Grand Forks should be prepared to speak boldly and confidently in a



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GRAND FORKS MARKETING OVERVIEW

manner that garners attention and clearly sets it apart from other communities.

No matter who Grand Forks is speaking to, it should ensure the brand message is clear. "Settle Down" is a tag line that is distinct and should be used consistently. Meet audiences where they are, but don't compromise the tone of the brand in order to do so. Most attempts that are not authentic appear contrived, and in the long term, simply dilute the brand's strength.

Marketing Tools and Tactics

Tools are required for articulation and dissemination. There are two primary types of communication tools: *1st line* and *2nd line*.

1st line communication tools are those tools that are seen first, that create a first impression. As a general rule, 1st line communication tools are not comprehensive in nature. Rather, their purpose is to distill a small portion of the brand's spirit, impart information, and most importantly compel further investigation.

2nd line tools of communication come into play. 2nd line tools often presume that a viewer or audience has some previous interaction with the brand and is intent on discovering more about the experiences, opportunities, people and amenities Grand Forks has to offer.

Examples of 1st line tools are posters, billboards, ads, brochures and signs.

Examples of 2nd line tools are Visitor Centre paraphernalia, planners, investment packages, tradeshow booths, press kits, etc. A tool that must bridge both 1st line and 2nd line capacities is the community website. The website may be the first place that people encounter Grand Forks' brand. However, there is also likelihood that people visiting the website have had some prior exposure to Grand Forks, either through word of mouth or some 1st line marketing tools.

Each of the tools and tactics described below can have different purposes and in some cases, even different audiences. However, each tool must possess brand consistency. Each tool must correctly employ brand elements, and be readily identifiable with Grand Forks' brand. If each tool encountered in a different place and space, when viewed or even simply remembered together, the tools' brand



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GRAND FORKS MARKETING OVERVIEW

consistency should reinforce Grand Forks' story and lend more credence and integrity to the overall brand experience.

The following section outlines the types of tools being developed, or are suggested for development, in order to best market Grand Forks.

Marketing Tools

Website

Grand Forks has a City website. As it continues to develop and evolve, the site should offer fulfillment of a number of objectives. It should provide the base for relating municipal activities, act as a hub for residents, an information portal for visitors, and act as a primary ambassador for Grand Forks to the world at large. Users should be able to sign up for newsletters, submit requests for further community information, learn more about the region and its amenities, discover activities and events, and learn about current news. In time, the site can be built out to accommodate further objectives. The site should be updated to reflect consistency with the new brand aesthetic. It should also be tracked to discern the efficacy of future marketing initiatives. Currently, all calls to action send visitors to the Grand Forks City site. It should take into consideration the myriad of audiences using the site and attempt to provide a simple, intuitive experience. This site is largely perceived as the community's defacto repository for news and events. It should consider that frequently and work to meet expectations. It should be updated frequently and be used in a planned, focused and strategic manner. Ideally, the site should work in conjunction with an online database of contacts and regularly email those contacts with updates.

Any effort to promote the site without having strategic measures in place should be avoided.

The site is not intended to entertain. It should not be flashy or overdone. It should instead strive to be the primary arbiter of community information in a confident and measured manner.

There can sometimes be conflicts between a municipality's objectives and that of its



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GRAND FORKS MARKETING OVERVIEW

community. The municipality must be prepared to take in community considerations, or it should instead work to facilitate a community- focused website that carries information outside the city's usual or perceived parameters.

All other marketing tools should promote the website, or at the very least refer to it. Users should be confident of a brand-consistent experience before they access the site. Every piece of communication from the municipality should reference the website, and it should be used in all instances involving advertising and press coverage.

New & Events

For both external audiences and internal audiences, there must be one primary online repository for news and events. This should be open to all types of events and news and should be proactively marketed to and supported by partners to ensure its effectiveness.

