



## **AGENDA**

### **City of Salmon Arm Regular Council Meeting**

**Monday, November 28, 2022  
1:30 p.m.**

***[Public Session Begins at 2:30 p.m.]  
Council Chambers of City Hall  
500 – 2 Avenue NE  
Salmon Arm, BC***

Page #	Item #	Description
	1.	CALL TO ORDER
1 - 2	2.	IN-CAMERA SESSION
	3.	ACKNOWLEDGEMENT OF TRADITIONAL TERRITORY <i>We acknowledge that we are gathering here on the traditional territory of the Secwepemc people, with whom we share these lands and where we live and work together.</i>
	4.	ADOPTION OF AGENDA
	5.	DISCLOSURE OF INTEREST
3 - 14	6.	CONFIRMATION OF MINUTES 1. Regular Council Meeting Minutes of November 14, 2022
15 - 18	7.	COMMITTEE REPORTS 1. Greenways Liaison Committee Meeting Minutes of October 13, 2022
19 - 24	2.	Environmental Advisory Committee Meeting Minutes of November 18, 2022
	8.	COLUMBIA SHUSWAP REGIONAL DISTRICT UPDATE

- 25 – 28 1. **STAFF REPORTS**
    - 29 – 32 2. Chief Financial Officer - Shuswap Regional Airport Commission Appointment
    - 33 – 38 3. Director of Engineering and Public Works - British Columbia Air Access Program 2022 - 2023 Intake
    - Director of Engineering and Public Works - Destination Development Fund Expression of Interest - Canoe Beach Reinstatement Project
  10. **INTRODUCTION OF BYLAWS**
  - 39 – 42 1. **RECONSIDERATION OF BYLAWS**
      - 43 – 46 2. City of Salmon Arm Cemetery Management Amendment Bylaw No. 4557 - Final Reading
      - 47 – 50 3. City of Salmon Arm Checkout Bag Regulation Amendment Bylaw No. 4552 - Final Reading
      - 51 - 58 4. City of Salmon Arm Ticket Information Utilization Amendment Bylaw No. 4558 - Final Reading
      - City of Salmon Arm Fee for Service Amendment Bylaw No. 4559 - Final Reading
    12. **CORRESPONDENCE**
    - 59 – 60 1. Informational Correspondence
    13. **NEW BUSINESS**
    - 61 – 90 1. **PRESENTATIONS**
          - Presentation 4:00-4:15 (approximately)
          - C. Thompson, MRDT Project Coordinator and Lana Fitt, Economic Development Manager - 2023 MRDT Tactical Plan
          - 91 – 102 2. Presentation 4:15-4:30 (approximately)
          - O. Lemke, B. Fairclough and V. Isnardy - Overview of 2022 WildSafeBC Columbia Shuswap Project
        15. **COUNCIL STATEMENTS**
        16. **SALMON ARM SECONDARY YOUTH COUNCIL**
        - 103 – 104 1. **NOTICE OF MOTION**
              - Councillor Lavery - City of Salmon Arm Council Members Remuneration and Expense Bylaw No. 3834 - Annual BC Consumer Price Index Adjustments
              - 105 - 106 2. Councillor Lavery - Active Transportation Master Plan - Budget Allocation to Fund Short and Mid-Term Initiatives
            18. **UNFINISHED BUSINESS AND DEFERRED / TABLED ITEMS**
            19. **OTHER BUSINESS**

- 20. QUESTION AND ANSWER PERIOD
- 21. DISCLOSURE OF INTEREST
- 22. HEARINGS
- 23. STATUTORY PUBLIC HEARINGS
- 24. RECONSIDERATION OF BYLAWS
- 25. QUESTION AND ANSWER PERIOD
- 107 - 108 26. ADJOURNMENT

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Item 2

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor Gonella

Seconded: Councillor Wallace Richmond

THAT: pursuant to Section 90(1)(b) personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity;(c) labour relations and other employee relations and(e) the acquisition, disposition or expropriation of land or improvements, if the council considers disclosure could reasonably be expected to harm the interests of the municipality, of the *Community Charter*, Council move In-Camera.

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

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## Item 6.1

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor Flynn

Seconded: Councillor Lindgren

THAT: the Regular Council Meeting Minutes of November 14, 2022, be adopted as circulated.

**Vote Record**

- ☐ Carried Unanimously
  - ☐ Carried
  - ☐ Defeated
  - ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

## REGULAR COUNCIL

Minutes of a Regular Meeting of Council of the City of Salmon Arm held in the Council Chambers of City Hall 500 – 2 Avenue NE and by electronic means, at 1:30 p.m. and reconvened at 2:30 p.m. on Monday, November 14, 2022.

### PRESENT:

Mayor A. Harrison  
Councillor K. Flynn  
Councillor T. Lavery (participated remotely)  
Councillor L. Wallace Richmond (participated remotely)  
Councillor D. Cannon  
Councillor D. Gonella

Chief Administration Officer E. Jackson  
Director of Engineering & Public Works R. Niewenhuizen  
Director of Corporate Services S. Wood  
Chief Financial Officer C. Van de Cappelle  
Senior Planner C. Larson  
Planner III M. Smyrl  
Deputy Corporate Officer R. West

### ABSENT:

Councillor S. Lindgren

#### 1. CALL TO ORDER

Mayor Harrison called the meeting to order at 1:30 p.m.

#### 2. IN-CAMERA SESSION

0457-2022

Moved: Councillor Cannon  
Seconded: Councillor Wallace Richmond  
THAT: pursuant to Section 90(1)(c), labour relations and other employee relations and(e) the acquisition, disposition or expropriation of land or improvements, if the council considers disclosure could reasonably be expected to harm the interests of the municipality, of the *Community Charter*, Council move In-Camera.

CARRIED UNANIMOUSLY

Council moved In-Camera at 1:30 p.m.  
Council returned to Regular Session at 2:02 p.m.  
Council recessed until 2:30 p.m.

#### 3. ACKNOWLEDGEMENT OF TRADITIONAL TERRITORY

Mayor Harrison read the following statement: "We acknowledge that we are gathering here on the traditional territory of the Secwepemc people, with whom we share these lands and where we live and work together."

4. REVIEW OF AGENDA

Addition of Item 22.13 – N. & B. Harisch – Consideration to pave 45<sup>th</sup> Avenue NE.

5. DISCLOSURE OF INTEREST

- Councillor Gonella declared a conflict with Item 22.12 as the Folk Music Society has contractual relationships with the Salmon Arm and Shuswap Lake Agricultural Association.
- Councillor Wallace Richmond declared a conflict with Item 22.6 as Salmon Arm Economic Development Society is a client of her firm.
- Councillor Flynn declared a conflict with Item 23.2 as the applicant is a client of his firm.

6. CONFIRMATION OF MINUTES

1. Regular Council Meeting Minutes of October 11, 2022

0458-2022

Moved: Councillor Flynn

Seconded: Councillor Cannon

THAT: the Regular Council Meeting Minutes of October 11, 2022, be adopted as circulated.

CARRIED UNANIMOUSLY

2. Special Council Meeting Minutes (Inaugural Meeting) of November 7, 2022

0459-2022

Moved: Councillor Gonella

Seconded: Councillor Cannon

THAT: the Special Council Meeting Minutes of November 7, 2022 be adopted as circulated.

CARRIED UNANIMOUSLY

7. COMMITTEE REPORTS

1. Community Heritage Commission Meeting Minutes of September 6 and October 3, 2022

0460-2022

Moved: Councillor Cannon

Seconded: Councillor Lavery

THAT: the Community Heritage Commission Meeting Minutes of September 6 and October 3, 2022 be received as information.

CARRIED UNANIMOUSLY

2. Downtown Parking Commission Meeting Minutes of October 18, 2022

0461-2022

Moved: Councillor Flynn

Seconded: Councillor Wallace Richmond

THAT: the Downtown Parking Commission Meeting Minutes of October 18, 2022 be received as information.

CARRIED UNANIMOUSLY

7. COMMITTEE REPORTS - continued

3. Active Transportation Task Force Meeting Minutes of November 7, 2022

0462-2022            Moved: Mayor Harrison  
                         Seconded: Councillor Lavery  
                         THAT: the Active Transportation Task Force Meeting Minutes of November 7, 2022 be received as information.

CARRIED UNANIMOUSLY

4. Development and Planning Services Committee Meeting Minutes of November 7, 2022

0463-2022            Moved: Councillor Wallace Richmond  
                         Seconded: Councillor Flynn  
                         THAT: the Development and Planning Services Committee Meeting Minutes of November 7, 2022 be received as information.

CARRIED UNANIMOUSLY

8. COLUMBIA SHUSWAP REGIONAL DISTRICT UPDATE

Columbia Shuswap Regional District Update - October 2022 - Received for information.

9. STAFF REPORTS

1. Chief Election Officer - 2022 General Local Election Results

Received for information.

2. Director of Corporate Services - Appointment of Approving Officer

0464-2022            Moved: Councillor Flynn  
                         Seconded: Councillor Cannon  
                         THAT: pursuant to Section 77 of the *Land Title Act*, Council appoint Christopher Larson as the Approving Officer for the City of Salmon Arm.

CARRIED UNANIMOUSLY

3. Arena Manager, Shuswap Recreation Society - Salmon Arm Silverbacks - Contract

0465-2022            Moved: Councillor Cannon  
                         Seconded: Councillor Gonella  
                         THAT: Council approve the contract with the Shuswap Recreation Society and Salmon Arm Sports Inc. (operating as Salmon Arm Silverbacks) for a 5 year term ending May 16, 2026.

CARRIED UNANIMOUSLY

9. STAFF REPORTS - continued

4. Arena Manager, Shuswap Recreation Society – S’wichcraft Catering - Contract

0466-2022

Moved: Councillor Cannon

Seconded: Councillor Wallace Richmond

THAT: Council approve the contract with the Shuswap Recreation Society and S’wichcraft Catering for a 2 year term ending April 30, 2024.

CARRIED UNANIMOUSLY

Councillor Flynn declared a conflict of interest as the contractor is a client of his firm and left the meeting at 2:53 p.m.

5. Director of Engineering & Public Works – Award of Contract for Lakeshore Road Improvements – Detailed Design

0467-2022

Moved: Councillor Lavery

Seconded: Councillor Cannon

THAT: the contract for Engineering Services for Lakeshore Road Improvements – Detailed Design, be awarded to Onsite Engineering Ltd. for \$224,170.00 plus taxes, as applicable;

AND THAT: the 2022 Budget contained in the 2022 – 2026 Financial Plan Bylaw be amended to combine the following Water Capital Project Budgets into one, 20 Avenue NE at Lakeshore Road:

- 20 Avenue NE at Lakeshore – Watermain Upgrade - \$440,000, and
- Lakeshore – 10 Avenue – 17 Avenue NE Upgrade - \$429,000

CARRIED UNANIMOUSLY

Councillor Flynn returned to the meeting at 3:00 p.m.

6. Director of Engineering & Public Works – Okanagan Avenue Storm Water Facility Budget Amendment

0468-2022

Moved: Councillor Wallace Richmond

Seconded: Councillor Lavery

THAT: the 2022 Budget contained in the 2022 – 2026 Financial Plan be amended to combine both the North and South Okanagan Storm Pond budgets to create one Okanagan Storm Water Facility Budget:

- Okanagan Storm Pond (North) - \$100,000
- Okanagan Storm Pond (South) - \$100,000

CARRIED UNANIMOUSLY

10. INTRODUCTION OF BYLAWS

1. City of Salmon Arm Cemetery Management Amendment Bylaw No. 4557 – First, Second and Third Reading

0469-2022

Moved: Councillor Gonella

Seconded: Councillor Flynn

THAT: the Bylaw entitled City of Salmon Arm Cemetery Management Amendment Bylaw No. 4557 be read a first, second and third time.

CARRIED UNANIMOUSLY

2. City of Salmon Arm Checkout Bag Regulation Amendment Bylaw No. 4552 – First, Second and Third Reading

0470-2022

Moved: Councillor Cannon

Seconded: Mayor Harrison

THAT: the Bylaw entitled City of Salmon Arm Checkout Bag Regulation Amendment Bylaw No. 4552 be read a first, second and third time.

CARRIED UNANIMOUSLY

3. City of Salmon Arm Ticket Information Utilization Amendment Bylaw No. 4558 – First, Second and Third Reading

0471-2022

Moved: Councillor Cannon

Seconded: Councillor Flynn

THAT: the Bylaw entitled City of Salmon Arm Ticket Information Utilization Amendment Bylaw No. 4558 be read a first, second and third time.

CARRIED UNANIMOUSLY

4. City of Salmon Arm Fee for Service Amendment Bylaw No. 4559 – First, Second and Third Reading

0472-2022

Moved: Councillor Cannon

Seconded: Councillor Gonella

THAT: the Bylaw entitled City of Salmon Arm Fee for Service Amendment Bylaw No. 4559 be read a first, second and third time.

CARRIED UNANIMOUSLY



11. RECONSIDERATION OF BYLAWS

1. City of Salmon Arm Fee for Service Amendment Bylaw No. 4554 (Airport User Fees) - Final Reading

0473-2022                      Moved: Councillor Gonella  
                                       Seconded: Councillor Cannon  
                                       THAT: the Bylaw entitled City of Salmon Arm Fee for Service Amendment Bylaw No. 4554 be read a final time.

CARRIED UNANIMOUSLY

2. City of Salmon Arm Zoning Amendment Bylaw No. 4548 [ZON-1250; City of Salmon Arm; Text Amendment; R4 (Medium Density Residential Zone) - Bare Land Multi Family Strata Lot Regulations] - Final Reading

0474-2022                      Moved: Councillor Wallace Richmond  
                                       Seconded: Councillor Lavery  
                                       THAT: the Bylaw entitled City of Salmon Arm Zoning Amendment Bylaw No. 4548 be read a final time.

CARRIED UNANIMOUSLY

3. City of Salmon Arm Road Highway Closure Bylaw No. 4427 [Kearl, R.; Portion of 18 Street NE (South of 11 Avenue NE)] - Final Reading

0475-2022                      Moved: Councillor Flynn  
                                       Seconded: Councillor Cannon  
                                       THAT: the Bylaw entitled City of Salmon Arm Highway Closure Bylaw No. 4427 be read a final time.

CARRIED UNANIMOUSLY

12. CORRESPONDENCE

1. Informational Correspondence

9. J. Broadwell, Manager, Downtown Salmon Arm - Letter dated November 3, 2022 - Request for Hudson Street Closure for Downtown Holiday Market 2022

0476-2022                      Moved: Councillor Flynn  
                                       Seconded: Councillor Gonella  
                                       THAT: Council authorize the closure of Hudson Street (between Ross Street and Alexander Street) on Saturday, December 3, 2022 from 9:00 a.m. to 4:00 p.m. for the Downtown Holiday Market, subject to the provision of adequate liability insurance.

CARRIED UNANIMOUSLY

12. CORRESPONDENCE - continued

1. Informational Correspondence

10. J. Torrens, The Salvation Army Salmon Arm Ministries – Letter dated November 8, 2022 – Request to close Canoe Beach Drive and Lakeshore Drive for CPR Holiday Train Event – December 15, 2022

0477-2022

Moved: Councillor Wallace Richmond

Seconded: Councillor Flynn

THAT: Council authorize the closure of roadways for the CPR Holiday Train Event on December 15, 2022 as follows:

- 5:30 p.m. – 7:30 p.m.: Canoe Beach Drive from 4600 Canoe Beach Drive to 51 Street NE and 50 Street NE from 72 Avenue NE to Canoe Beach Drive; and
- 6:45 p.m. – 8:45 p.m.: Lakeshore Drive NW from Shuswap Street to Hudson Avenue, subject to the provision of adequate liability insurance.

CARRIED UNANIMOUSLY

8. M. Bennett, Salmon Arm Event Director, Shuswap Food Action Society – Email dated October 31, 2022 – Request for Support – 2023 Coldest Night of the Year

0478-2022

Moved: Councillor Lavery

Seconded: Councillor Gonella

THAT: Council authorize the use of the downtown core and route outlined in the Shuswap Food Action Society's request, for the February 25, 2023 Coldest Night of the Year event, subject to the provision of adequate liability insurance.

CARRIED UNANIMOUSLY

13. NEW BUSINESS

1. Committee Appointments/Deputy Mayor Appointments

0479-2022

Moved: Councillor Cannon

Seconded: Councillor Flynn

THAT: Council approve the Committees of Council and Deputy Mayor appointments for 2022 – 2026 as circulated.

CARRIED UNANIMOUSLY

The Meeting recessed at 3:58 p.m.

The Meeting reconvened at 4:03 p.m.

14. PRESENTATIONS

1. Staff Sergeant West, Salmon Arm RCMP Detachment – Quarterly Policing Report July 1, 2022 to September 30, 2022

Staff Sergeant West, Salmon Arm RCMP Detachment, provided an overview of the quarterly policing report from July 1, 2022 to September 30, 2022 and was available to answer questions from Council.

15. COUNCIL STATEMENTS

16. SALMON ARM SECONDARY YOUTH COUNCIL

17. NOTICE OF MOTION

18. UNFINISHED BUSINESS AND DEFERRED / TABLED ITEMS

19. OTHER BUSINESS

20. QUESTION AND ANSWER PERIOD

The Meeting recessed at 4:22 p.m.

The Meeting reconvened at 7:00 p.m.

PRESENT:

Mayor A. Harrison  
Councillor T. Lavery (participated remotely)  
Councillor L. Wallace Richmond (participated remotely)  
Councillor D. Cannon  
Councillor D. Gonella  
Councillor K. Flynn  
  
Chief Administration Officer E. Jackson  
Director of Corporate Services S. Wood  
Director of Engineering & Public Works R. Niewenhuizen  
Chief Financial Officer C. Van de Cappelle  
Planner III M. Smyrl  
Deputy Corporate Officer R. West

ABSENT:

Councillor S. Lindgren

21. DISCLOSURE OF INTEREST

22. PUBLIC INPUT – 2023 BUDGET

The following items were submitted as public input and will be added as specific referrals in the 2023 budget review.