Branded Marketing Materials / Collateral

Marketing materials should be developed for Grand Forks. These materials should at least include a brochure, and in time grow to include other items suitable for the circulation of information. These materials can include trade show items, investment packages, signs, official correspondence and letterhead, rack cards, collaborative initiatives (Arts & Culture) and more.

Branded marketing materials should be focused on expressing the brand spirit first, and then information second. First, capture attention; next, inform. Additional materials to develop should include a visitor's guide: a small but simple piece outlining activities, amenities, opportunities in Grand Forks, and Grand Forks history and current story.

Earned & Paid Media coverage

In addition to proactive marketing actions, Grand Forks should embark on the development of a program to foster media relations, as well as a charted media buy



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campaign. Paid and earned media are essential to gaining good coverage of Grand Forks brand. There will undoubtedly be numerous opportunities to present the Grand Forks brand in a regional capacity, in periodicals, daily papers, journals, industry supplements, etc. However, care should be taken to ensure that all paid media (advertising) expenditures are part of a proactive spending strategy.

Earned media refers to press coverage. Press coverage is likely best pursued through the development of relationships with key publications in which a positive story on one or some of Grand Forks brand pillars would prove advantageous. There are a number of stories that could be developed, with messaging tailored to any or all of the previous target demographics.

In the future, media campaigns could be carried out for each target market and around each of the brand pillars. A good end goal or objective for coverage of Grand Forks story is editorial coverage in combination with paid advertising in selected media outlets, websites and social networks. In some cases combination “advertorials” or paid editorials should be pursued.

A good target for the next three years is featured editorial coverage of between six to eight stories and placement of a similar number of paid ads to support the editorial coverage. Initial targets are business, community, travel and tourism publications, websites, and networks in BC, Alberta, and the neighbouring US. As well, a focus could be undertaken in industry-specific sectors, such as light industry, knowledge workers or innovation / economic development.

Signage

One of Grand Forks advantages is its situation and proximity to one of Canada’s main arterial roadways: Highway 3. Much opportunity exists for Grand Forks to capitalize on its location, through the improvement and development of a signage strategy. A comprehensive approach to signage will help to ensure consistency and continuity, as well as intention. Signage on the Highway can be used to demonstrate brand awareness (billboards, with brand-centric messaging). As well, more work can be done



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to improve the signage in and around the visitor centre, and the downtown core.

Storytelling signage in the immediate vicinity of key features in the community and downtown core would do well to assist in the interpretation and articulation of Grand Forks story. All municipal signage should conform to brand standards, and the rest of the City's private signage should be encouraged to follow signage guidelines.

Signage is one of the most surprisingly effective ways to articulate a brand. Not only do signs inform, but they also direct. Signage plays a fundamental role in setting up experience. A sign creates direction, anticipation, and answers questions. A sign's purpose, and how it fills that purpose, will have impact on the brand's overall resonance. A signage review and subsequent recommendations are highly recommended.

Photography / Video

A picture is worth a thousand words. Great brands are predicated on great images. Grand Forks has yet to take significant strides in their acquisition of professional brand-centric images. There are, relatively speaking, few communities who have endeavoured proactively to obtain images that express their spirit and brand, and not just the static amenities and 'nouns' of their area. As such, this is a great opportunity for the community.

Grand Forks would be well advised to procure new images every year, in order to refresh their brand image and to continue to demonstrate their proactive nature to and value placed on articulating their story. In addition, Grand Forks should begin amassing professional video footage (b-roll) of its area. B-roll will be good to have on hand digitally for media, as well as for trade shows, visitor centres, and future story development. Eventually, commercials or small spots can be developed for strategic planned opportunities. Photo and video production costs are expensive. But they are essential.

For photography and video, use industry professionals, who have amassed and can demonstrate a history of effective campaigns.



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Apparel

Another aspect of brand continuity and consistency can be aptly expressed through the design and procurement of branded apparel. As evidenced by the success of Olympic mittens, a good brand can translate well to apparel. Grand Forks brand should be adapted to district uniforms and apparel, at the very least embroidered or patched. Usage suggestions for the logo's placement on apparel are included in the brand guidelines. A range of logoed apparel can offer the community a source of revenue, but should ideally be approached first as an effective way to increase brand exposure. Get good quality apparel, with good fits and keep the colours to shades of black and white, or a natural organic palette.

Visitor Centre

Updating the visitor centre is a priority for the new brand initiative. Immediate actions should include the creation of brand posters with new images and tag lines. As well, the inclusion of new brochures will help to promote the region. A more brand centric large size map should be developed, that highlights area activities and amenities and shows key areas and information regarding the community. Flat screens can be set up to present rotating images and tag lines/ messages for Grand Forks, and in the future, content can be augmented with video. As well, banners and a booth should be created and on display in the visitor centre, which could then also be utilized for trade show presence.

Trade Shows

Grand Forks should look at attendance of trade shows outside the region, in particular, trade shows that target a specific demographic. If opportunities exist for representation in a tourism capacity, and there is budget for the opportunity, then consideration should be given to attendance. However, the shows most advantageous for Grand Forks to attend will likely be industry shows, economic development, innovation and the like. Also give consideration to being present at shows that are not in the regular realm of consideration. There is much opportunity to be had in attendance of non-traditional shows. Visit industry specific trade fairs, and conventions instead of simply



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attending UBCM, tourism and other traditional venues. Choose opportunities where Grand Forks presence is less about competition with other communities, and more about community representation. Trade shows should be attended with booth and pop-ups, marketing materials (brochure's, posters, stickers, branded SWAG, etc) and be staffed by vivacious community ambassadors.

Events

Events are an exceptional way to demonstrate the spirit of the brand. Currently, Grand Forks has few events that garner large scale attention for the community. This presents an opportunity to develop one or two key events that would help to foster an increased sense of community spirit of pride, while simultaneously attracting attention from the outside world. Clearly there are opportunities for historic events, but there are also opportunities for concerts, festivals, and perhaps events that link to Boundary Country. Events should be well planned, volunteers used efficiently thanked to prevent burn out, and media plans should be made before events are underway to ensure maximum positive coverage. All new events should be planned to resonate with the community first. The community will grow stronger by celebrating life together. As celebrations grow stronger, visitors will want to participate. Make the celebrations great! Streamers and balloons in the town hall are nice, but they do not suggest a lot of planning or pride. Step up and celebrate Grand Forks!

Social Media

Too often, there is undue significance placed on a City's interactions in social media. Social media requires significant attention and proficient capacity in order to be properly carried out. The return on investment at this juncture is low. There are places where the community can create conversations and discussion on social media; however, at this time, we recommend that the City place social media on a low priority in the context of its communication initiatives.



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Marketing / Messaging Phases

There are three primary phases of marketing that lead to action. They are:

1. Awareness,
2. Alignment, and
3. Action.

Awareness

The first phase, Awareness, is an ongoing phase. The purpose of telling Grand Forks' story (marketing) in the awareness phase is simply to introduce it to people's consciousness and compel curiosity. In a world where people are assailed with hundreds of messages per day, it is no small task to even be heard, let alone considered.

Some metrics suggest that it takes at least six exposures to a message or story before the story is even noticed or remembered. This is the function of the awareness phase which must be considered to be ongoing. It is simply about showing up on people's radar. The purpose of awareness is not so much about providing answers as it is to pose questions. Who is Grand Forks? Where is it? What is it like? What the heck is going on there? Those are good questions, which help to engender responses to the next two phases... Alignment & Action.

Alignment

The second action or phase is Alignment. Once people are aware of a story, their awareness can then be transformed to resonance. In this phase, marketing tools or messaging should be designed to resonate well with target audiences, reassuring them and inspiring confidence and alignment with Grand Forks story. If the purpose of the Awareness phase is to cause people to ask questions, then the purpose of the Alignment phase is to give them answers. Once the target audience is on side and understands why our story is important to them, then it is time to engage in the next phase: Action.