**22. PUBLIC INPUT - 2023 BUDGET - continued****1. Notice of Public Budget Meeting****2. Police Based Victim Services**

Scott West and Jane Shirley provided an overview of the funding request for Police Based Victims Services Program. They were available to answer questions from Council.

**3. Salmon Arm Elks Recreation Society**

Ron Reddecliff, Director, provided an overview of the funding request for the Salmon Arm Elks Recreation Society and was available to answer questions from Council.

**4. Salmon Arm Food and Agriculture Strategy Funding**

Serena Caner, Shuswap Food Action Society, provided an overview of the request for funding of a Food & Urban Agriculture strategy and was available to answer questions from Council.

**5. Consideration for a Retaining Wall at 1031 22 Avenue SW**

Councillor Wallace Richmond declared a conflict of interest and left the meeting at 7:52 p.m.

**6. Salmon Arm Economic Development Society**

Caitlin Thompson and Lana Fitt provided an overview of the funding request for the signage project. They were available to answer questions from Council.

Councillor Wallace Richmond returned to the meeting at 8:08 p.m.

**7. Lil Whitehead - Consideration for a Connector Road - 15<sup>th</sup> Avenue NE to 11<sup>th</sup> Avenue NE****8. Salmon Arm Chamber of Commerce**

Funding requests for transit options to the Industrial Park and Open Data systems on the City's website were submitted by the Salmon Arm Chamber of Commerce.

**9. Salmon Arm Curling Club****10. Active Transportation Task Force**

David Major provided an overview of the funding request from the Active Transportation Task Force and was available to answer questions from Council.

**11. Shuswap Youth Soccer Association**

Jayme Franklin, Chair, provided an overview of the funding request from the Shuswap Youth Soccer Association and was available to answer questions from Council.

Councillor Gonella declared a conflict of interest and left the meeting at 8:27 p.m.

**22. PUBLIC INPUT – 2023 BUDGET - continued****12. The Salmon Arm and Shuswap Lake Agriculture Association**

Funding requests for security, repairs, upgrades and maintenance of the fair grounds was were submitted from the Salmon Arm and Shuswap Lake Agricultural Association.

Councillor Gonella returned to the meeting at 8:28 p.m.

**13. N. & B. Harisch – Consideration to Pave 45<sup>th</sup> Avenue NE**

Norma Harisch provided an overview of the funding request to pave 45<sup>th</sup> Avenue NE and was available to answer questions from Council.

**23. HEARINGS****1. Development Variance Permit Application No. VP-562 [Deschamps, M. & K.; 1121 4 Street SE; Servicing Requirements]**

0480-2022

Moved: Councillor Gonella

Seconded: Councillor Flynn

THAT: Development Variance Permit No. VP-562 be authorized for issuance to vary the Subdivision and Development Servicing Bylaw No. 4163, for frontage of Lot 3, Section 11, Township 20, Range 10, W6M, KDYD, Plan 8051, as follows:

- i) waive the requirement to upgrade 4 Street SE from an interim gravel road to a RD-4 Urban standard;
- ii) waive the requirement to extend sanitary sewer main from 10 Avenue SE across the frontage of the subject property; and
- iii) waive the requirement to extend the 150mm water main from 10 Avenue SE, along 4 Street SE, across the frontage of the subject property.

AND THAT:

- i) the Owner install an acceptable on-site sewer disposal system; and
- ii) the Owner install a 25mm private water line along 4 Street SE to the north property line of the subject property and the City be responsible for road restoration following the installation of a 25mm water line.

**Amendment**

Moved: Councillor Flynn

Seconded: Councillor Cannon

THAT: that the following be removed from paragraph ii) 'the City be responsible for road restoration following the installation of a 25mm water line'.

**CARRIED UNANIMOUSLY**

The Planning Official explained the proposed Development Variance Permit Application.

Kristen Deschamps, owner and applicant, provided an overview and was available to answer questions from Council.

Submissions were called for at this time.

Following three calls for submissions and questions from Council, the Hearing closed at 8:43 p.m. and the Motion as amended was:

CARRIED UNANIMOUSLY

Councillor Flynn declared a conflict of interest and left the meeting at 8:51 p.m.

2. Development Variance Permit Application No. VP-563 [Mt. Ida Nursery Ltd. c/o B. Barnard; 1810 - 30 Street SE; Setback Requirements]

0481-2022

Moved: Councillor Wallace Richmond

Seconded: Councillor Lavery

THAT: Development Variance Permit No. VP-563 be authorized for issuance for Lot 4, Section 7, Township 20, Range 9, W6M, KDYD, Plan 14219, which will vary Zoning Bylaw No. 2303 as follows:

Section 35.13.2 – Rear Parcel Line Setback – reduction from 15.0 m to 11.0 m to facilitate construction of a new greenhouse on this property.

The Planning Official explained the proposed Development Variance Permit Application.

Submissions were called for at this time.

Following three calls for submissions and questions from Council, the Hearing closed at 8:52 p.m. and the Motion was:

CARRIED UNANIMOUSLY

24. STATUTORY PUBLIC HEARINGS

25. RECONSIDERATION OF BYLAWS

26. QUESTION AND ANSWER PERIOD

27. ADJOURNMENT

0482-2022

Moved: Councillor Lavery

Seconded: Councillor Wallace Richmond

THAT: the Regular Council Meeting of November 14, 2022 be adjourned.

CARRIED UNANIMOUSLY

The meeting adjourned at 8:54 p.m.

CERTIFIED CORRECT:

\_\_\_\_\_  
CORPORATE OFFICER

Adopted by Council the      day of      , 2022.

\_\_\_\_\_  
MAYOR

Item 7.1

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor Lavery

Seconded: Councillor Flynn

THAT: the Greenways Liaison Committee Meeting Minutes of October 13, 2022 be received as information.

### Vote Record

- ☐ Carried Unanimously
  - ☐ Carried
  - ☐ Defeated
  - ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

**CITY OF SALMON ARM**

Minutes of the Greenways Liaison Committee (GLC) Meeting held online and in City Hall, 500 – 2 Avenue NE, Salmon Arm, BC, (GoTo Meeting) on **Thursday, October 13, 2022** at 3:30 p.m.

**PRESENT:**

Brian Browning, Shuswap Trail Alliance  
Chris Stromgren, Shuswap Trail Alliance  
Rob Bickford, Citizen at Large  
Joe Johnson, Citizen at Large  
Kevin Flynn, Chair

Adrian Bostock, Shuswap Trail Alliance (non-voting)  
Chris Larson, City of Salmon Arm, Senior Planner, Recorder

**REGRETS:**

Steve Fabro, Citizen at Large  
Darin Gerow, City of Salmon Arm, Manager of Roads & Parks

The meeting was called to order at 3:37 p.m.

**1. Acknowledgement of Traditional Territory**

*We acknowledge that we are gathering here on the traditional territory of the Secwepemc people, with whom we share these lands and where we live and work together.*

**2. Introductions**

**3. Presentations**

**4. Approval of Agenda and Additional Items**

Moved: Rob Bickford

Seconded: Brian Browning

THAT: the Agenda of the Greenways Liaison Committee Meeting of October 13, 2022 be approved as circulated.

CARRIED UNANIMOUSLY



**5. Approval of Minutes of Previous Greenways Liaison Committee Meeting**

Moved: Rob Bickford

Seconded: Brian Browning

THAT: the minutes of the Greenways Liaison Committee Meeting of June 8, 2022 be approved as circulated.

CARRIED UNANIMOUSLY

**6. Old Business /Arising from minutes**

**7. New Business**

- **South Canoe Events**

A number of events utilized the South Canoe Trails over the past season with success, including the BC Bike Race, Lewiston Ultra, Orienteering, and the Skookum Tuesday Youth Ride. GLC noted these events have been well managed. Ongoing management and communication is required, and may be increasingly important to formalize as the area increases in popularity.

- **Ready Trail @ Maplewoods**

Damage to this greenway incurred under a Highway Use Permit was discussed. It was noted that trail reconstruction was underway. The GLC noted concerns regarding re-vegetation and landscaping. A Motion from Council will be distributed when available for discussion at the next GLC meeting.

- **Cemetery Trails – Space Cadet**

A point of concern on the Space Cadet trail was discussed. Some options are to be developed, explored and discussed at a future meeting.

- **Salmon Arm Developments**

The Lamb's Hill development and subdivision was discussed including the dedication for trail/sidewalk/multi-use paths as required by the OCP/Greenways Strategy. The related greenway may come under City maintenance as early as 2023.

**8. Other Business &/or Updates**

- **STA Update - Planning and Projects (attached)**

The STA outlined efforts and projects in progress. Primary projects include Hoadley Park and Little Mountain. The South Canoe Gazebo project is ongoing. A plan for suburban walking loops has been brought forward which will require some future discussion.

**8. Other Business &/or Updates - continued**

- **STA Update - Planning and Projects (attached) - continued**

Discussion with SD83 regarding greenways on school properties are ongoing and positive.

- **South Canoe Update**

Winter grooming program is gearing up for the season. The recent Parking Lot Grand Opening was well attended. Trails around the parking area at South Canoe will be upgraded in spring, and a skills park and junior xc loop are being explored. The Ida View trail including the bridge is in place and has been well received.

- **Park Hill Update**

No major projects to report.

- **Active Transportation Task Force**

The ATTF process was discussed, noting that the ATNP was adopted by Council at their meeting on October 11. This process was well supported by efforts of several GLC members.

Further discussion involved future group or committee structures, possibly merging the GLC into a future AT Committee, with some sort of "trails" subgroup.

**9. Next meeting - to be determined****10. Adjournment**

Moved: Joe Johnson

Seconded: Rob Bickford

THAT: the Greenways Liaison Committee Meeting of October 13, 2022 be adjourned.

CARRIED UNANIMOUSLY

The meeting adjourned at 4:55 p.m.

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Councillor K. Flynn, Chair

Received for information by Council on the \_\_\_\_\_.

Item 7.2

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor Lindgren

Seconded: Councillor Wallace Richmond

THAT: the Environmental Advisory Committee Meeting Minutes of November 18, 2022 be received as information.

### Vote Record

- ☐ Carried Unanimously
  - ☐ Carried
  - ☐ Defeated
  - ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

## CITY OF SALMON ARM

Minutes of the Environmental Advisory Committee Meeting held by virtual means on Friday, November 18, 2022 at 2:30 p.m.

### PRESENT:

Councillor Sylvia Lindgren  
Julia Beatty  
Janet Pattinson  
Pauline Waelti  
Sharon Bennett  
Travis Elwood  
Luke Gubbels  
Jenn Wilson  
Rhonda West

City of Salmon Arm, Chair  
Shuswap Climate Action  
Shuswap Naturalist Club  
Shuswap Environment Action Society (SEAS)  
Citizen at Large  
School District No. 83  
Canoe Forest Products  
City of Salmon Arm, Service Delivery Management Coordinator  
City of Salmon Arm, Recorder

### ABSENT:

Christina Thomas  
Carmen Pennell  
Barrie Voth  
Janet Aitken  
Warren Bell  
Michael Simpson  
Jessica Klikach

Adams Lake Indian Band  
Neskonlith Indian Band  
Citizen at Large  
Agricultural Industry  
Salmon Arm Bay Nature Enhancement Society (SABNES)  
Canadian Association of Physicians for the Environment (CAPE)  
Citizen at Large  
Salmon Arm Fish and Game Club

### GUESTS:

Ceran Caner

The meeting was called to order at 2:43 p.m.

#### 1. Introductions and Welcome

#### 2. Acknowledgement of Traditional Territory

*We acknowledge that we are gathering here on the traditional territory of the Secwepemc people, with whom we share these lands and where we live and work together.*

#### 3. Approval/changes/additions to Agenda

Moved: Janet Pattinson

Seconded: Luke Gubbels

THAT: the Environmental Advisory Committee Meeting Agenda of November 18, 2022 be approved with the following additions:

- Meeting times
- Tree planting grant

CARRIED UNANIMOUSLY

**4. Approval of Minutes from September 9, 2022**

Moved: Pauline Waelti

Seconded: Janet Pattinson

THAT: the Minutes of the Environmental Advisory Committee Meeting of September 9, 2022 be approved.

CARRIED UNANIMOUSLY

**5. Presentations****6. Old Business/Arising from Minutes**

- a) **Working Group Update - Bylaw Review - Tree Removal and Protection Bylaw No. 2305 and Pesticide Use Bylaw No. 3744**

Tree Removal Bylaw -

Pesticide Use Bylaw -

Moved: Janet Pattinson

Seconded: Travis Elwood

THAT: Members of the Environmental Advisory Committee present the committee's recommendations on Tree Removal and Protection Bylaw No. 2305 and Pesticide Use Bylaw No. 3744 at a Regular Meeting of the City of Salmon Arm Council.

CARRIED UNANIMOUSLY

There was agreement to present at the January 9, 2023 Regular Council Meeting.

- b) **Urban Tree Bylaw revision - J. Beatty**

Julia noted that the links are provided as information and highlight and acknowledge that trees and greenery are an important asset. Jenn provided an update that the City has the ability to track natural assets and have started that process. There was agreement to add the references to the bylaw recommendations.

- c) **Presentation to Council on Bylaw review**

Previously discussed.

d) **Committee Work Plan review**

The Committee Work Plan was reviewed and Sylvia will send out a copy to members via email. There was agreement to review and prioritize at the next meeting.

Sylvia provided a background history with respect to a Climate Action Plan. Jenn noted that a proposal has been submitted for budget consideration for climate action work and noted that this type of work is best moved forward with a consultant.

7. **New Business**

a) **Community Wildfire Protection Plan Tour – EAC Feedback – J. Beatty**

Julia noted that four members participated and there was discussion on how issues may be mitigated. Recommendations have been forwarded to the City of Salmon Arm.

8. **Other Business & / or Roundtable Updates**

a) **Meeting Times**

It was noted that quorum has become difficult to obtain for committee meetings. Committee members agreed that 2:30 p.m. time worked best for meetings to be held on Tuesday/Wednesday or Thursday during the week. Sylvia will send out a doodle poll for meetings dates up to June, 2023.

b) **Tree Planting Grant**

BC Hydro provides a grant to communities to plant trees in recognition of Earth Day. Jenn will look into if the City is interested in partnering on an application.

9. **Next Meeting – December 9, 2022**

10. **Adjournment**

Moved: Janet Pattinson

Seconded: Pauline Waelti

THAT: the Environmental Advisory Committee meeting of November 18, 2022 be adjourned.

CARRIED UNANIMOUSLY

Minutes of the Environmental Advisory Committee Meeting of Friday, November 18, 2022

Page 4

The meeting ended at 4:00p.m.

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Councillor Sylvia Lindgren, Chair

Received for information by Council the      day of      , 2022.

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Item 9.1

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: the following individuals are appointed as the CSRD representatives to the Shuswap Regional Airport Commission for a two (2) year term expiring December 31, 2024:

- Martin Gibbons – Area C
- Dean Trumbley – Area D
- Rhona Martin – Area E
- Natalya Melnychuk – Area G

### Vote Record

- ☐ Carried Unanimously
  - ☐ Carried
  - ☐ Defeated
  - ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond



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To: Mayor Harrison and Members of Council  
Date: November 24, 2022  
From: Chelsea Van de Cappelle, Chief Financial Officer  
Subject: Shuswap Regional Airport Commission Appointment

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**Recommendation:**

THAT: The following individuals be appointed, as the CSRD representatives, to the Shuswap Regional Airport Commission for a two (2) year term expiring December 31, 2024:

- Martin Gibbons – Area C
- Dean Trumbley – Area D
- Rhona Martin – Area E
- Natalya Melnychuk – Area G

During the committee appointments that occurred in November of 2022, Councillor Louise Wallace Richmond was appointed to replace Councillor Chad Eliason for the duration of the previous term ending December 31, 2023.

The following individuals, who were appointed as the City of Salmon Arm appointments to the Shuswap Regional Airport Commission, will continue to serve until their two (2) year term expires on December 31, 2023:

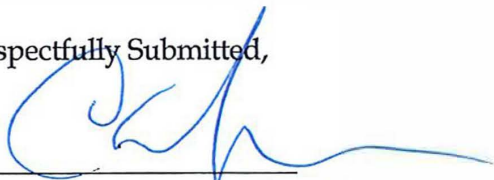
- Chelsea Van de Cappelle, Chief Financial Officer;
- Robert Niewenhuizen, Director of Engineering and Public Works;  
and
- Tim Auger, Salmon Arm Flying Club.

**Background:**

Pursuant to the City of Salmon Arm Shuswap Regional Airport Commission Establishment Bylaw No. 2152, Council must appoint all members to the Shuswap Regional Airport Commission (Airport Commission) by resolution. The bylaw specifies that all appointments, except those to fill interim vacancies, shall be for a two (2) year term based on the calendar year, however, the first term of Council appointees shall be one (1) year.

The Shuswap Regional Airport Commission Establishment Bylaw No. 2152 provides that four (4) members be appointed by the CSRD.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'C. Van de Cappelle', is written over a horizontal line.

Chelsea Van de Cappelle, CPA

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Item 9.2

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: Council authorize submission of a grant application under the British Columbia Air Access Program (BCAAP) 2022-2023 Intake, for the Shuswap Regional Airport Runway 14-32 Repaving Project, estimated cost \$1,650,000 plus taxes, subject to approval by the Shuswap Regional Airport Commission;

AND THAT: The 2022 budget contained in the 2022 – 2026 Financial Plan Bylaw be amended to include the Runway Paving Project in the amount of \$1,650,000 funded as follows:

- BCAAP Grant - \$1,237,500;
- Airport – Taxiway Reserve - \$400,000; and
- Airport – Major Maintenance Reserve - \$12,500.

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond



File 2022-99 BCAAP

TO: His Worship Mayor Harrison and Members of Council

FROM: Robert Niewenhuizen, Director of Engineering and Public Works

DATE: November 16, 2022

SUBJECT: **BRITISH COLUMBIA AIR ACCESS PROGRAM 2022-2023 INTAKE**

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### **STAFF RECOMMENDATION**

**THAT:** Council authorize submission of a grant application under the British Columbia Air Access Program (BCAAP) 2022-2023 Intake, for the Shuswap Regional Airport Runway 14-32 Repaving Project, estimated cost \$ 1,650,000 plus taxes, subject to approval by the Shuswap Regional Airport Commission;

**AND THAT:** The 2022 Budget contained in the 2022 – 2026 Financial Plan Bylaw be amended to include the Runway Repaving Project in the amount of \$1,650,000 funded as follows:

- **BCAAP Grant - \$1,237,500;**
- **Airport – Taxiway Reserve - \$400,000; and**
- **Airport – Major Maintenance Reserve - \$12,500.**

---

### **BACKGROUND**

Air Access Program (BCAAP) provides capital funding to assist B.C. airports with improvements to their infrastructure. Through this cost-sharing program, airports can invest in safety and infrastructure enhancements that help strengthen local, regional and provincial economies.

There is no limit on the number of applications for a facility and the BCAAP grant can fund up to 75% of eligible project costs for airside project and other core aviation infrastructure.

On November 1, 2022, the Ministry of Transportation and Infrastructure announced BCAAP 2022-2023 intake with the deadline for application on **December 22, 2022**. All applications for funding require a resolution of Council supporting the application.

The application would fall under the funding category of Major projects and GPS approach projects. This category supports infrastructure projects with an estimated cost of \$67,000.00 or higher.

Runway 14-32 at the Shuswap Regional Airport was last paved in 1981, forty-one years ago, and repaving is needed to support continued medevac operations and wildfire suppression activities. Repaving of the runway surface would include pulverizing, grading, compacting and repaving approximately 30,000 m<sup>2</sup> of asphalt (1,299 m long and 23 m wide).



The runway repaving cannot be delayed much longer without operational consequences. The City has invested a significant amount in the airport over the last few years through the construction of Taxiway Charlie and tree clearing.

Staff request that Council authorize submission of the grant application under the BCAAP for the Shuswap Regional Airport Runway Repaving project, estimated to cost \$1,650,000 plus taxes.

It is proposed to fund the City's portion of the costs, \$412,500, from the following sources:

- \$400,000 from the Airport – Taxiway Reserve. Estimated current balance of \$401,500 and,
- \$12,500 from the Airport – Major Maintenance Reserve. Estimated current balance of \$226,000.

The repaving of Runway 14-32 has been discussed at the November 8, 2022 Airport Safety Committee meeting and the November 16, 2022 Airport Operations Committee meeting. Both committees are in support of the project and the BCAAP application.

An application to the BCAAP will be subject to receiving approval from the Shuswap Regional Airport Commission. Staff hope to coordinate a meeting with the Commission in early December 2022 to seek their approval and to review the proposed 2023 operational budget.

At the same time, staff will be working with the Airport Managers to obtain letters of support for this project from various airport users.

Respectfully submitted,



Robert Niewenhuizen, ASCT  
Director of Engineering and Public Works

cc Chelsea Van de Cappelle, CFO







Item 9.3

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: Council authorize City staff to submit an Expression of Interest to the Destination Development Fund for the Canoe Beach Reinstatement project, estimated cost \$500,000.00 plus taxes.

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

TO: His Worship Mayor Harrison and Members of Council  
FROM: Robert Niewenhuizen, Director of Engineering and Public Works  
DATE: November 23, 2022  
SUBJECT: **Destination Development Fund Expression of Interest – Canoe Beach Reinstatement Project**

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**RECOMMENDATION:**

**THAT: Council authorize City staff to submit an Expression of Interest to the Destination Development Fund for the Canoe Beach Reinstatement project, estimated cost \$500,000.00 plus taxes;**

**BACKGROUND:**

The Province of B.C. is building a resilient and globally competitive tourism sector that fosters vibrant communities across the province. The fund will provide \$30 million in one-time grants to support the development and rejuvenation of tourism infrastructure, assets and experiences.

The B.C. **Destination Development Fund** aims to invest in projects that:

- Foster distinct and globally competitive destinations;
- Strengthen a year-round visitor economy;
- Increase community vibrancy and resident support for tourism; and
- Support sustainability, accessibility and inclusion.

The fund will award grants across two streams.

Stream 1 funds up to \$1,000,000 per project. This stream is geared toward building or rejuvenating:

- Tourism infrastructure;
- Visitor amenities; and
- Tourist attractions.

Stream 2 funds up to \$500,000 per project. This stream is geared toward improving destination competitiveness through:

- Modernizing tourism experiences;
- Building capacity and skills;
- Adopting and adapting technology; and
- Enhancing sustainability practices.

The eligibility criteria is listed below:

- Be located in B.C.;
- Support the tourism sector;
- Be visitor-oriented, open for use to the public and not limited to a private membership;
- Be endorsed by the organization (for example, approved by council, board of directors or band council);
- Have demonstrated support from stakeholders and partners;
- Be shovel ready (project can begin construction in the near future); and
- Be completed by March 31, 2025.

In order to apply for this funding and Expression of Interest (EOI) must be submitted by **1 pm on Wednesday, December 7, 2022.**

Staff have reviewed several potential projects but are recommending Council support of the Canoe Beach Reinstatement project. With the recent demolition and removal of the Canoe Beach cabin sites the area is now ready for reinstatement works to begin. There is much to be done for this area can be utilized by the public. This area was identified in the Canoe Beach Master plan (2016) as a priority area for expansion of the public beach. The improvements listed below part of the proposed reinstatement project:

- Site and beach cleanup
- Construct a paved road with turnaround
- Day parking stalls
- Topsoil and seed (rough)
- Picnic tables
- All season out house
- Danger tree removal
- Tree planting
- Fencing along CP Rail right of way
- Other identified items in the Master Plan document
  - Secwepemc Landmark Sculpture

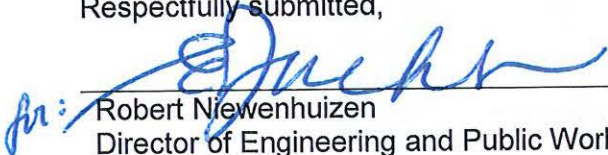
See attached Master Plan Map

'Canoe Beach Master Plan Initiatives' was identified as a Short Term priority in the recently adopted Corporate Strategic Plan.

#### STAFF COMMENTS

Based on the above, staff recommend that an EOI be submitted under Stream 1: Activate of the Destination Development Fund for the Canoe Beach Reinstatement Project for an estimated cost of \$500,000.00 plus taxes.

Respectfully submitted,

  
Robert Nieuwenhuizen  
Director of Engineering and Public Works

cc Chelsea Van De Cappelle, CFO







**CITY OF SALMON ARM  
ENGINEERING AND PUBLIC WORKS DEPARTMENT**

**2023 WORKS ESTIMATE**  
Class 'D'

Date: Nov 23, 2022

Project No.: N/A

Prepared By: TCP

Updated By: DCG

**PROJECT DESCRIPTION**

Canoe Beach Cabin Area Reinstatement (PHASE 1)

**PROJECT DETAILS**

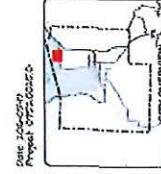
**Phase 1**

- construction of a Asphalt road with turnaround, day parking stalls, topsoil and seed (rough), picnic tables, new out house.

DESCRIPTION	QUANTITY	UNIT	COST	EXTENSION
1 Mobilize & De-Mobilize	1	LS	\$ 2,500	\$ 2,500
2 Beach Clean up	100	hrs	\$ 50	\$ 5,000
3 Danger Tree Assessment & Removals	1	LS	\$ 10,000	\$ 10,000
4 Grading and compacting (approx 300 meters long)	2100	m2	\$ 10	\$ 21,000
5 Supply & Place gravels	2000	m2	\$ 20	\$ 40,000
6 Supply & Place Asphalt	320	Tonne	\$ 155	\$ 49,600
7 Tree Plantings	40	ea	\$ 400	\$ 16,000
8 Barriers (no post or rocks)	1	LS	\$ 15,000	\$ 15,000
9 Day Parking construction (2 x 60 meters long)	800	m2	\$ 25	\$ 20,000
10 Day Parkign Asphalt	90	Tonne	\$ 155	\$ 13,950
11 Beach area prep (grade/rake) approx area 5000 m2 (1.2 acres)	5000	m2	\$ 5	\$ 25,000
12 Top Soil & Seed approx. area 5000 m2 (1.2 acres)	400	m3	\$ 45	\$ 18,000
13 Out House & Tank Installation	1	LS	\$ 25,000	\$ 25,000
14 Supply & Install 1.8m high Chainlink Fence	450	m	\$ 150	\$ 67,500
15 Secwepemc Landmark Sculpture	1	LS	\$ 50,000	\$ 50,000
16 QEP Monitoring	1	LS	\$ 5,000	\$ 5,000
17 Survey (Legal & Layout	1	LS	\$ 4,000	\$ 4,000
<b>SUBTOTAL</b>				<b>\$ 387,550</b>
<b>ENG. AND CONTINGENCY 25%</b>				<b>\$ 96,888</b>
<b>TOTAL COST</b>				<b>\$ 484,438</b>
<b>ESTIMATE</b>				<b>\$ 484,000</b>



# Canoe Beach Master Plan



**URBAN**  
systems



Item 11.1

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: the Bylaw entitled City of Salmon Arm Cemetery Management Amendment Bylaw No. 4557 be read a final time.

[Cemetery Rates]

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

CITY OF SALMON ARM  
BYLAW NO. 4557

A bylaw to amend "City of Salmon Arm Cemetery Management Bylaw No. 4280"

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WHEREAS it is deemed desirable and expedient to amend the fees imposed by "Cemetery Management Bylaw No. 4280";

NOW THEREFORE the Council of the City of Salmon Arm, in open meeting assembled, enacts as follows:

1. Schedule "A" of Bylaw No. 4280 is hereby repealed in its entirety and replaced with Schedule "A" attached hereto and forming part of this bylaw.

2. SEVERABILITY

If any part, section, sub-section, clause of this bylaw for any reason is held to be invalid by the decisions of a Court of competent jurisdiction, the invalid portion shall be severed and the decisions that it is invalid shall not affect the validity of the remaining portions of this bylaw.

3. ENACTMENT

Any enactment referred to herein is a reference to an enactment of British Columbia and regulations thereto as amended, revised, consolidated or replaced from time to time.

4. EFFECTIVE DATE

This bylaw shall come into full force and effect on January 1, 2023.

5. CITATION

This bylaw may be cited as "City of Salmon Arm Cemetery Management Amendment Bylaw No. 4557."

READ A FIRST TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
READ A SECOND TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
READ A THIRD TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
ADOPTED BY COUNCIL THIS		DAY OF		2022

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CORPORATE OFFICER



## SCHEDULE "A" CEMETERY

GRAVE SPACE (RIGHT OF INTERMENT)		2023		
	DESCRIPTION	RATE	CARE FUND	TOTAL
<b>Ground Burial</b>				
Adult	Resident	\$ 1,350.00	\$ 450.00	\$ 1,800.00
	Non-Resident	1,822.50	607.50	2,430.00
Child/Infant	Resident	600.00	200.00	800.00
	Non-Resident	810.00	270.00	1,080.00
Cremation	Resident	450.00	150.00	600.00
	Non-Resident	607.50	202.50	810.00
* Family Estate - Cremation	Resident	1,354.50	451.50	1,806.00
	Non-Resident	1,828.50	609.50	2,438.00
<b>Cremation</b>				
Columbarium Niche	Resident	2,182.50	727.50	2,910.00
	Non-Resident	2,946.75	982.25	3,929.00
* Family Vessel	Resident	5,505.75	1,835.25	7,341.00
	Non-Resident	7,432.50	2,477.50	9,910.00
* Ossuary	Resident	346.50	115.50	462.00
	Non-Resident	468.00	156.00	624.00
* Scattering	Resident	171.00	57.00	228.00
	Non-Resident	231.00	77.00	308.00
<b>SERVICE FEES</b>				
Regular services rendered Monday to Friday 8:00am until 3:30pm.				
After 3:30pm on weekdays, weekends and statutory holidays are subject to an additional charge over the weekday interment fee.				
License Transfer Fee		104.00	-	104.00
Administration Fee		60.00	-	60.00
<b>Interment (Open/Close)</b>				
Adult	Weekday	1,124.00	-	1,124.00
	After Regular Hours	572.00	-	572.00
Child/Infant	Weekday	757.00	-	757.00
	After Regular Hours	572.00	-	572.00
Cremation/Family Estate - Cremation	Weekday	503.00	-	503.00
	After Regular Hours	296.00	-	296.00
Columbarium Niche/Vessel/Ossuary	Weekday	339.00	-	339.00
	After Regular Hours	179.00	-	179.00
Scattering	Weekday	339.00	-	339.00
	After Regular Hours	179.00	-	179.00
Extra Depth		444.00	-	444.00
<b>Disinterment (Open/Close)</b>				
Adult	Weekday	1,727.00	-	1,727.00
	After Regular Hours	572.00	-	572.00
Child/Infant	Weekday	1,289.00	-	1,289.00
	After Regular Hours	572.00	-	572.00
Cremation/Family Estate - Cremation	Weekday	648.00	-	648.00
	After Regular Hours	296.00	-	296.00
<b>MEMORIALS</b>				
<b>Marker Installation Permit</b>				
Flat Marker Memorial		115.50	38.50	154.00
Upright Monument Memorial		115.50	38.50	154.00
Columbarium Niche Plate		115.50	38.50	154.00
* Memorial Wall Plaque		115.50	38.50	154.00
* Community Memorial Wall Plaque		115.50	38.50	154.00
<b>Granite Memorial Wall Plaques</b>				
* Individual/Family Plaque	Plaque/Installation	254.25	84.75	339.00
<b>CEMETERY PRODUCTS</b>				
Grave Liners	Single	559.00	-	559.00
	Double	559.00	-	559.00
Cremation Vault	Cremation	147.00	-	147.00

\* Only Available at the Shuswap Memorial Cemetery  
All Cemetery Charges are Subject to GST at the Prescribed Rate

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Item 11.2

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: the Bylaw entitled City of Salmon Arm Checkout Bag Regulation Amendment Bylaw No. 4552 be read a final time.

[Checkout Bag Regulation]

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

CITY OF SALMON ARM  
BYLAW NO. 4552

A bylaw to amend "City of Salmon Arm Checkout Bag Regulation Bylaw No. 4478"

The Municipal Council of the City of Salmon Arm, in open meeting assembled, enacts that the City of Salmon Arm Curbside Collection Bylaw No. 4478 be amended as follows:

1. That Section 6, CONSEQUENTIAL AMENDMENT TO THE TICKET BYLAW, that reads:

6. CONSEQUENTIAL AMENDMENT TO THE TICKET BYLAW

The City of Salmon Arm Ticket Information Utilization Bylaw No. 2760 is amended by inserting, immediately after Schedule 19, the Schedule attached to this Bylaw as the new Schedule 20.

Be deleted and replaced with a new Section 6 that reads:

6. ENFORCEMENT

1) Every person who contravenes a provision of this Bylaw, or who suffers, allows or permits any act or thing to be done in contravention of any provision of this Bylaw, or who neglects to do or refrains from doing anything required to be done by any provision of this Bylaw, is guilty of an offence against this Bylaw.

2) This Bylaw may be enforced by the impositions of fines under the City of Salmon Arm Municipal Ticketing Information Utilization Bylaw No. 2760 and amendments thereto.

2. That Schedule 20 be deleted in its entirety that reads:

BYLAW NO. 2760

SCHEDULE 20

BYLAW	SECTION	SET FINE
<b>Checkout Bag Regulation Bylaw No.</b>		
Providing a Checkout Bag to a Customer except as provided in the bylaw	2. 1)	\$100.00
Providing a Checkout Bag without asking whether a customer wants one	2. 2) a)	\$100.00
Providing a Checkout Bag that is not a Paper Bag or Reusable Bag	2. 2) b)	\$100.00
Charging less than a prescribed amount for a Checkout Bag	2. 2) c)	\$100.00

Selling or providing a Plastic Bag	2. 3) a)	\$100.00
Providing Checkout Bag free of charge	2. 3) b)	\$100.00
Denying or discouraging use of customer's own Reusable Bag	2. 4)	\$100.00

### 3. SEVERABILITY

If any part, section, sub-section, clause of this bylaw for any reason is held to be invalid by the decisions of a Court of competent jurisdiction, the invalid portion shall be severed and the decisions that it is invalid shall not affect the validity of the remaining portions of this bylaw.

### 4. ENACTMENT

Any enactment referred to herein is a reference to an enactment of British Columbia and regulations thereto as amended, revised, consolidated or replaced from time to time.

### 5. EFFECTIVE DATE

This bylaw shall come into full force and effect upon adoption of same.

### 6. CITATION

This bylaw may be cited as "City of Salmon Arm Checkout Bag Regulation Amendment Bylaw No. 4552."

READ A FIRST TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
READ A SECOND TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
READ A THIRD TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
ADOPTED BY COUNCIL THIS		DAY OF		2022

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MAYOR

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CORPORATE OFFICER

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Item 11.3

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: the Bylaw entitled City of Salmon Arm Ticket Information Utilization Amendment Bylaw No. 4558 be read a final time.