Action



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Action is messaging that offers our target demographics specific opportunities to engage with our brand. That may mean visitation, that may mean participation, that may mean relocation that may mean innovation that may simply mean retelling Grand Forks' story to others.

Each of these phases can be run concurrently with others; however, it is recommended to allow Awareness marketing be solely performed under the context of Awareness, and not competing in conjunction with Alignment and Action messaging. All too often marketing's success is hampered by the inability to be singularly focused in messaging and intent. Ads should generally be awareness-focused, until there is satisfaction that a target audience is sufficiently aware enough to be encouraged to take the next steps towards alignment and action.

Always keep messaging simple and focused, particularly in ads and smaller marketing tools. Do not attempt to relay Grand Forks' entire story. Keep messaging focused by constantly reassessing audience and intent.

Marketing Structure / Resources

The successful marketing of Grand Forks will largely depend on who or whom is administrating the endeavour. In order for the brand to move ahead, it will need champions (people who believe in and embody the brand), and managers (people who understand the importance of maintaining the brand's spirit through consistency and continuity).

There are currently a number of bodies who have a vested interest in the brand; however, the current primary organization is the municipality, the City of Grand Forks.

The municipality should foster and encourage communication and develop partnerships and relationships, as the City of Grand Forks does not fully possess the resources or capacity necessary to fully manage or disseminate the brand.

In order for the brand to be successfully released, there needs to be a body that provides accountability and can gauge success and direction for the brand. We recommend that this position be occupied by someone within the City office. The City is an ongoing functioning entity with many roles and is tasked with serving the



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GRAND FORKS MARKETING OVERVIEW

community. Its governance and accountability hierarchy helps to ensure that whoever is tasked with the primary brand management will be performing in a good environment.

The position of brand manager will likely need to encompass other roles as well. With the City's size and operating budget, a good scenario would be to create a Communications position. This position would be tasked with the initiatives regarding day-to-day communication, and as well, Economic Development, and would also carry responsibility for the marketing and branding of the municipality. The Communications position would be responsible for maintaining budget, assessing the brand's success, and delivering detailed actions corresponding to City milestones and budget.

Marketing Partnerships

The City of Grand Forks is in a good position to take advantage of marketing partnerships with organizations, including TOTA, the Boundary Country Chamber of Commerce, UBCM, Tourism BC, and other organizations with the intent to strengthen and increase capacity of rural communities. As the brand tools are introduced and used, it is advised that the City contact such organizations directly in order to increase awareness of their story and direction, as well as to continue to build alliances.

Looking Forward

Community Revitalization

The community of Grand Forks is in need of improvements to its overall appearance. Currently it is challenged with empty window space, an uninviting and non-compelling initial impression from the highway, and a lack of consistency in its overall appearance. Much of the challenge is simply inherent in the layout and structure of the community. A signage review and recommendations will assist in providing some direction and immediate consistency considerations. However, communication with the private sector is necessary to encourage improvements and beautification to the downtown area. All considerations regarding downtown revitalization are matters that



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would be best discussed in consultation with an urban planner. Ultimately, there should be an official urban plan developed for the community that takes into consideration beautification, functionality and Grand Forks overall brand.

Considerations

As Grand Forks moves ahead with its brand, it should keep a few issues in close consideration. These issues are simply items that can have adverse impacts on the brand and community as a whole. Top-of-mind issues include negative stories with regards to Grand Forks.

Negative Stories

The purpose of marketing our brand is to ensure that our story is told in a manner that benefits our community. However, our story will continue to be told by other outside parties in manners that are not necessarily in our community's best holistic interest. Key facets of stories that can contribute to the erosion or disturb our brand's resonance should be addressed, and measures put in place to mitigate adverse effects.

Grand Forks should be prepared to acknowledge unconventional or wrongly considered views and perspectives about the community. It must be able to meet those challenging perspectives with positive alternatives, or at the very least acknowledge the problems and provide evidence that they are attempting to mitigate those problems. Any such discussion should take place with a focus on possibilities, not on problems. Do not try to hide or gloss over challenges in the community, but be better prepared to meet them with evidence of planning, cognizance and a positive outlook.

Economic Downturn

An economic downturn with regards to industry can have significant ramifications for Grand Forks. In order to strengthen the community's sustainability, it is imperative to proactively seek and develop economic diversification. This should ideally be done in conjunction with Economic Development and Communications departments and with multiple levels of government and private consultation. Grand Forks' potential as a vibrant, engaging progressive community will be largely improved with increased economic development and diversification.



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Budget

City Staff will be developing a Communications strategy that will reflect the Brand Management Plan. Currently no budget has been set aside, but City Staff would develop a budget briefing in the 2014 Budgeting process.

Measuring Success

How is our brand and marketing successful? It will only be successful if we have benchmarks in place by which we can measure that success. Our objectives are below, along with suggestions for ways in which we can measure our success in these areas.

These benchmarks can be measured in conjunction with other initiatives such as the ICSP and OCP, but it is crucial that they be revisited and focused on.

It will be necessary for the City and committee members to derive a baseline set of metrics that can be used as a benchmark.

Some of the metrics we recommend establishing include:

- Website Visitation
- Chamber Membership
- Population Numbers
- Visitor Centre Traffic
- Follow-up Surveys
- Community Meeting Feedback
- Event Attendance
- Editorial Coverage
- Ad Placements
- New Business Starts
- Housing starts

Some helpful questions to ask in reassessment of our community's brand and communication success include:



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Is our community stronger?

Create or develop community meetings where citizens and community members are offered the opportunity and encouraged to voice their opinions. Keep notes and compare and guide discussions based on notes. According to community members, are objectives being accomplished? Does the community appear more engaged, relevant and connected?

Are we maintaining continuity?

Review marketing initiatives, pieces produced, editorial and advertising coverage. Is brand consistency immediately evident? Regularly ask 'What can be done to improve consistency?'

Is visitation increasing?

What are the current measures in place to track visitation? How can they be improved? Are visitors aware or familiar with the Grand Forks brand? Once the brand is released, how is visitation improving? Just as importantly, how is visitor experience improving? Simple surveys, anecdotal evidence from visitor centres, stats from Tourism BC or TOTA will assist to provide some scale of measurement for the effectiveness of the brand.

Are we keeping people here?

Figures should be available yearly on whether the community is growing or shrinking, or at the very least retaining its existing population. It would benefit the community to ask new residents about their decision to move to the community: What compelled them? What can be improved? As well, look at a form of exit surveys: ask residents who leave why they are leaving.

Are we better connected?

Regularly consult with partners (government & industry) to ascertain their perspectives on the community. This can be performed under the auspices of official surveys, but



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further benefit would result out of personal queries and consultation with partners. The simple act of asking how things can be improved demonstrates pride and confidence. Simply asking questions demonstrates confidence, pride and planning. Ask questions strategically and confidently, so that it obviously has a place in the planning process, and is not perceived as a lack of vision or confidence.

Suggested Goals

Year 1

- Budget \$10,000-\$15,000
- Establish a body (organization) and identify individual(s) accountable for carrying the brand and marketing forwards.
- Create a press kit, and clearly identify community opportunities. Begin fostering relationships with media.
- Take marketing actions that further Awareness.

Year 2

- Budget \$15,000 - \$20,000
- Further relationships with media, government, stakeholders.
- Finalize media / marketing budget and create plan (Communications, EDO & City).
- Clearly communicate objectives and demonstrate initiatives.
- Establish and host one new event.
- Review past actions and assess brand.
- Still focus on Awareness, but begin layering in Alignment messages in earned and paid media.
- Relationships with media should enable development of stories with 'Alignment' messaging.