[Checkout Bag Regulation]

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

CITY OF SALMON ARM  
BYLAW NO. 4558

A bylaw to amend "City of Salmon Arm Ticket Information Utilization Bylaw No. 2760"

The Municipal Council of the City of Salmon Arm, in open meeting assembled, enacts that the City of Salmon Arm Ticket Information Utilization Bylaw No. 2760 be amended as follows:

1. THAT SCHEDULE 1, be amended by adding number 22 that reads:

- |   |   |
|---|---|
| 22. Checkout Bag Regulation Bylaw<br>No. 4478 | <ul style="list-style-type: none"> <li>• Bylaw Enforcement Officer</li> <li>• Member of R.C.M.P.</li> </ul> |
|---|---|

2. AND THAT a new Schedule 23, be added after Schedule 22 that reads:

BYLAW NO. 2760

SCHEDULE 23

BYLAW	SECTION	SET FINE
<b>Checkout Bag Regulation Bylaw No. 4478</b>		
Providing a Checkout Bag to a Customer except as provided in the bylaw	2. 1)	\$100.00
Providing a Checkout Bag without asking whether a customer wants one	2. 2) a)	\$100.00
Providing a Checkout Bag that is not a Paper Bag or Reusable Bag	2. 2) b)	\$100.00
Charging less than a prescribed amount for a Checkout Bag	2. 2) c)	\$100.00
Selling or providing a Plastic Bag	2. 3) a)	\$100.00
Providing Checkout Bag free of charge	2. 3) b)	\$100.00
Denying or discouraging use of customer's own Reusable Bag	2. 4)	\$100.00

3. SEVERABILITY

If any part, section, sub-section, clause of this bylaw for any reason is held to be invalid by the decisions of a Court of competent jurisdiction, the invalid portion shall be severed and the decisions that it is invalid shall not affect the validity of the remaining portions of this bylaw.



## 4. ENACTMENT

Any enactment referred to herein is a reference to an enactment of British Columbia and regulations thereto as amended, revised, consolidated or replaced from time to time.

## 5. EFFECTIVE DATE

This bylaw shall come into full force and effect upon adoption of same.

## 6. CITATION

This bylaw may be cited as "City of Salmon Arm Ticket Information Utilization Amendment Bylaw No. 4558."

READ A FIRST TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
READ A SECOND TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
READ A THIRD TIME THIS	14 <sup>th</sup>	DAY OF	NOVEMBER	2022
ADOPTED BY COUNCIL THIS		DAY OF		2022

---

MAYOR

---

CORPORATE OFFICER

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Item 11.4

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor

Seconded: Councillor

THAT: the Bylaw entitled City of Salmon Arm Fee for Service Amendment Bylaw No. 4559 be read a final time.

[Water & Sewer Rates]

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously

Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

## CITY OF SALMON ARM

### BYLAW NO. 4559

A bylaw to amend "District of Salmon Arm Fee for Service Bylaw No. 2498"

---

WHEREAS, it is deemed desirable and expedient to alter the fees imposed by "District of Salmon Arm Fee for Service Bylaw No. 2498";

NOW THEREFORE the Council of the City of Salmon Arm, in open meeting assembled enacts as follows:

1. Schedule "C" – Water Rates of "District of Salmon Arm Fee for Service Bylaw No. 2498" is hereby deleted in its entirety and replaced with Schedule "C" – Water Rates, attached hereto and forming part of this Bylaw.

Schedule "D" Sewer Rates of "District of Salmon Arm Fee for Service Bylaw No. 2498" is hereby deleted in its entirety and replaced with Schedule "D" – Sewer Rates, attached hereto and forming part of this Bylaw.

#### SEVERABILITY

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

#### ENACTMENTS

3. Any enactments referred to herein is a reference to an enactment of British Columbia and regulations thereto, as amended, revised, consolidated or replaced from time to time.

#### EFFECTIVE DATE

4. This Bylaw shall come into full force and effect upon adoption of same.

CITATION

5. This Bylaw may be cited as the "City of Salmon Arm Fee for Service Amendment Bylaw No. 4559"

READ A FIRST TIME THIS 14<sup>th</sup> DAY OF NOVEMBER 2022

READ A SECOND TIME THIS 14<sup>th</sup> DAY OF NOVEMBER 2022

READ A THIRD TIME THIS 14<sup>th</sup> DAY OF NOVEMBER 2022

ADOPTED BY THE COUNCIL DAY OF 2022

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CORPORATE OFFICER

2023  
WATER RATES

CLASSIFICATION OF PREMISES		EQUIVALENT MONTHLY GALLONAGE	2022 MONTHLY CHARGE	2022 ANNUAL CHARGE	2023 MONTHLY CHARGE	2023 ANNUAL CHARGE
<b>1</b>	<b><u>Dwellings</u></b>					
a	Private Dwellings	8,600	\$ 24.33	\$ 292.00	\$ 25.55	\$ 306.60
b	Apartments & Suites - each	4,300	\$ 12.17	\$ 146.00	\$ 12.78	\$ 153.30
c	Boarding or Lodging - per sleeping room	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
d	Residence combined with Corner Store or combined with Office or Business	8,600	\$ 24.33	\$ 292.00	\$ 25.55	\$ 306.60
<b>2</b>	<b><u>Offices</u></b>					
a	For first 1,000 sq. ft. of floor area	5,700	\$ 16.25	\$ 195.05	\$ 17.07	\$ 204.80
b	For each 1,000 sq. ft. or portion thereof	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
<b>3</b>	<b><u>Rental Accommodation</u></b>					
a	Hotel - per sleeping room see also Eating Establishments and Liquor Outlets for ancillary services	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
b	Motel, Auto Court, Resort - per unit see also Eating Establishments and Liquor Outlets for ancillary services Trailer Park, Mobile Home Park	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
c	Each occupiable permanent space	5,700	\$ 16.25	\$ 195.05	\$ 17.07	\$ 204.80
d	Each occupiable travel trailer space	1,400	\$ 4.08	\$ 49.00	\$ 4.29	\$ 51.45
e	Each occupiable tenting space	700	\$ 2.04	\$ 24.45	\$ 2.14	\$ 25.65
<b>4</b>	<b><u>Stores</u></b>					
a	Barber Shop - per chair	5,700	\$ 16.25	\$ 195.05	\$ 17.07	\$ 204.80
b	Beauty Salon and/or Hairdresser - per chair	5,700	\$ 16.25	\$ 195.05	\$ 17.07	\$ 204.80
c	Dry Cleaner	21,000	\$ 60.94	\$ 731.30	\$ 63.99	\$ 767.85
d	Laundry - other than steam or coin op.	21,000	\$ 60.94	\$ 731.30	\$ 63.99	\$ 767.85
e	Coin operated or laundromat per unit	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
f	Steam Lunch Counter or Lunch Service where in conjunction with another use - See Eating Establishments and Liquor Outlets	57,000	\$ 163.41	\$ 1,960.95	\$ 171.58	\$ 2,059.00
g	Other - first 1,000 sq. ft. of floor area	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
h	Each 1,000 sq. ft. or portion thereof	1,920	\$ 5.39	\$ 64.65	\$ 5.66	\$ 67.90
<b>5</b>	<b><u>Eating Establishments and Liquor Outlets</u></b> Includes Restaurants, Coffee Shop, Dining Rooms Cocktail Lounges, Beer Parlor or Public House and licenced Club Room (minimum of 20 seats taken once for total seating capacity of business)					
a	First 20 seats	9,000	\$ 25.45	\$ 305.45	\$ 26.73	\$ 320.70
b	Each Additional seat	360	\$ 1.02	\$ 12.20	\$ 1.07	\$ 12.80
c	Banquet Room	9,000	\$ 25.45	\$ 305.45	\$ 26.73	\$ 320.70
CLASSIFICATION OF PREMISES		EQUIVALENT MONTHLY GALLONAGE	2022 MONTHLY CHARGE	2022 ANNUAL CHARGE	2023 MONTHLY CHARGE	2023 ANNUAL CHARGE
<b>6</b>	<b><u>Other Commercial Premises</u></b>					
a	Bowling Alley - per alley	700	\$ 2.04	\$ 24.45	\$ 2.14	\$ 25.65
b	Bowling Green - per green	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
c	Bus Depot	13,000	\$ 36.23	\$ 434.70	\$ 38.04	\$ 456.45
d	Car Wash - first bay (minimum charge)	36,000	\$ 100.80	\$ 1,209.60	\$ 105.84	\$ 1,270.10
e	Each additional bay	6,000	\$ 16.81	\$ 201.75	\$ 17.65	\$ 211.85
f	Commercial Farm	21,000	\$ 60.94	\$ 731.30	\$ 63.99	\$ 767.85
g	Commercial Workshop - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
h	Fruit Stand	14,000	\$ 40.32	\$ 483.85	\$ 42.34	\$ 508.05
i	Funeral Parlour - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$ 8.08	\$ 96.95	\$ 8.48	\$ 101.80
j	Garage or Service Station or Keylock Station - first bay (minimum charge)	8,600	\$ 24.33	\$ 292.00	\$ 25.55	\$ 306.60

**2023  
WATER RATES**

SCHEDULE "C"

k	Each additional bay	1,400	\$	4.08	\$	49.00	\$	4.29	\$	51.45
l	Theatre	14,000	\$	40.32	\$	483.85	\$	42.34	\$	508.05
m	Warehouse - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$	8.08	\$	96.95	\$	8.48	\$	101.80
n	Other - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$	8.08	\$	96.95	\$	8.48	\$	101.80
7	<b><u>Industrial Premises</u></b>									
a	Abattoir	21,000	\$	60.94	\$	731.30	\$	63.99	\$	767.85
d	Stockyard - per acre	4,300	\$	12.17	\$	146.00	\$	12.78	\$	153.30
e	Other - for each 1,000 sq. ft. of floor area	2,900	\$	8.08	\$	96.95	\$	8.48	\$	101.80
8	<b><u>Public, Institutional and Non-Commercial Premises</u></b>									
a	Church	5,700	\$	16.25	\$	195.05	\$	17.07	\$	204.80
	Club Room Licenced (see Eating Establishments and Liquor Outlets)									
b	Club Rooms - Unlicensed	5,700	\$	16.25	\$	195.05	\$	17.07	\$	204.80
c	Court House	13,000	\$	36.23	\$	434.70	\$	38.04	\$	456.45
d	Curling Rink, Skating Rink, Arena	28,500	\$	80.64	\$	967.65	\$	84.67	\$	1,016.05
e	Meeting Hall, Public Hall	5,700	\$	16.25	\$	195.05	\$	17.07	\$	204.80
f	Fall Fair Grounds (Annually)		\$	153.29	\$	1,839.45	\$	160.95	\$	1,931.40
9	<b><u>Schools and Hospitals</u></b>									
a	Hospital, per patient bed	8,600	\$	24.33	\$	292.00	\$	25.55	\$	306.60
b	School, per classroom	8,600	\$	24.33	\$	292.00	\$	25.55	\$	306.60

**METERED WATER RATES**

Water rates are applicable to all metered water users within the City of Salmon Arm

The user rate is a combination of A and B

**A Base Rate (Based on connection size)**

	<u>2022</u>	<u>2023</u>
5/8 or 3/4 inch	\$ 22.20	\$ 23.30
1 inch	\$ 32.25	\$ 33.85
1-1/2 inch	\$ 45.60	\$ 47.90
2 inch	\$ 59.00	\$ 61.95
3 inch	\$ 105.85	\$ 111.15
4 inch	\$ 150.50	\$ 158.05

**B Per gallon charge**

	<u>2022</u>	<u>2023</u>
First 80,000 gallons	\$2.52 per 1000 gals o	\$2.64 per 1000 gals or part thereof
Next 80,000 gallons	\$2.84 per 1000 gals o	\$2.98 per 1000 gals or part thereof
Next 80,000 gallons	\$3.10 per 1000 gals o	\$3.25 per 1000 gals or part thereof
Next 80,000 gallons	\$3.35 per 1000 gals o	\$3.51 per 1000 gals or part thereof
Next 80,000 gallons	\$3.76 per 1000 gals o	\$3.95 per 1000 gals or part thereof
All over 400,000 gallons	\$4.16 per 1000 gals o	\$4.37 per 1000 gals or part thereof
C Meter testing charge	\$145.65	\$152.93

**Notes:**

- Where there is more than one meter on a property, the base rate is charged for each meter.
- Where any meter is unable to be read or where any water meter fails to register or to properly indicate the quantity of water used or consumed, consumption of water shall be estimated and an account shall be rendered to the customer. When estimating the account, due consideration shall be given to seasonal variations and any other factors which may affect the consumption of water.
- If a meter cannot be read for two consecutive billing periods, charges as per item 2 above shall apply and/or the flat rate according to this bylaw shall apply retroactive to the beginning of the period covered by the first missed reading and shall continue to be so charged until the City of Salmon Arm is advised by the property owner that the meter is again in service.
- No complaint of an error in any charge for water rates or charges shall be considered and no adjustment of any such error shall be made after a period of one year has elapsed since the end of the period for

2023  
WATER RATES

which such water rates or charges were made. After the termination of this period, all such water rates or charges shall be deemed to have been properly and correctly made.

- 5 All meters are owned by the City. They will be supplied for installation for the fee as set out in the bylaw. Installation of the meter is the responsibility of the property owner and must be done in such a manner as to meet all City standards and specifications. Meter installations shall be located in a convenient and safe place, readily accessible for meter readings, inspection, repair or removal.
- 6 Meters will be tested upon request, provided that a fee is paid in advance. Such fee is to be refunded if the meter is found to be registering incorrectly, otherwise the fee shall become the property of the City.
- 7 The City shall maintain and repair all meters which are the property of the City, but where replacements or repairs, except through ordinary wear, or rendered necessary by the acts, neglect or carelessness of the owner or occupant of any premise, any expense caused to the City shall be chargeable to and paid by the owner of such premise.
- 8 The use of bypasses is strictly prohibited without prior approval of the City of Salmon Arm. Anyone using a bypass without authorization is subject to fines and penalties as set out in Section 27 of By-Law No. 1274 - Regulation of Waterworks.

ALL WATER USER RATES ARE GST EXEMPT



2023  
SEWER RATES

SCHEDULE "D"

CLASSIFICATION OF PREMISES		EQUIVALENT MONTHLY GALLONAGE	2022 MONTHLY CHARGE	2022 ANNUAL CHARGE	2023 MONTHLY CHARGE	2023 ANNUAL CHARGE
<b>1</b>	<b><u>Dwellings</u></b>					
a	Private Dwellings	8,600	\$ 27.28	\$ 327.40	\$ 29.19	\$ 350.30
b	Apartments & Suites - each	4,300	\$ 13.64	\$ 163.65	\$ 14.59	\$ 175.10
c	Boarding or Lodging - per sleeping room	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
d	Residence combined with Corner Store or combined with Office or Business	8,600	\$ 27.28	\$ 327.40	\$ 29.19	\$ 350.30
<b>2</b>	<b><u>Offices</u></b>					
a	For first 1,000 sq. ft. of floor area	5,700	\$ 18.22	\$ 218.60	\$ 19.49	\$ 233.90
b	For each 1,000 sq. ft. or portion thereof	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
<b>3</b>	<b><u>Rental Accommodation</u></b>					
a	Hotel - per sleeping room see also Eating Establishments and Liquor Outlets for ancillary services	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
b	Motel, Auto Court, Resort - per unit see also Eating Establishments and Liquor Outlets for ancillary services	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
c	Trailer Park, Mobile Home Park					
d	Each occupiable permanent space	5,700	\$ 18.22	\$ 218.60	\$ 19.49	\$ 233.90
e	Each occupiable travel trailer space	1,400	\$ 4.48	\$ 53.80	\$ 4.80	\$ 57.55
f	Each occupiable tenting space	700	\$ 2.24	\$ 26.85	\$ 2.40	\$ 28.75
<b>4</b>	<b><u>Stores</u></b>					
a	Barber Shop - per chair	5,700	\$ 18.22	\$ 218.60	\$ 19.49	\$ 233.90
b	Beauty Salon and/or Hairdresser - per chair	5,700	\$ 18.22	\$ 218.60	\$ 19.49	\$ 233.90
c	Dry Cleaner	21,000	\$ 68.03	\$ 816.40	\$ 72.80	\$ 873.55
d	Laundry - other than steam or coin op.	21,000	\$ 68.03	\$ 816.40	\$ 72.80	\$ 873.55
e	Coin operated or laundromat per unit	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
f	Steam	57,000	\$ 181.94	\$ 2,183.30	\$ 194.68	\$ 2,336.15
	Lunch Counter or Lunch Service where in conjunction with another use - See Eating Establishments and Liquor Outlets					
g	Other - first 1,000 sq. ft. of floor area	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
h	Each 1,000 sq. ft. or portion thereof	1,920	\$ 6.01	\$ 72.10	\$ 6.43	\$ 77.15
<b>5</b>	<b><u>Eating Establishments and Liquor Outlets</u></b>					
	Includes Restaurants, Coffee Shop, Dining Rooms Cocktail Lounges, Beer Parlor or Public House and licenced Club Room (minimum of 20 seats taken once for total seating capacity of business)					
a	First 20 seats	9,000	\$ 28.27	\$ 339.20	\$ 30.25	\$ 362.95
b	Each Additional seat	360	\$ 1.07	\$ 12.80	\$ 1.14	\$ 13.70
c	Banquet Room	9,000	\$ 28.27	\$ 339.20	\$ 30.25	\$ 362.95
CLASSIFICATION OF PREMISES		EQUIVALENT MONTHLY GALLONAGE	2022 MONTHLY CHARGE	2022 ANNUAL CHARGE	2023 MONTHLY CHARGE	2023 ANNUAL CHARGE
<b>6</b>	<b><u>Other Commercial Premises</u></b>					
a	Bowling Alley - per alley	700	\$ 2.24	\$ 26.85	\$ 2.40	\$ 28.75
b	Bowling Green - per green	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
c	Bus Depot	13,000	\$ 40.93	\$ 491.15	\$ 43.80	\$ 525.55
d	Car Wash - first bay (minimum charge)	36,000	\$ 113.45	\$ 1,361.45	\$ 121.40	\$ 1,456.75
e	Each additional bay	6,000	\$ 18.93	\$ 227.20	\$ 20.26	\$ 243.10
f	Commercial Farm	21,000	\$ 68.03	\$ 816.40	\$ 72.80	\$ 873.55
g	Commercial Workshop - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
h	Fruit Stand	14,000	\$ 45.50	\$ 546.05	\$ 48.69	\$ 584.25
i	Funeral Parlour - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$ 9.15	\$ 109.80	\$ 9.79	\$ 117.50
	Garage or Service Station or Keylock					