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Year 3

- Budget \$20,000
- Increase visitation.
- Begin actively soliciting new businesses and opportunities for the community with marketing tools, based on the Economic Development plan.

Specific Suggested Immediate Actions in Order of Priority

Designate a body to oversee communications

Establish a role of Communications Manager

Can be overseen by the City, but should be facilitated to work with and build relationships internally within the community, and then externally with strategic partners.

Identify Community & Communication Champions

These individuals should include strong and active community members with diverse backgrounds and experience who are exceptional collaborators. Use this group for feedback and assistance with community engagement and organization.

Identify a budget for communications.

Identify funding sources. Multi-level government, trusts and foundations, tourism, and collaborative funding opportunities all exist.

Identify immediate high-success actions to build momentum

Actions should include signs, printing and placement of posters within the community and region, updating website to reflect new brand, procuring photos.

Identify timelines and assign actions to parties

Select and confirm evaluative metrics



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Specific Suggested Long Term Actions

Experience development

Develop itineraries for residents and businesses that offer a selection of simple plans and ideas to experience Grand Forks.

Share the community

Develop relationships with media and editorial staff. Develop story ideas and offer them to media outlets, Showcase recreation or lifestyle events, but also businesses and business opportunities, ideally within the context, or in reference to the brand.

Signage

Review signage holistically and implement recommendations concerning City, Highway, Directional and Interpretive signs.

Trade Show attendance

Develop clear ideas of target audiences and attend tradeshow where there is a higher likelihood of developing relationships. Ensure that all marketing collateral is developed beforehand and if need be, focused to the audience.

Business Endorsement

Develop a membership-based or symbolic endorsement of the brand that businesses and partners can use. "Proud Grand Forks Business" stickers could be developed and handed out to businesses to display in order to promote the brand. CAUTION: Do not endorse or encourage businesses to use the brand as their own. The brand is best served if businesses show an alliance or partnership and endorsement of the brand, rather than co-opting it as their own. Businesses should be educated and encouraged to demonstrate alliance and endorsement, not ownership.

Community Conversations

Hold City-facilitated semi-formal discussions for the purpose of convening



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community, discussing possibilities (not problems), and for sharing thoughts with the rest of the community. The purpose of the discussions is to increase communication and share ideas, perspectives and possibilities. The community conversations cannot be perceived as solution-driven. Their primary objective should be to create a larger sense of community. Ideally, these conversations will be noted, shared, compel additional discussions and provide a lens to aid decision makers in their recommendations and solutions.

Surveys

Continue to conduct regular brief surveys to get an idea of where the community is at. Surveys should help to add to metrics and provide topics for discussion and objective setting. Surveys that result in actions demonstrate commitment to vision and confidence.

Final Recommendations

Grand Forks is a distinct community with unique culture, spirit and amenities. Grand Forks should focus on telling its story to groups and audiences who care about its strengths; people who care about safety, proximity to nature, measured lifestyle, recreational opportunities and a history and aspiration to continue in original peaceful living. In a comparative sense, consider the benefits of living in Grand Forks, compared against a myriad of other communities in the world. Grand Forks has much to offer in comparison to most small Canadian communities. In order to capitalize on the opportunities associated with Grand Forks story, the first and most important step is to ensure that its story is simply being told.

Let's get busy telling it.

THE CITY OF GRAND FORKS REQUEST FOR COMMITTEE OF THE WHOLE DECISION

DATE : July 9, 2013

TOPIC : Climate Action Reserve Fund Establishment Bylaw No. 1989, 2013

PROPOSAL : First Three Readings

PROPOSED BY : Chief Financial Officer

SUMMARY:

At the May 21, 2013 regular meeting, Council approved the establishment of the Climate Action Reserve Fund for the purpose of funding climate mitigation and greenhouse gas reductions. In lieu of buying BC-based offsets to achieve carbon neutral option, an amount of \$25.00 per tonne of the City's GHG emissions are to be allocated annually to the fund.