**2023  
SEWER RATES**

j	Station - first bay (minimum charge)	8,600	\$	27.02	\$	324.20	\$	28.91	\$	346.90
k	Each additional bay	1,400	\$	4.48	\$	53.80	\$	4.80	\$	57.55
l	Theatre	14,000	\$	45.50	\$	546.05	\$	48.69	\$	584.25
m	Warehouse - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$	9.15	\$	109.80	\$	9.79	\$	117.50
n	Other - for each 1,000 sq. ft. of floor area or any portion thereof	2,900	\$	9.15	\$	109.80	\$	9.79	\$	117.50
7	<b><u>Industrial Premises</u></b>									
a	Abattoir	21,000	\$	68.03	\$	816.40	\$	72.80	\$	873.55
d	Stockyard - per acre	4,300	\$	13.64	\$	163.65	\$	14.59	\$	175.10
e	Other - for each 1,000 sq. ft. of floor area	2,900	\$	9.15	\$	109.80	\$	9.79	\$	117.50
8	<b><u>Public, Institutional and Non-Commercial Premises</u></b>									
a	Church	5,700	\$	18.22	\$	218.60	\$	19.49	\$	233.90
	Club Room Licenced (see Eating Establishments and Liquor Outlets)									
b	Club Rooms - Unlicenced	5,700	\$	18.22	\$	218.60	\$	19.49	\$	233.90
c	Court House	13,000	\$	40.93	\$	491.15	\$	43.80	\$	525.55
d	Curling Rink, Skating Rink, Arena	28,500	\$	91.01	\$	1,092.15	\$	97.38	\$	1,168.60
e	Meeting Hall, Public Hall	5,700	\$	18.22	\$	218.60	\$	19.49	\$	233.90
f	Fall Fair Grounds (Annually)		\$	90.65	\$	1,087.85	\$	97.00	\$	1,164.00
9	<b><u>Schools and Hospitals</u></b>									
a	Hospital, per patient bed	8,600	\$	27.28	\$	327.40	\$	29.19	\$	350.30
b	School, per classroom	8,600	\$	27.28	\$	327.40	\$	29.19	\$	350.30

**SEWER ON METERED WATER PROPERTIES**

Sewer rates applicable to all metered water users that have a sewer connection within the City of Salmon Arm

**The user rate is a combination of A and B****A Base Rate (Based on connection size)**

	<u>2022</u>	<u>2023</u>
4 inch	\$ 27.95	\$ 29.90
6 inch	\$ 102.30	\$ 109.45
8 inch	\$ 143.25	\$ 153.30

Larger connections - Base rate to be determined by Council

**B Per gallon charge (Based on metered water)**

	<u>2022</u>	<u>2023</u>
First 80,000 gallons	\$2.92 per 1000 gals or pa	\$3.12 per 1000 gals or part thereof
Next 80,000 gallons	\$3.18 per 1000 gals or pa	\$3.40 per 1000 gals or part thereof
Next 80,000 gallons	\$3.47 per 1000 gals or pa	\$3.71 per 1000 gals or part thereof
Next 80,000 gallons	\$3.78 per 1000 gals or pa	\$4.04 per 1000 gals or part thereof
Next 80,000 gallons	\$4.22 per 1000 gals or pa	\$4.52 per 1000 gals or part thereof
All over 400,000 gallons	\$4.69 per 1000 gals or pa	\$5.02 per 1000 gals or part thereof

**Notes:**

- 1 Rates will be billed bi-monthly and are subject to the same penalty dates and provisions as the metered water billings.
- 2 No complaint of an error in any charge for sewer rates or charges shall be considered and no adjustment of any such error shall be made after a period of one year has elapsed since the end of the period for which such sewer rates or charges were made. After the termination of this period, all such sewer charges shall be deemed to have been properly and correctly made.
- 3 Property owners wishing to qualify for an irrigation credit must install a secondary meter to record water used for irrigation. Water gallonage that is subject to sewer charges will be calculated by deducting consumption at the secondary meter from that at the primary meter.

**ALL SEWER USER RATES ARE GST EXEMPT**

## INFORMATIONAL CORRESPONDENCE – November 28, 2022

- |     |  |   |
|-----|--|---|
| 1.  | K. Leinweber, Shuswap Cycling Club – Letter dated November 10, 2022 - Request for Use of South Canoe Facilities – 2023 Salty Dog Enduro  | R |
| 2.  | K. Leinweber, Owner/Race Director, Lewiston Ultra Events – Letter dated November 10, 2022 – Request for use of Little Mountain Park and Field House Parking Lot – BC Backyard Ultra, April 28, 2023                | R |
| 3.  | K. Leinweber, Owner/Race Director, Lewiston Ultra Events – Letter dated November 10, 2022 – Request for use of Klahani Park and Facilities – 2023 Shuswap Ultra, June 23 & 24, 2023                                | R |
| 4.  | S. Milne, Club President, Salmon Arm Snowblazers – Letter dated November 22, 2022 - Request for Letter of Support - BC Recreational Snowmobile Program, BC Snowmobile Infrastructure Fund                          | R |
| 5.  | S. Lawson – Email dated November 20, 2022 – Elks Park  | N |
| 6.  | B. Weicker, President, Shuswap Lifeboat Society – Letter dated October 31, 2022 – Thank you for COVID Restart Grant  | N |
| 7.  | P. Rantucci, Deputy Assessor, Thompson Okanagan Region, BC Assessment – Email dated November 8, 2022 – Congratulations and General Information   |   |
| 8.  | Interior Health – Information Bulletin dated November 17, 2022 – There's Still Time to Get Influenza Vaccine   | N |
| 9.  | Interior Health – News Release dated November 22, 2022 – New Care Model Connects People Across Region to Opioid Use Disorder Treatment   | N |
| 10. | Interior Health – Take Steps to Test for Radon Today   | N |
| 11. | Shuswap Watershed Council – Letter dated November 15, 2022 – New Measures and More Resources Needed to Prevent an Invasion of Zebra or Quagga Mussels in British Columbia  | N |
| 12. | M. Will, Executive Director, Homelessness Policy and Partnerships Branch, Ministry of Attorney General and Minister Responsible for Housing – Email dated November 21, 2022 – Staff Level Meeting Follow-Up Letter | N |

N = No Action Required  
A = Action Requested

S = Staff has Responded  
R = Response Required

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Item 14.1

## CITY OF SALMON ARM

Date: November 28, 2022

### Presentation 4:00 p.m. (approximately)

**NAME:** Caitlin Thompson, MRDT Project Coordinator and Lana Fitt, Economic Development Manager

**TOPIC:** 2023 MRDT Tactical Plan

#### Vote Record

- ☐ Carried Unanimously
  - ☐ Carried
  - ☐ Defeated
  - ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

# **SALMONARM**

**MRDT Program**

## **2023 TACTICAL PLAN**



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## SECTION 1: 2023 MRDT Strategic Overview

### 1.1 Strategic Direction

#### Introduction

As we emerge from 2022, a year that can easily be described as a time of recovery, resiliency and pivoting on all sectors – we take a moment to reflect on ever present community pride and spirit in Salmon Arm. Coming through the other side of a global pandemic, the most challenging of the last several decades for the tourism economy, we come away with new lessons learned and adaptive priorities for 2023.

What does 2023 look like and what are expected travel trends? Whenever available, we review data and analytics from Destination BC, Thompson Okanagan Tourism Association, Statistics Canada and other relevant sources to try to predict travel and tourism trends. For example, when looking at a current weekly snapshot from Destination BC, we can see a snapshot of BC travel trends when compared year-over-year.

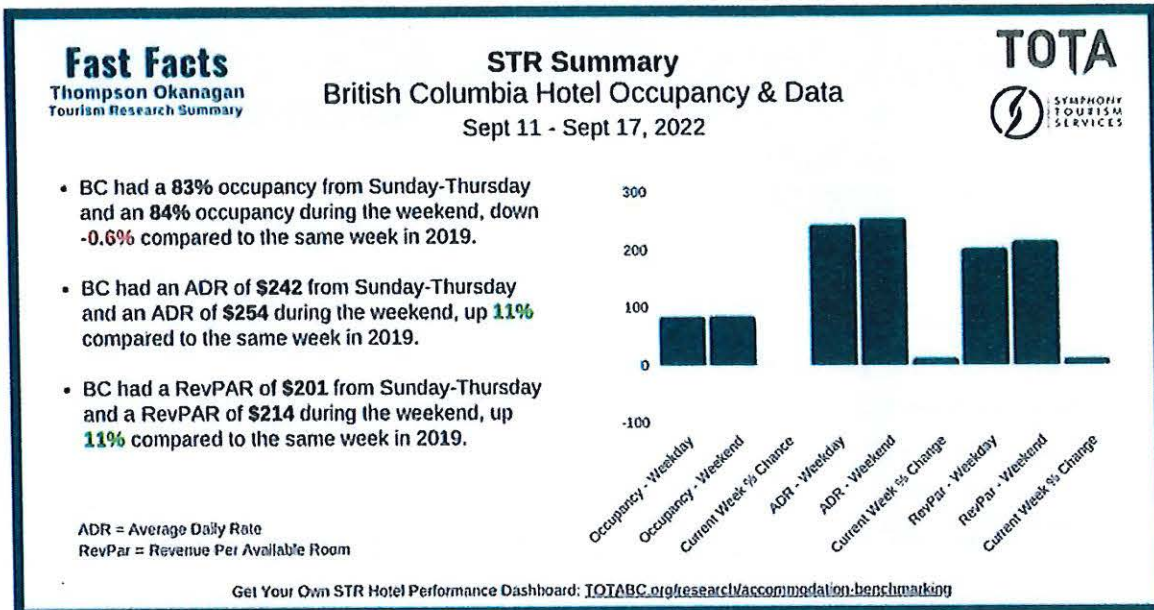
At a glance, you can see that from 2021 to current day (Fall 2022), the BC Accommodation Overview showed travel increases across the board including domestic overnight visitation to BC, hotel occupancy, ADR, and RevPAR for BC, as well as air capacity and air bookings to BC. In summary, we have survived an incredible trying time and bounced back quickly and ferociously as an industry and province. Although we can't predict major disruptions, such as a labor force challenges, supply chain, a pandemic or recession, we can see the data and forecast an aggressive year ahead for travel, tourism and hospitality in BC.



SOURCE: [Snapshot of BC Travel - Destination BC - Destination BC](#)

SNAPSHOT OF BC TRAVEL Dashboard is updated weekly on Mondays. For questions/more information on the report please contact [TourismResearch@destinationbc.ca](mailto:TourismResearch@destinationbc.ca)



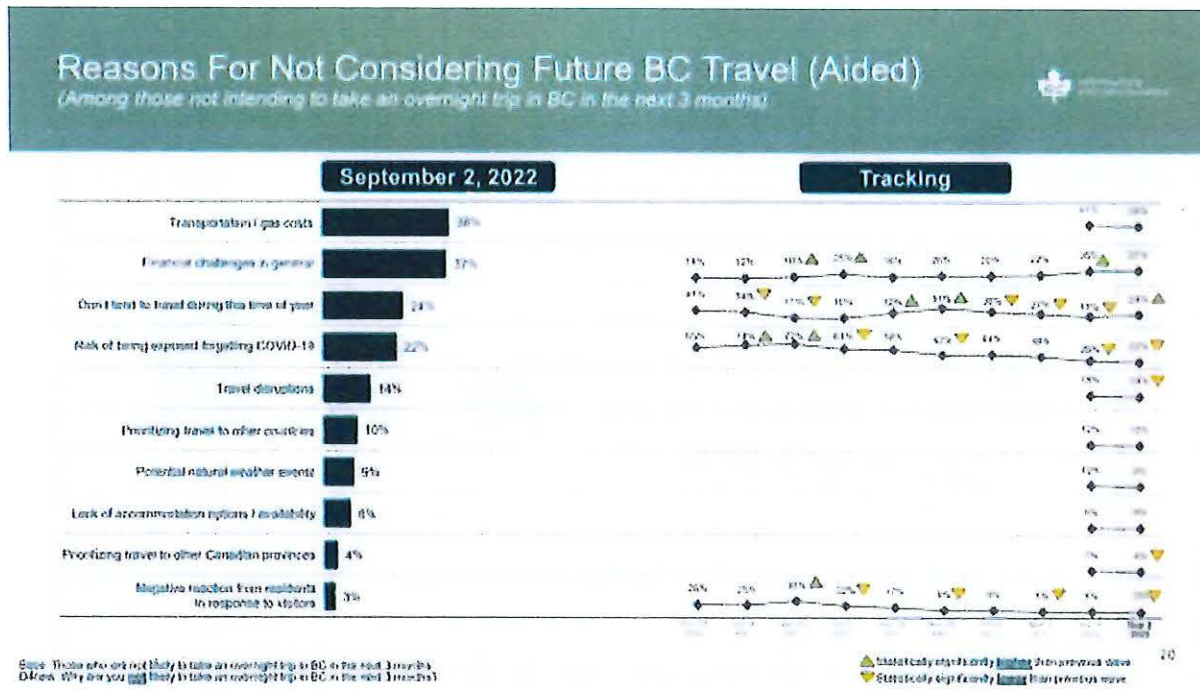


SOURCE: [STR Hotel Benchmarking Reports — Thompson Okanagan Tourism Association \(TOTA\)](https://TOTABC.org/research/accommodation-benchmarking)  
([totabc.org](https://totabc.org))

Salmon Arm's 2023 Tactical Plan is based on the following foundational principals:

1. **Flexibility.** The plan must ensure the ability to pivot quickly in order to respond to this ever-changing situation.
2. **Support.** The plan must broadly support the needs of all tourism businesses.
3. **Communication.** The plan must ensure strong lines of communication with our tourism businesses. During challenging times, Salmon Arm's MRDT Program is a conduit for information sharing and support for our tourism businesses.
4. **Return-on-Investment.** We must ensure every dollar spent in 2023 will provide exceptional value back to Salmon Arm's tourism economy.

2022 visitor trends are expected to continue throughout 2023 and as such, have informed priorities for the upcoming year. The reasons for a traveller to not take a trip at the end of 2022 and into the 2023 year are no longer trending due to a COVID related concern, and more to do with cost of transportation and gas. Given this statistical information collected by Destination BC, it can be understood that travellers will choose more regional or Provincial based trips.

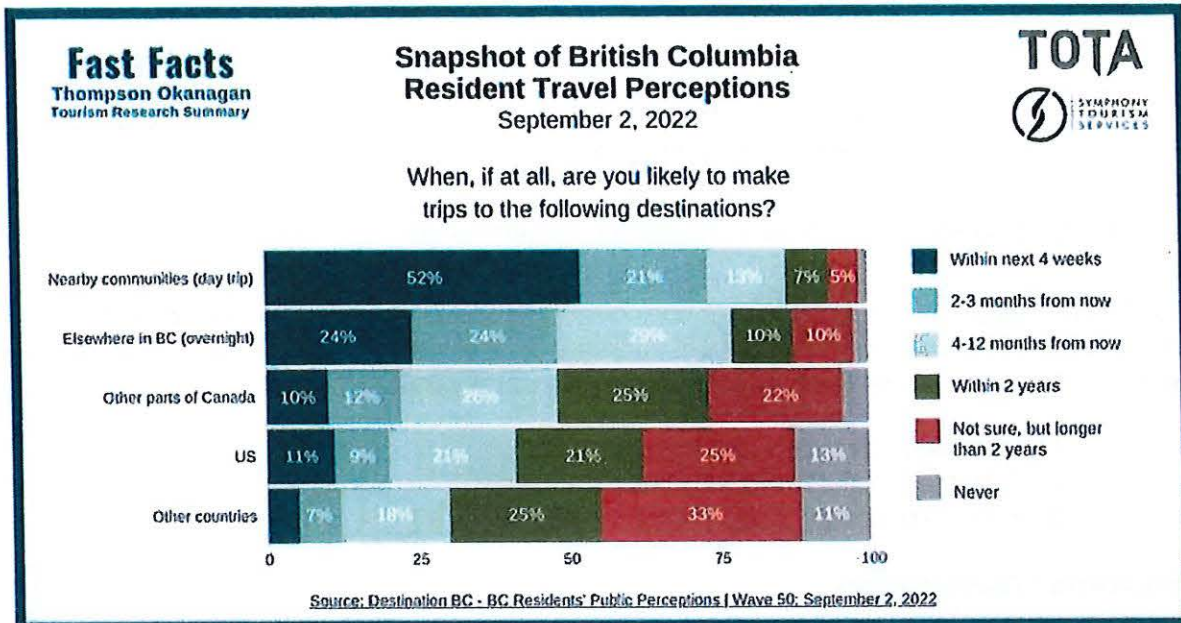


**SOURCE:** [PowerPoint Presentation \(destinationbc.ca\)](https://www.destinationbc.ca) BC Residents' Public Perceptions: COVID-19 Travel and Tourism Wave 50: September 2, 2022

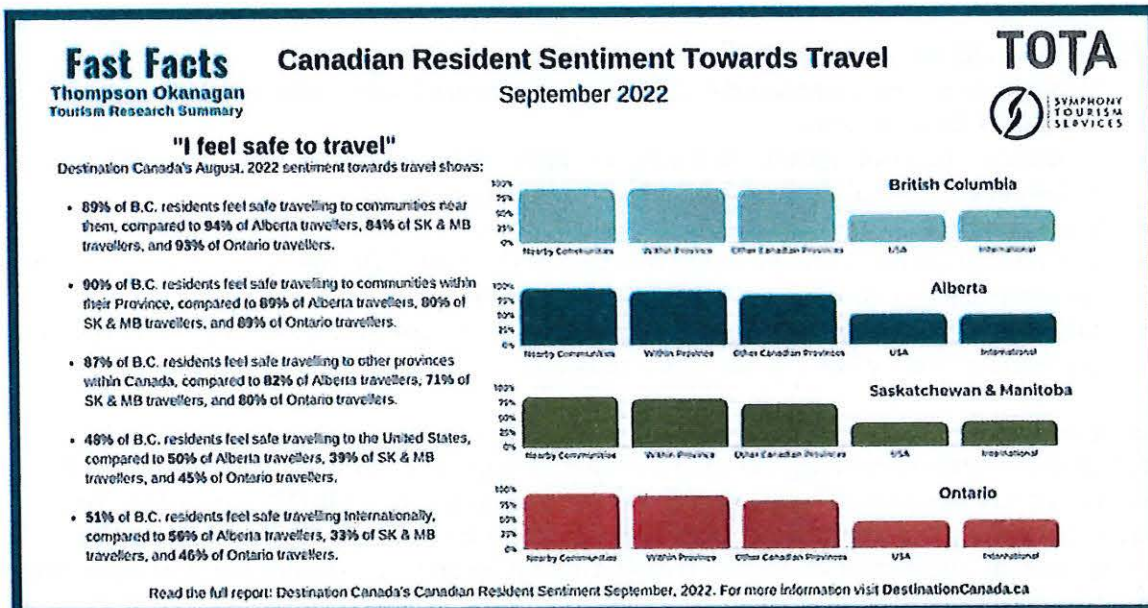
The most notable changes in our visitor market include the following:

- Significant increase in walk-up booking and a decrease in reservations.
- Shift in visitor type from business and tour bus participants to almost entirely leisure travelers (families & snowbirds).
- Significant increase in visitor information requests at check-in, coinciding with the change in planned bookings and traveler type. Accommodators have noted that, of the 2022 visitors arriving in Salmon Arm, it appeared many did not originally plan to stop in this community. Further, most did not have an itinerary and were seeking support in trip planning upon arrival. Finally, there was flexibility in their vacation plans allowing for "stay-another-day" opportunities in Salmon Arm, if they were adequately supported in their trip planning.





SOURCE: [Resident Research - Destination BC - Destination BC](#)



SOURCE: [COVID-19 Research | Destination Canada](#)

Consistent with what was seen in 2022, Salmon Arm will be relying primarily on a domestic market for tourism revenues moving forward. Salmon Arm MRDT revenue projections for 2023 are based on a best-case scenario, which sees the TOTA region retain its domestic travelers. As the information above demonstrates, **90% of BC residents "feel safe" travelling to communities within their own Province**, compared to 89% of AB travelers, 80% of SK & MB travellers, and 89% of Ontario travellers.

According to the article titled “2023 Travel Trends and Tips for Tourism Marketers,” written in Aug 2022 by the online travel blog InvocaBlog “After being cooped up by the pandemic, everyone is itching to get out of the house – even if that means paying more. That’s why, in 2022, travel has reached 81% of pre-pandemic levels. By 2023, it will have nearly made a full recovery, reaching 96%.”

SOURCE: ([invoca.com](https://www.invoca.com)) 2023 Travel Trends and Tips for Tourism Marketers

MRDT staff engaged in a series of one-on-one consultation sessions with stakeholders and industry experts in our area with the goal of informing priorities for the 2023 Tactical Plan. The three priorities which consistently emerged from these discussions included:

1. In-community visitor information services.
2. Salmon Arm marketing for visitor attraction.
3. Event attraction.

### Salmon Arm’s Tourism Model

Salmon Arm relies on a unique model of tourism service delivery which is based on a collaborative approach. Since its implementation mid-way through 2017, the City’s MRDT Program has been administered by Salmon Arm Economic Development Society under a defined governance structure.

The following principles guide the Salmon Arm MRDT governance process:

- Strong priority must be placed on the tourism industry leading decision making related to the MRDT Business Plan.
- A diverse tourism group, inclusive of both accommodators and broader tourism stakeholders is required, to ensure informed decision making.
- Small operators need to be assured representation.
- Community partners are an imperative part of the MRDT Business Plan and must inform decision making related to the MRDT Business Plan.
- Administrative costs must be kept to a minimum to ensure the majority of MRDT revenues are flowing directly into the identified initiatives.

The Salmon Arm MRDT governance model can perhaps be considered a hybrid between the formation of a new non-profit organization and operating under an existing organization, as the SAEDS Board has agreed to delegate decision making authority to an MRDT Committee. This governance model allows for industry leadership and decision making, while at the same time ensuring minimal administrative costs as it will be operating under an existing fiscally responsible and sustainable organization.

MRDT revenue collected by Salmon Arm accommodators is remitted to the Ministry of Finance, then transferred to the City of Salmon Arm, which in turn transfers the funds to the third-party service provider, Salmon Arm Economic Development Society, for implementation of the Business Plan.

- **City of Salmon Arm** – Applicant and recipient of MRDT funds received from Province of BC. As detailed within the City of Salmon Arm and Salmon Arm Economic Development Society Third Party Service Agreement, on a monthly basis the City of Salmon Arm



disburses 100% of MRDT funds received to the Salmon Arm Economic Development Society for implementation of the Business Plan.

- **Salmon Arm Economic Development Society** – Third Party Service Provider.
- **MRDT Committee** - Tourism industry stakeholders participating in a committee of the Salmon Arm Economic Development Society with the mandate to direct and oversee all aspects of the MRDT program, with the support of the Economic Development Manager staff position.

This model has been developed in a manner which ensures the MRDT program is led by the tourism industry, with established supports, communication and accountability measures to ensure its success. The Committee is supported/ resourced via the Salmon Arm Economic Development Society's Economic Development Manager and Project Coordinator. Further, the City of Salmon Arm has a non-voting membership on the MRDT Committee. Additional support and communication include six key partners participating as non-voting members on the MRDT Committee.

#### **About Salmon Arm Economic Development Society (SAEDS)**

The Salmon Arm Economic Development Society is a non-profit society registered with the BC Corporate Registry. It was established on August 27, 2002 and has a 17 person Board of Directors comprising 12 voting members representing the major sectors of the local economy, including: Tourism, Construction, Commercial, Manufacturing, Business Services, Health, Forestry, Agriculture, Education, Arts and Culture, and Technology, and five non-voting members representing City of Salmon Arm, Salmon Arm Chamber of Commerce, Adams Lake Indian Band and Neskonlith Indian Band.

The mandate of the Society is:

1. Business Retention and Expansion
2. New Business Attraction and Development
3. Programs and Projects Designed to Enhance Resident Quality of Life, Economic Development and Prosperity in the Community.

#### **MRDT Committee Membership**

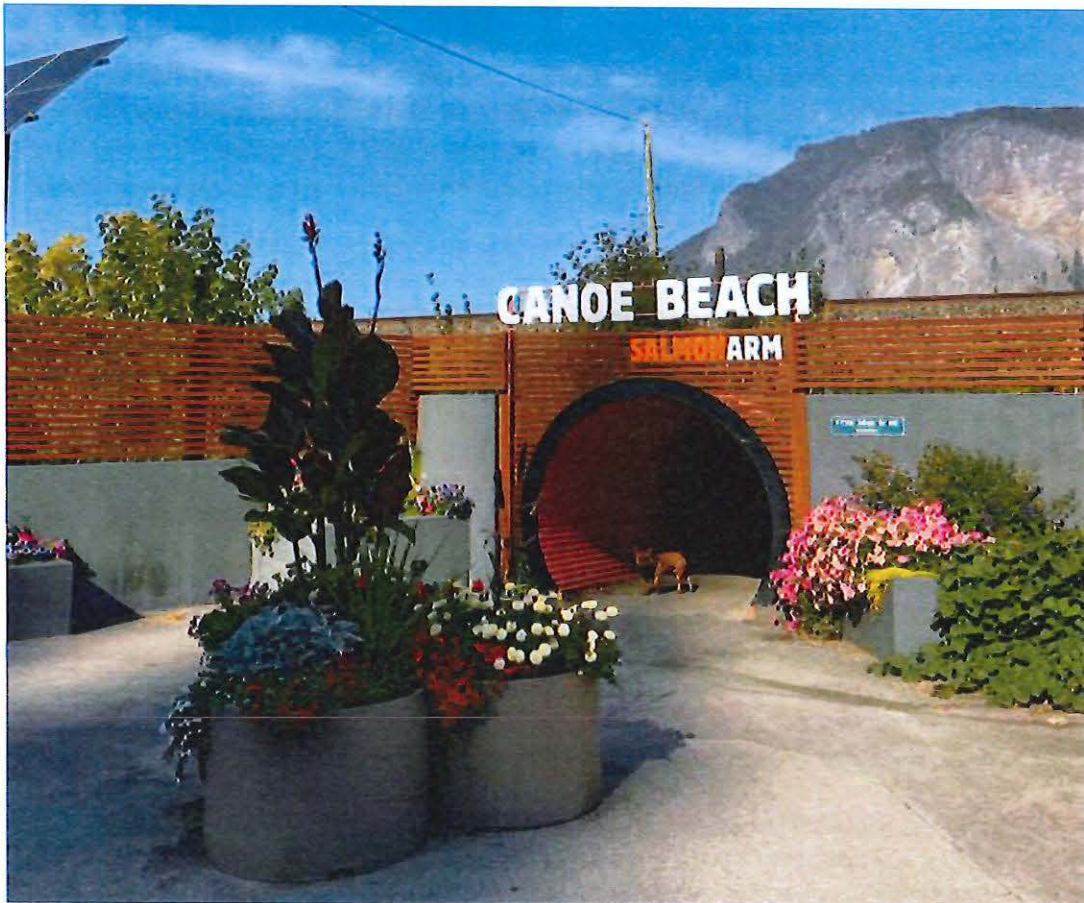
Voting membership consists of seven members comprising:

- Four MRDT collection property representatives (Accommodators)
- A minimum of one of the four positions will represent a property with no more than 40 units (a smaller accommodator), as long as an expression of interest is received from a smaller accommodator
- Three broader tourism stakeholder representatives
  - No more than one representative from the same organization.

Non-voting members form part of the MRDT Committee for communication and partnership purposes. Non-voting members consist of one representative (designated by the organization) from each of the following:

- City of Salmon Arm
- Shuswap Tourism

- Shuswap Recreation Society
- Shuswap Trail Alliance
- Salmon Arm Visitor Centre
- Downtown Salmon Arm
- Salmon Arm Folk Music Society
- RJ Haney Heritage Museum





Activities of the MRDT Committee are in accordance with the *Province of British Columbia's MRDT Program Requirements, City of Salmon Arm/SAEDS MRDT Agreement, the SAEDS Board Governance and Procedures Policies* and representative of the *Five-Year MRDT Business Plan and Annual Tactical Plan*.

#### MRDT Committee Members (as of September 2022)

Voting Members	Accommodators & Broader Tourism
Shauna Mattson	Prestige Harbourfront Resort
Elizabeth Frank	Viewpoint RV Park & Cottages
Jill Power	Comfort Inn & Suites
VACANT	ACCOMMODATOR
Tovah Shantz	Shuswap Pie Company
Tammie Cassettari	Shuswap National Golf
Rebecca Scott	Gym of Rock
Non-Voting Members	Broader Tourism & Stakeholders
Sapphire Games	Visitor Centre
Erin Jackson	City of Salmon Arm
Jen Broadwell	Downtown Salmon Arm
Darby Boyd	Shuswap Recreation Society
Jen Bellhouse	The Shuswap Trail Alliance
Morgen Matheson	Shuswap Tourism
Susan Mackie	RJ Haney Village
David Gonella	Salmon Arm Folk Music Society
Staff Contacts	
Lana Fitt	Salmon Arm Economic Development Society EDO
Caitlin Thompson	Salmon Arm Economic Development Society Projects Coordinator

### Accountability & Control

The following guidelines and terms have been established to ensure MRDT funds are spent in accordance with the MRDT Provincial Program Guidelines and Salmon Arm's MRDT Business Plan:

- Salmon Arm Economic Development Society will maintain separate accounting records, tracking all MRDT transactions in accordance with Generally Accepted Accounting Principles.
- Salmon Arm Economic Development Society and the MRDT Committee will provide the City of Salmon Arm copies of annual financial statements within 90 days of the fiscal year end.
- Salmon Arm Economic Development Society and the MRDT Committee will provide the City of Salmon Arm with a copy of the Annual Tactical Plan for each ensuing calendar year.
- Salmon Arm Economic Development Society and its MRDT Committee will provide the City of Salmon Arm with its annual performance report, prior to April 30<sup>th</sup> of each year.

## 1.2 Vision, Mission, Goals, Objectives & Targets

### Vision

Salmon Arm and the broader Shuswap region will be recognized as an all-season destination of choice.

### Mission

Salmon Arm's MRDT Program will increase visitation to the city and the broader Shuswap region. This will be achieved by:

- Providing/Supporting exceptional visitor services
- Expanding marketing - Telling our story/sharing our experience
- Developing/expanding industry partnerships
- Securing and hosting extraordinary events

### Overall Goals, Objectives and Targets

There are four guiding principles which form the foundation of Salmon Arm's MRDT Business Plan:

1. Accommodator-led MRDT program with input and support from broader tourism stakeholders;
2. Support the implementation of specific local tourism initiatives which have been identified as gaps and high ROI opportunities;
3. Support and expand the work of multiple tourism stakeholder organizations across the broader Shuswap region;
4. Collaborative approach, ensuring a strong alignment with strategic plans of partner organizations.



**Primary Program Goal** - Expand the tourism economy in Salmon Arm and the broader Shuswap Region, measured by increased accommodation occupancy rates.

#### Measurables

Identified as one of the four guiding principles of Salmon Arm's 2023 Tactical Plan is Return on Investment. We must ensure every dollar spent in the upcoming year will provide exceptional value back to Salmon Arm's tourism economy. Each of the initiatives detailed within this 2023 Tactical Plan (*Section 2*) includes a matrix detailing how success will be measured. These vary by initiative; however, the primary success measurements for Salmon Arm's MRDT program include the following:

- Increased room revenue
- Increased occupancy rates



### 1.3 2022 Lessons Learned

Supporting tourism businesses as we emerge from a pandemic with no road map or best-practice examples to reference, proved challenging at best. The recovery and rebound post-pandemic allow for a unique set of challenges in the tourism, travel and events planning industries. It also provided an exceptional learning experience for all.

Our Project Coordinator joined the team in April 2022, which launched the busy spring event season that led directly into the summer. Without much time to prepare for the season, below is a brief summary of some highlights and achievements in 2022.

#### Notable Projects & Successes:

- Bid & Grant Applications
  - 55+ BC Games,
  - TOTA Grant, resulting in Nov 3-5 Events, Market, Ceremony and UninterruptedVR
- Signage/Pillars Project
  - Installation of park signs, beach signs, updates to decals
  - New design and project plan for Pillars
  - Beginning coordination and project management for Entrance Signage
- Collateral/Merchandise + Map
  - Updated map, business information, recoloring entire map to allow for writable surface, improvements made to visibility
  - Strategic merch development to target events in 2022 including racing, biking, and family friendly items
- Event Support (See more below)
  - It is notable the increase to demand for events from 2021 to 2022.
  - Big Spend Pilot Project (Downtown Dollars aka DD) provided to targeted events through participant bags such as BC Bike Race water bottle + DD combination
- Event Marketing
  - Silverbacks backboard design an 3 year sponsorship
  - RootsAndBlues marketing, MC'ing, video development, Visitor Services tent, resources, signage at event and giveaway
  - Reinvigoration of the Small City, Big Events Facebook page
  - Digital signage (i.e., Casino & Rec Centre)
- Interactive Kiosk/Digital Resources
- Cultural Masterplan District Development
  - Including two community engagement opportunities and hosting a public meeting/information session with the Arts Council and City of Salmon Arm
- Community Engagement
  - AGM Presentation at DSA meeting
  - Attending events to support in a variety of roles including marketing, speeches and networking
  - MRDT committee recruitment (successfully bringing into new members)

#### As of October 1, 2022 - events we have supported:

1. March 19 - Salmon Arm Minor Hockey U13 BC Hockey U13 Tier 2 Provincial Championships
2. April 26 – SILGA Conference
3. April 29 – Salmon Arm Silverbacks Spring ID Camp



4. April 29 – BC Backyard Ultra
5. May 7 – Salmon Arm Boxing for Wellness
6. May 13 – Salty Dog Enduro & Street Fest
7. May 13 – Beauty in Flowers
8. May 14 – BC Fire Officers Training Conference
9. May 26 – (Project/Speaking Event) Cultural Masterplan Open House
10. June 3 – Top 20 Under 40 (event support)
11. June 4 – Gathering of Gratitude (booth)
12. June 27 – Gathering Together Festival
13. July 8 – Shuswap Ultra Orientation Run
14. Aug 4 – Tennis BC Provincial Tournament
15. Aug 19- RootsAndBlues (marketing)
16. Sept 2 – SASCU Tennis Open
17. Sept 18 – BC Bike Race
18. Sept 24 – Shuswap Ultra (Funding granted, marketing, swag)
19. Sept 30 – Salute to the Sockeye (Funding granted, booth, marketing)
20. Oct 1 – Poker Run – Salmon Arm Snowblazers (Support only, no funding)

**Still to come in 2022:**

21. Oct 15 – PRIDE Loud & Proud (Funding granted, marketing, coordination)
22. Nov 11-13 – Ashley Furniture Curling Tournament
23. Nov 3-5 – “Reconnecting in the Shuswap – Salmon Arm” Celebrations with Uninterrupted (funding granted, marketing, coordination, planning, grant application)
24. Winter 2022 – Road Maintenance – Salmon Arm Snowblazers (Funding granted)

## 1.4 Target Markets

**Geographic Market:** Due to the on-going global pandemic from 2010-2022 and resulting travel disruptions, for 2023, we will be targeting a close to home market consisting of travellers from the lower mainland, BC's interior and Northern BC. A secondary market of Alberta is also a priority area. In alignment with Thompson Okanagan Tourism Association and Destination BC's target markets, the following Explorer Quotient Audience has been identified for the Shuswap Region:

Explorer Quotient Audience (Profiles identified by Canadian Tourism Commission)

**Authentic Experiencers** - Typically understated travellers looking for authentic, tangible engagement with destinations. With a particular interest in understanding the history of the places they visit, these experiencers have a higher than average education and an average household income and are more likely to be retired with an average of 53% over the age of 55. Experience appeal for these visitors includes exhibits, architecture, historic sites/buildings and museums. They may also be interested in nature, shopping, foodie opportunities, performing arts, and water-based outdoor activities (among others).