Bylaw 1989 establishes the Climate Action Reserve Fund.

Also at the May 21, 2013 meeting, Council rescinded the January 14, 2013 resolution to submit the City's carbon offset 2012 payment towards the Darkwoods Project Trust Fund. We would now like permission to deposit the 2012 carbon offset payment into the newly established Climate Action Reserve Fund.

STAFF RECOMMENDATIONS:

That the Committee of the Whole recommends to Council to give first three readings to Bylaw No. 1989, "Climate Action Reserve Fund Establishment Bylaw", which will be presented for Council decision at the August 19th Regular Meeting.

BENEFITS, DISADVANTAGES AND NEGATIVE IMPACTS:

Option 1: Adopting the Climate Action Reserve Fund supports the City's commitment to corporate and community wide energy and GHG reductions, and will allow Council to follow through on the carbon neutrality goals and objectives such as funding climate mitigation and adaptation strategies, actions and policies. This reserve would also keep the funds in the community for future projects as directed by Council.

Option 2: The disadvantage of not adopting the Climate Action Reserve Fund is that the funds would not be kept local, but instead would fund projects out of town which would be of no benefit to the community.

COSTS AND BUDGET IMPACTS – REVENUE GENERATION:

As this reserve was not planned for in the Financial Plan, a budget amendment will be made.

LEGISLATIVE IMPACTS, PRECEDENTS, POLICIES:

Section 188 (1) of the Community Charter allows Council, by bylaw, to establish a reserve fund for a specified purpose and direct that money be placed to the credit of the reserve fund.



Department Head or CAO



Reviewed by Chief Administrative Officer

THE CORPORATION OF THE CITY OF GRAND FORKS

BYLAW NO. 1989

A Bylaw to Establish a Reserve Fund for Carbon Neutral Initiatives

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WHEREAS it is provided by Section 188 of the *Community Charter* that Council may establish a reserve fund for a specified purpose;

AND WHEREAS the Corporation of the City of Grand Forks is a signatory to the *BC Climate Action Charter* which includes the commitment to develop strategies and take actions to achieve carbon neutral operations;

NOW THEREFORE, the Council of the Corporation of the City of Grand Forks, in open meeting assembled, **ENACTS**, as follows:

1. This Bylaw may be cited as, "Climate Action Reserve Fund Establishment Bylaw 1989, 2013"
2. Subject to the provisions of the Community Charter and the BC Climate Action Charter, a dollar amount equivalent to the prevailing market value of the City's annual corporate emissions may be set aside in the annual financial plan and paid into this Reserve Fund.
3. Amounts received from funding sources related to climate change and emissions reduction programs such as Climate Action Revenue Incentive Program (CARIP) funding may be paid into this Reserve Fund.
4. The money set aside in this Reserve Fund shall be recorded separately and may be invested in the manner provided by the Community Charter until its use is required.
5. Any interest earned by this fund shall be added to the fund and become part of the fund.
6. Monies in this Reserve Fund and any interest thereon shall be used for the purpose of:
 - a) Investing in greenhouse gas emission reduction initiatives that contribute to carbon neutral municipal operations; or
 - b) For the purchase of carbon offsets or other similar measures that may be devised in the future to manage greenhouse gas emissions

Read a **FIRST** time this ____ day of _____, 2013.

Read a **SECOND** time this ____ day of _____, 2013.

Read a **THIRD** time this ____ day of _____, 2013.

FINALLY ADOPTED this ____ day of _____, 2013.

Mayor Brian Taylor

Corporate Officer – Diane Heinrich

CERTIFICATE

I hereby certify the foregoing to be a true and correct copy of Bylaw No. 1989,
cited as the "***Climate Action Reserve Fund Establishment Bylaw***".

Clerk of the Municipal Council of the
City of Grand Forks