**Free Spirits** – Highly social and open-minded. Their enthusiasm for life extends to their outlook on travel. Experimental and adventurous, they indulge in high-end experiences that are shared with others. These higher-than-average income earners tend to be full-time workers if they are not still students. 80% of the Free Spirits are in the 18-54 demographic. These travellers are more likely than most to be interested in shopping, dining and other food related activities, entertainment and performing arts, water-based outdoor activities, festival, events and spectator sports, outdoor and nature experiences (among others).

**Cultural Explorers** – defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit. With a higher-than-average education and average household income, 43% of these travellers are between the ages of 35-54. Similar to Free Spirits, Cultural Explorers are likely to find many activities appealing to do on a long-haul vacation, including nature and outdoor experiences, sightseeing, water-based outdoor activities, and festivals, events and spectator sports (among others).



## 1.5 Strategies – Key Actions

Salmon Arm's 2023 Tactical Plan is based on the following foundational principals:

1. **Flexibility.** The plan will ensure the ability to pivot quickly in order to respond to this ever-changing situation.
2. **Support.** The plan will broadly support the needs of all tourism businesses.
3. **Communication.** The plan will ensure open communication with industry and partners. In such challenging times, Salmon Arm's MRDT Program is a conduit for information sharing



and support for our tourism businesses. It is essential that we ensure strong lines of communication with our tourism businesses.

4. **Return-on-Investment.** The plan will ensure every dollar spent in 2023 will provide exceptional value back to Salmon Arm's tourism economy.

The 2023 MRDT Tactical Plan was prepared in such a way as to support quarterly planning to respond to expected fluctuations in the tourism economy as a result of the COVID-19 pandemic. Based on an assessment of needs, there are three main priorities for Salmon Arm's 2023 MRDT Tactical Plan:

1. Support In-community visitor information services.
2. Expand Salmon Arm marketing for visitor attraction.
3. Secure, support and host extraordinary events.

### 1.6 Summary of 2023 Tactics

Each of the initiatives related to these strategies are further detailed in *Section 2, 2023 Tactical Plan*.

Destinations & Product Experience Management	
Data Collection & Distribution	Compile visitor statistics to support targeted marketing efforts.
Strategic Planning	Working with a marketing firm to build a robust and scalable strategic plan to achieve marketing goals and plan out annual campaign or deliverables, while working with key stakeholders such as Shuswap Tourism & Visitor Services. Further, this work will include supporting data collection and strategic planning for partner tourism agencies.
Shuswap Trail Planning and Marketing	Expand trail-based experiences, marketing and trail signage.
Marketing	
Expand Visitor Information	Expand distribution of visitor information in strategic locations where visitors gather.
Expand Digital and Print Marketing Campaigns	Launch digital and print marketing campaigns including web page development, video development & distribution, blogs, travel itineraries.
Meetings, Conventions, Events & Sports	
Event Support & Expansion	Provide support to existing community events to expand the number of attendees & number of event days. Expand the number of destination events occurring in Salmon Arm.
Visitor Services	
Visitor Services Support	Support Salmon Arm visitor services support, install wayfinding signage and interactive kiosks.

## 1.7 Sources of Funding

Figures included in the table below are estimates based on accommodator input (average room rates and occupancy rates) combined with 2022 actual revenue received. MRDT revenues will be incremental to existing tourism funding. On an annual basis, the City of Salmon Arm contributes funding towards the regional Shuswap Tourism function administered by the Columbia Shuswap Regional District. This existing contribution is funded by the City of Salmon Arm through tax requisition. All initiatives funded from MRDT revenue are new or expanded initiatives which, in the absence of MRDT revenue, do not have a funding source attached.

2022 Projected MRDT Carry Forward	\$ 308,949
MRDT	\$ 220,000
MRDT for Online Accommodation Platforms	\$ 20,000
Provincial Grant Funding	\$ 212,003
<b>Total 2023 MRDT Program Budget</b>	<b>\$ 760,952</b>





## SECTION 2: 2023 Tactical Plan

### Project Plans/Tactics Sheets

#### Sheet #1

<b>Major Category</b> Visitor Services Tactic	
<b>Activity Title</b> Visitor Services Support	
<b>Tactics</b> To mobilize and support visitor services programming and resources.	
<b>Partners</b> City of Salmon Arm, Shuswap Tourism, Visitor Services, Downtown Salmon Arm	
<b>Implementation</b> <p>Addressing visitor information gaps at the community level has been an identified challenge that the community has been working to solve over the last several years. However, the impacts of the pandemic and related shifts in traveler trends have accelerated this initiative to an immediate priority, in order to ensure the recovery and resiliency of the tourism sector.</p> <p>This tactic includes the following initiatives for 2023:</p> <ol style="list-style-type: none"> <li>1. <b>Print Collateral</b> - Kiosk print collateral distribution at existing visitor kiosks to support visitor access to print materials. Supply of high value, targeted visitor information resources, any racking installations needed at new or existing kiosks.</li> <li>2. <b>Welcome, wayfinding signage, billboards &amp; pillars</b> – A continuation of signage projects started in 2020, including updates to signage decals, design and strategies for welcome entrance signage and collaborative projects on existing billboards. This also includes a redesign of 4 downtown pillars, removal/demolition coordination and installation.</li> <li>3. <b>Interactive visitor information kiosks sourcing and installation</b></li> <li>4. <b>Salmon Arm Visitor Guide</b> – A new initiative and highly desirable resource which can be used at multiple mobile outreach touchpoints, kiosks, and locations across the Shuswap and more broadly.</li> <li>5. <b>Mobile Outreach Booth</b></li> <li>6. <b>Mobile Outreach Team</b></li> </ol>	
<b>Timeline</b> 2023	
<b>Sources of funding</b> MRDT Revenue, CERIP Grant	
<b>Budget</b> \$294,503	
<b>Performance Measures</b> <ul style="list-style-type: none"> <li>• Support the City of Salmon Arm in the implementation of their Visitor Services</li> </ul>	<b>Outcomes:</b> <ul style="list-style-type: none"> <li>• Increase visitor awareness and participation in tourism experiences.</li> </ul>

<p>Strategy.</p> <ul style="list-style-type: none"><li>Expanded visitor information available at strategic locations in the City of Salmon Arm to support trip planning.</li></ul>	<ul style="list-style-type: none"><li>Extend the duration of visitor stays.</li><li>Increase room occupancy rates.</li></ul>
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## Sheet #2

<b>Major Category:</b> Destination & Product Experience Management
<b>Activity Title:</b> Shuswap Trail Improvements, Planning & Marketing, Research & Evaluation
<b>Tactics:</b> <ol style="list-style-type: none"> <li>1. Expand trail-based marketing campaigns, improve existing trails for expanded trail-based visitor experiences, and support planning for future "high-tourism potential" trail development.</li> <li>2. Data Collection, Trend Identification and Data Distribution</li> </ol>
<b>Partnerships:</b> Shuswap Trail Alliance (in collaboration with Shuswap Tourism and regional trail partners) and RJ Haney Heritage Village.
<b>1. Trail Tactics - Implementation Plan</b> <p>The 2023 Shuswap Trail Planning and Marketing plan targets ongoing growth of trail-based marketing and development of "high tourism potential" trails through continued installation of trail signage, updated mapping, guide, and online visitor information, improvements to existing trails, and ongoing planning for destination trails of relevance within the Salmon Arm Bay sub-region.</p> <p><b>Rationale:</b>  Non-motorized trails in Salmon Arm, and the surrounding area, continued to see an increase of demand in 2022. Hiking and/or biking on trails provided an acceptable, physically distanced, activity for residents and tourists alike and were exempt from any Provincial Health Officer restrictions that were put in place. This increased use has highlighted the need for trail improvements in our most popular Salmon Arm networks and annual updates are required to the Shuswap Trails website to provide a better experience for the trail user. Assisting with curbing the spread of invasive plant species, along with providing an additional amenity for visitors, has been identified as a need at the South Canoe Network Salmon Arm's most popular destination trail system.</p> <p>Salmon Arm's success in expanding our tourism industry strongly depends on our ability to offer high-quality visitor experiences – tourism products and experiences that meet the needs and expectations of our visitors. This includes bringing back repeat tourists by providing safe, and improved, trail networks.</p> <p>Three of the busiest trail networks in Salmon Arm are South Canoe, Rubberhead and the Larch Hills Traverse. These networks have started to garner provincial, and national attention, and have become a desirable location to hold events such as the Salty Dog Enduro, BC Bike Race, and the Shuswap (Lewiston) Ultra. These events are held in the shoulder seasons and continue to build on the region's need for expanded four-season destination tourism and recreation experiences.</p> <p>Although there were a variety of important community assets identified during the 2021 MRDT Business Plan process, the regional trail system was one that emerged in almost every meeting with tourism stakeholders and presents significant opportunity associated with visitor attraction through expanded marketing and development.</p>

Three high-visitor attraction trail-based priorities emerged in the consultation process:

1. Trail Marketing Campaigns – greenways signage and expanded mapping
2. Trail Marketing Campaigns – expanded marketing for specific trail-based experiences
3. Identification and planning for high tourism potential trail development

In order to ensure alignment of trail related working priorities with high destination tourism value on an annual basis, the Shuswap Trail Alliance and Shuswap Tourism participate in the collaborative planning process for the development of the MRDT Tactical Plan, ensuring trail development and marketing priorities are being driven by the Shuswap Trail Alliance's annual strategy and Shuswap Tourism's trail-based marketing work plans.

## **2. Research & Evaluation - Implementation Plan**

**Annual Data Subscription** - Secure an annual subscription to the best fit data source for the needs of our industry partners in partnership with Shuswap Tourism. Both SAEDS/MRDT and Shuswap Tourism can be listed on the subscription so this data can be accessed and used by both organizations.

There is a growing amount of data available through the TOTA Community Research Program concerning visitation to our region. This helps to identify the types of travelers that are visiting our region, where they are coming from, and what they are interested in experiencing and doing while they are here. This information can help define marketing efforts and also support business development and expansion, event creation, and various other opportunities.

**RJ Haney Strategic Planning** – Support strategic planning for the region's number one anchor heritage attraction.

**Marketing Strategic Planning** – Working with a marketing firm to build a robust and scalable strategic plan to achieve marketing goals and plan out annual campaign or deliverables, while working with key stakeholders such as Shuswap Tourism & Visitor Services.

### **Timeline:**

2023

### **Sources of Funding:**

MRDT Revenue will cover the tactics below and will be leveraged against other funding sources to further expand trail improvements, signage projects, and online content updates.

### **Performance Measures**

- Renew data subscription for 2023
- Compile data and identify trends
- Circulate quarterly reports to tourism stakeholders
- Expanded visitor awareness of trail experiences in Salmon Arm and the Shuswap region
- Expanded visitor access to trail maps, guides, and online information
- Expanded trail-based visitor experiences
- Expanded trail-based tourism visitations

### **Outcome**

- Support for tourism business sustainability and tourism business growth through informed decision making

### **Budget**

\$105,500



## Sheet #3

Major Category Marketing
Activity Title Expanded Visitor Information & Attraction
<b>Tactics</b> To create (or expand distribution of) print collateral and digital marketing for visitor attraction, and strategize effective marketing campaigns using a variety of mechanisms to best fit the project and targeted audience.
<b>Partners</b> Shuswap Tourism, Visitor Services
<b>Implementation</b> <p>Growing Salmon Arm and the Shuswap region into a four-season destination requires the development and use of high-quality promotional materials in strategic ways to share and promote visitor experiences that highlight key local assets and experiences. Throughout 2022, following DBC marketing guidelines, various marketing tactics will be undertaken focused on a close-to-home audience. A summary of marketing tactics is included below.</p> <p><b>Event Marketing:</b> Using video marketing as one of the tools is continuing to grow in popularity and importance, which means it's vital to stay on top of the latest advances and create these assets to ensure we have a variety of content that appeals to different sectors of the tourism industry.</p> <p><b>Topics to Highlight:</b></p> <ul style="list-style-type: none"> <li>• Event hosting opportunities</li> <li>• Shoulder season events, attractions and event hosting opportunities</li> <li>• Event venues</li> </ul> <p><b>Advance Digital Presence of Salmon Arm Tourism Businesses:</b>          Formerly the Big Prep program, where 60 Salmon Arm businesses were set up on Trip Advisor - Leveraging the new 'Big Connect' program as created by the Marketing Coordinator. Utilizing QR codes for businesses to scan and leave a review. Creating and updating listings for tourism assets such as parks, trails, beaches. Undertaking the review of tourism assets, working with Marketing Coordinator and staff to support work.</p> <p><b>Asset Development (Blogs, Photography, Videography):</b> Including, writing assets that provide original content help drive traffic to desired locations and establish the owner as an authority on the subject. We will focus on developing well-placed content to entice travelers, encourage them to extend their duration of stay and enjoy more experiences during their visit. Examples of development and distribution of written assets will include:</p> <ul style="list-style-type: none"> <li>• Blog Posts</li> <li>• Press Release/Stories</li> <li>• Itinerary Creation</li> </ul> <p><b>Media Advertising &amp; Production:</b> New winter, spring and fall digital marketing campaigns will be developed using new and existing assets, strategically on various online platforms to promote the region as a four-season destination.</p> <ul style="list-style-type: none"> <li>• Print Collateral - Various print materials will be updated and distributed including rack cards,</li> </ul>

<p>itineraries, and vacation planners.</p> <ul style="list-style-type: none"> <li>• Image bank</li> </ul> <p><b>Seasonal Package Campaign:</b></p> <ul style="list-style-type: none"> <li>• Experience Package Facilitation &amp; Campaign Development</li> <li>• Visitor/overnight stay packages (Shoulder season attraction)</li> </ul> <p><b>Marketing Support for Industry - Workshops &amp; Webinars:</b> Organizing and hosting industry workshops to support collaboration and expanded exposure of local assets and experiences. Target of hosting 2 workshops, and one on one as required aka Big Connect.</p> <p><b>In-Person Marketing &amp; Networking Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Consumer Shows &amp; Events (2 trade shows)</li> <li>• Media Fam Tours</li> </ul> <p><b>Merchandise Items:</b></p> <ul style="list-style-type: none"> <li>• Develop, design new merch items for events and sales, including fall &amp; winter items. Summer items need to be ready for Spring events.</li> <li>• Reusable Bag Collaborative Purchase Program</li> <li>• SCBI Collateral Sales, joint opportunities for Shuswap Tourism to promote or create items across the entire region</li> </ul> <p><b>Placemaking SCBI brand expansion:</b></p> <ul style="list-style-type: none"> <li>• Hockey arena marketing plan/players' lounge and support</li> </ul> <p><b>Marketing Consortiums (i.e., BC Sled, Bird Trail...)</b></p> <p><b>District Development Project</b></p>	
<p><b>Timeline</b></p> <p>On-going initiative</p>	
<p><b>Sources of Funding</b></p> <p>MRDT Revenue</p>	
<p><b>Budget</b></p> <p>\$ 189,172</p>	
<p><b>Performance Measures</b></p> <ul style="list-style-type: none"> <li>• Develop/update video, print, digital collateral.</li> <li>• Identify top digital platforms based on EQ and other visitor metrics and distribute marketing collateral.</li> <li>• Welcome packages for event attendees</li> </ul>	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>• Expanded visitor awareness of four season product and experience availability in Salmon Arm and the Shuswap region.</li> <li>• Increased room occupancy rates</li> </ul>



## Sheet #4

<b>Major Category</b> Meetings, Conventions, Events & Sports
<b>Activity Title</b> Destination Event Expansion
<b>Tactics</b> Provide support to existing community events to expand the number of attendees and number of event days. Expand the number of destination events occurring in Salmon Arm.
<b>Partners</b> Shuswap Tourism, Visitor Services, City of Salmon Arm, and variety of NPO's
<b>Implementation</b> <p>Event support includes all logistics related to event planning and co-ordination. The Event Coordinator will work hands on to support planning leading up to events as well as providing on-site support as needed. This position will also be responsible to create and maintain a special event tracking, oversee MRDT functions including documentation and organizing of regular MRDT meetings.</p> <p>With an ongoing focus on the priority of attracting high return-on-investment events to our community in the shoulder and off-season, while also recognizing the shift in events post-pandemic look like, the Event Coordinator will complete the following initiatives while leaving enough flexibility to capture new opportunities as they are presented.</p> <p>Event Support: with restrictions lifted and changing, we are seeing increased appetite for attending events in person (opposed to the virtual events that took place in 2020 and 2021). We see the value, in providing targeted participant welcome packages, gifts, incentives, and event support.</p> <p>Marketing &amp; Sponsorship: Again, with the shift back towards in person events, there are expanded opportunities for sponsorship and showcasing our community to a captive audience.</p> <p><b>General Event Support:</b></p> <ul style="list-style-type: none"> <li>• pre-event logistics support, communications with event organizers, providing local contacts, consultation on venues options, gathering mechanize/give-away items, marketing.</li> <li>• Assisting clients with public relations and media needs for events</li> <li>• Communicating with event support businesses and the broader community (accommodations, venues, residents etc.)</li> <li>• Effectively interacting with community partners to promote cooperative marketing efforts</li> </ul> <p><b>Event Funding Application Process:</b></p> <ul style="list-style-type: none"> <li>• Review MRDT Funding applications</li> <li>• Contact event organizers as required for information or clarity</li> <li>• Prepare MRDT Committee agenda and documentation required for event fund voting</li> <li>• Contact event organizer(s) with funding vote outcome</li> </ul> <p><b>Pre-Event:</b></p> <ul style="list-style-type: none"> <li>• Consultation on venues</li> <li>• Providing local contacts</li> <li>• Documentation of event logistics tracking and economic value for community</li> </ul>

<ul style="list-style-type: none"> <li>• Support securing hotel room blocks, or single rooms</li> <li>• Providing contacts or local recommendations for catering, transportation, entertainment, equipment, volunteer groups, marketing and promotional support</li> <li>• Posting or re-sharing information on social media channels for the purpose of event attendee attraction and promotion</li> <li>• Support development of marketing campaigns, promotions, community engagement, invitations and advertisements and where possible publish publicly on best available channels or media</li> <li>• Depending on inventory, providing guides, resources, merchandise and branded swag</li> <li>• Support sourcing or recommending community partnerships and sponsorship opportunities</li> <li>• Providing letters of support or MOU documents</li> </ul> <p><b>During Event:</b></p> <ul style="list-style-type: none"> <li>• Subject to staff availability, attending portion or parts of an event for marketing coverage, social media content</li> <li>• Subject to staff availability, attending event in a supportive role, as a public figure or at a vender booth</li> </ul> <p><b>Post Event:</b></p> <ul style="list-style-type: none"> <li>• Send out MRDT post-event form to event contact/organizer(s)</li> <li>• Respond to any questions or feedback</li> <li>• Prepare summary or presentations for MRDT Committee, or other Boards/Committees summarizing event successes and economic value to community</li> </ul> <p><b>Event Attraction (BID SUBMISSION)</b></p> <ul style="list-style-type: none"> <li>• Develop "preferred supplier/provider" list for event planners, Event planning in Salmon Arm Package</li> <li>• Submitting Community Bids to Host Targeted, Events Event Attraction</li> </ul> <p><b>The Big Spend - Downtown Dollars Program for Event Attendees</b></p> <p><b>Event Hosting Resource Development</b></p>	
<b>Timeline</b> 2023	
<b>Sources of Funding</b> MRDT Revenue, DSA	
<b>Total Budget</b> \$57,500	
<b>Performance Measures</b> <ul style="list-style-type: none"> <li>• Minimum of five existing community events supported/expanded</li> <li>• Attraction of at least two new annual or semi-annual events/reoccurring</li> </ul>	<b>Outcome</b> <ul style="list-style-type: none"> <li>• 5% event attendee increase for existing events supported</li> <li>• Increased room occupancy rates</li> </ul>



**SECTION 3: 2023 MRDT Budget**

Appendix 2.3

**Section 3: Budget for One-Year Tactical Plan**

<b>Revenues (MRDT and Non-MRDT)</b>	<b>Budget \$</b>
Ending Carry Forward from Previous Year (All Net Assets Restricted and Unrestricted)	\$308,949
General MRDT (net of admin fees)	\$220,000
MRDT from online accommodation platforms (OAP)	\$20,000
Local government contribution	
Stakeholder contributions (i.e. membership dues)	
Estimated Co-op funding (e.g. CTO; DMO-led projects)	
Grants - Federal	
Grants - Provincial	\$212,003
Grants/Fee for Service - Municipal	
Retail Sales	
Interest	
Other (please describe):	
<b>Total Revenues (Excluding Carry Forward)</b>	<b>\$452,003</b>
<b>Expenses (MRDT and Non-MRDT)</b>	<b>Budget \$</b>
<b>Marketing</b>	
Marketing staff – wage and benefits	\$37,672
Media advertising and production	\$98,000
Website - hosting, development, maintenance	
Social media	
Consumer shows, events	\$12,000
Collateral production and distribution	\$41,500
Travel media relations	
Travel trade	
Consumer focused asset development (written content, video, photography)	
Other (please describe)	
<b>Subtotal</b>	<b>\$189,172</b>
<b>Destination &amp; Product Experience Management</b>	
Destination and product experience management staff – wage and benefits	
Industry development and training	
Product experience enhancement and training	\$68,000
Research and evaluation	\$37,500
Other (please describe)	
<b>Subtotal</b>	<b>\$105,500</b>
<b>Visitor Services</b>	

Visitor Services Wages and Benefits	
Visitor Services Operating Expenses	\$294,503
Other (please describe)	
<b>Subtotal</b>	<b>\$294,503</b>
<b>Meetings, Conventions, Events &amp; Sport</b>	
Staff – wages and benefits	\$57,227
Meetings, conventions, conferences, events, sport, etc.	\$57,500
<b>Subtotal</b>	<b>\$114,727</b>
<b>Administration</b>	
Management and staff unrelated to program implementation - wages and benefits	\$45,000
Finance staff – wages and benefits	
Human Resources staff – wages and benefits	
Board of Directors costs	
Information technology costs – workstation related costs (i.e. computers, telephone, support, networks)	
Office lease/rent	\$7,500
General office expenses	\$ 4,550
<b>Subtotal</b>	<b>\$57,050</b>
<b>Affordable Housing (if applicable)</b>	
OAP Revenue	
General MRDT Revenue	
<b>Subtotal</b>	<b>\$0</b>
<b>Other</b>	
All other wages and benefits not included above (please describe)	
Other activities not included above (please describe)	
<b>Subtotal</b>	<b>\$0</b>
<b>Total Expenses</b>	<b>\$760,952</b>
<b>Total Revenue Less Total Expenses (Surplus or Deficit)</b>	<b>-\$308,949</b>
<b>Estimated Carry Forward (Previous Year Carry Forward plus Surplus or Deficit)</b>	<b>\$0</b>



**Section 3: Projected Spend by Market (*broad estimate*) for LEISURE activities only & projected percentage of spend focused on each season (broad estimate)**

(Add more rows as needed)

Geographic Market	Total Marketing Budget by Market	% of Total \$ by Market
BC	\$123,129	75%
Alberta	\$41,043	25%
Ontario		0%
Other Canada (please specify)		0%
Washington		0%
California		0%
Other USA (please specify)		0%
Mexico		0%
China		0%
UK		0%
Germany		0%
Australia		0%
Japan		0%
Other International ( <i>Please specify</i> )		0%
<b>Total</b>	<b>\$164,172</b>	<b>100%</b>

## Section 4: Conclusion

The 2023 MRDT Tactical Plan was developed based on an immediate focus on the resiliency and recovery of our tourism economy. The preparation of this plan included one-on-one input from area accommodators and stakeholders to identify their immediate priorities for the upcoming year. Both the broader Five-Year Plan and the 2023 Tactical Plan align with goals and objectives within the Shuswap Tourism Development Plan, Thompson Okanagan Tourism Association Strategy and Destination BC Strategy.



Item 14.2

**CITY OF SALMON ARM**Date: November 28, 2022**Presentation 4:15 p.m. (approximately)**

**NAME:** Olivia Lemke, Community Coordinator, WildSafeBC Columbia Shuswap, Barbra Fairclough, President, Sunnybrae Stewardship Society and Vanessa Isnardy, Program Manager, WildSafeBC

**TOPIC:** Overview of 2022 WildSafeBC Columbia Shuswap Project

**Vote Record**

- ☐ Carried Unanimously
  - ☐ Carried
  - ☐ Defeated
  - ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond



British Columbia Conservation Foundation



## WildSafeBC Columbia Shuswap Season Summary and Opportunities for 2022

Presented by:

Vanessa Isnardy, Provincial WildSafeBC Coordinator

Olivia Lemke, WildSafeBC Columbia Shuswap Coordinator



# WildSafeBC



British Columbia Conservation Foundation



BRITISH COLUMBIA  
CONSERVATION  
FOUNDATION

*“WildSafeBC is the provincial leader in preventing conflict with wildlife through collaboration, education, and community solutions.”*

Keeping wildlife wild and communities safe

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



## WildSafeBC Community Program

Local coordinators delivering education and outreach in their communities:

- Door-to-door outreach
- WildSafe Ranger presentations for school-aged children
- Wildlife awareness and safety presentations
- Bear spray workshops
- Booths at community events
- Garbage tagging
- WildSafe Business Pledge, Bare Campsite Program

Visit [www.wildsafebc.com](http://www.wildsafebc.com) to learn more or email [bc@wildsafebc.com](mailto:bc@wildsafebc.com).

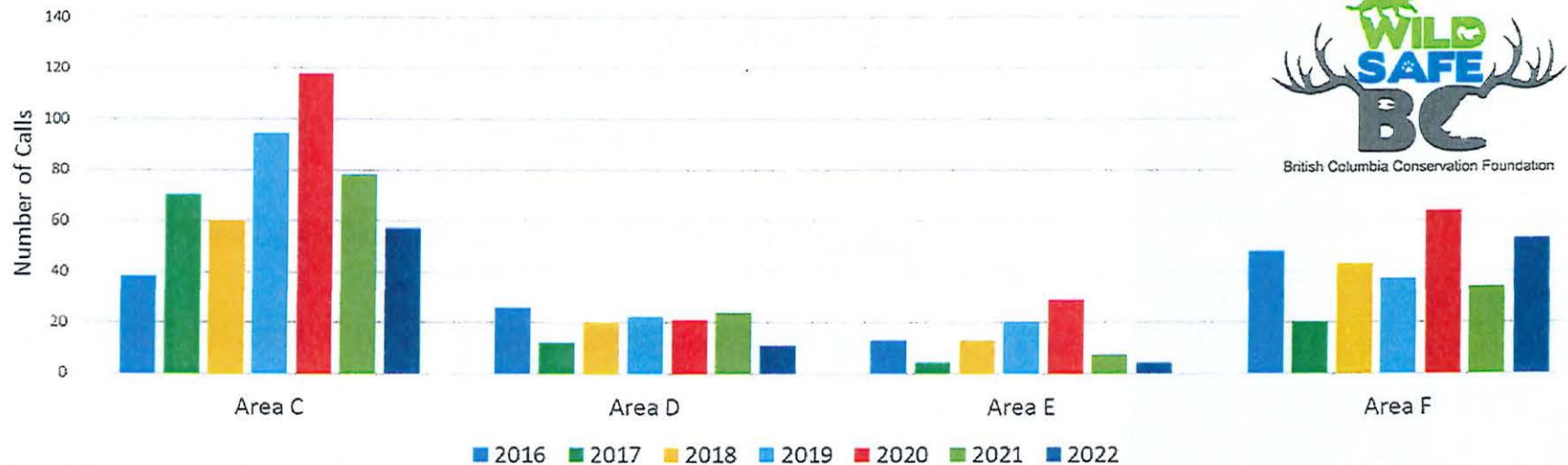
**Keeping Wildlife Wild and Communities Safe**      [www.wildsafebc.com](http://www.wildsafebc.com)



# WildSafeBC Columbia Shuswap

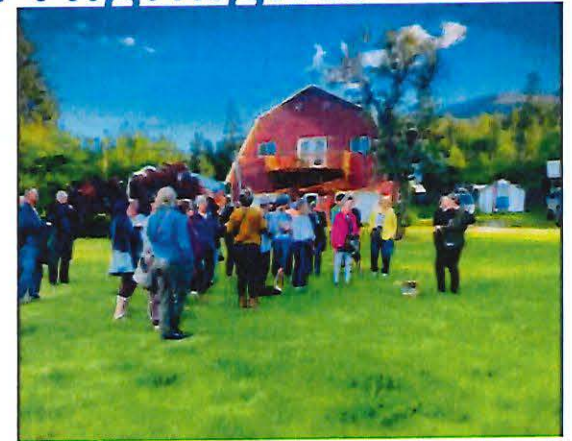
## CSRD Areas C, D, E, F

All Wildlife Reports to COS and WARP in CSRD Areas C, D, E, and F by Year,  
January 1, 2016 - September 25, 2022



## WildSafeBC Columbia Shuswap Season Highlights

- 🐾 Door-to-door outreach → 230 residents reached
- 🐾 WildSafe Rangers Program → 156 youth reached
- 🐾 Bear Spray Workshops → 8 workshops
- 🐾 Booths at community events → 1,830 contacts
- 🐾 Bare Campsite Program → 3 campgrounds
- 🐾 Helped form Columbia Shuswap Wildlife Working Group
- 🐾 Worked with several community organizations





# Garbage Tagging

75% of bins tagged in the first survey were not tagged in the second survey



Number of Residential Garbage Bins Tagged in CSRD Area C Communities, 2022

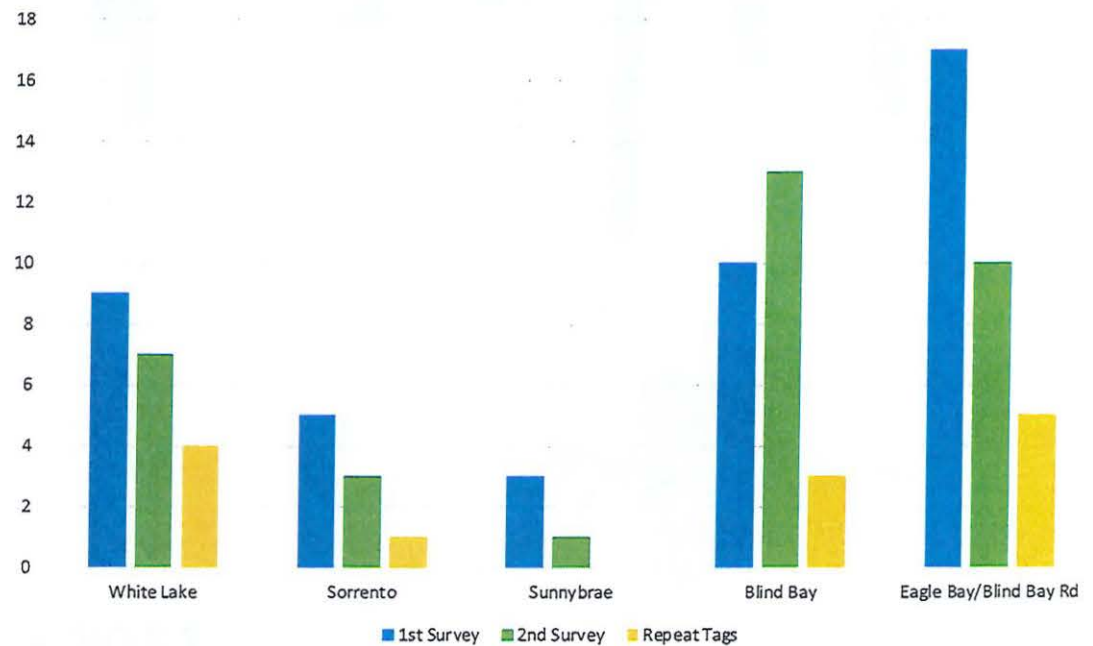
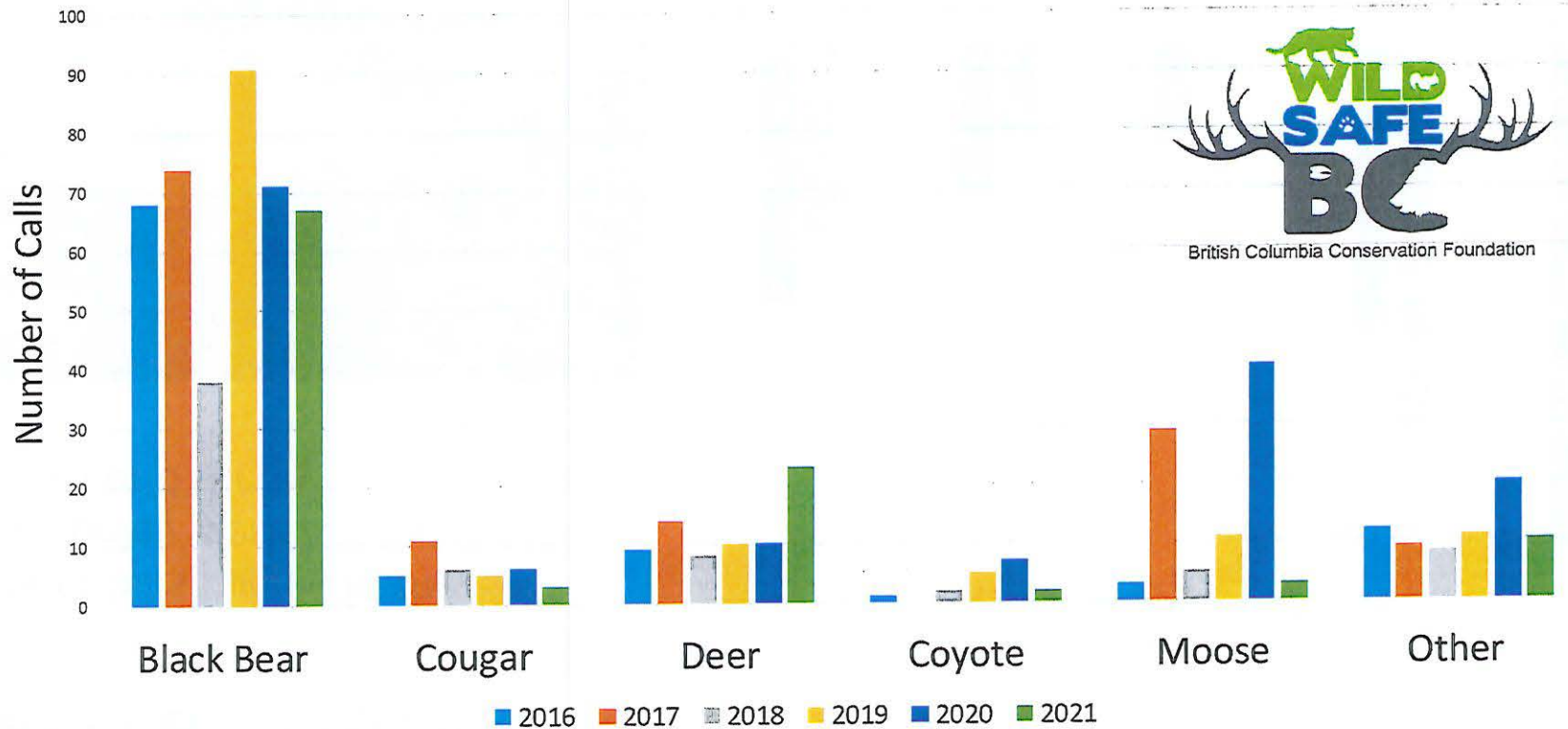


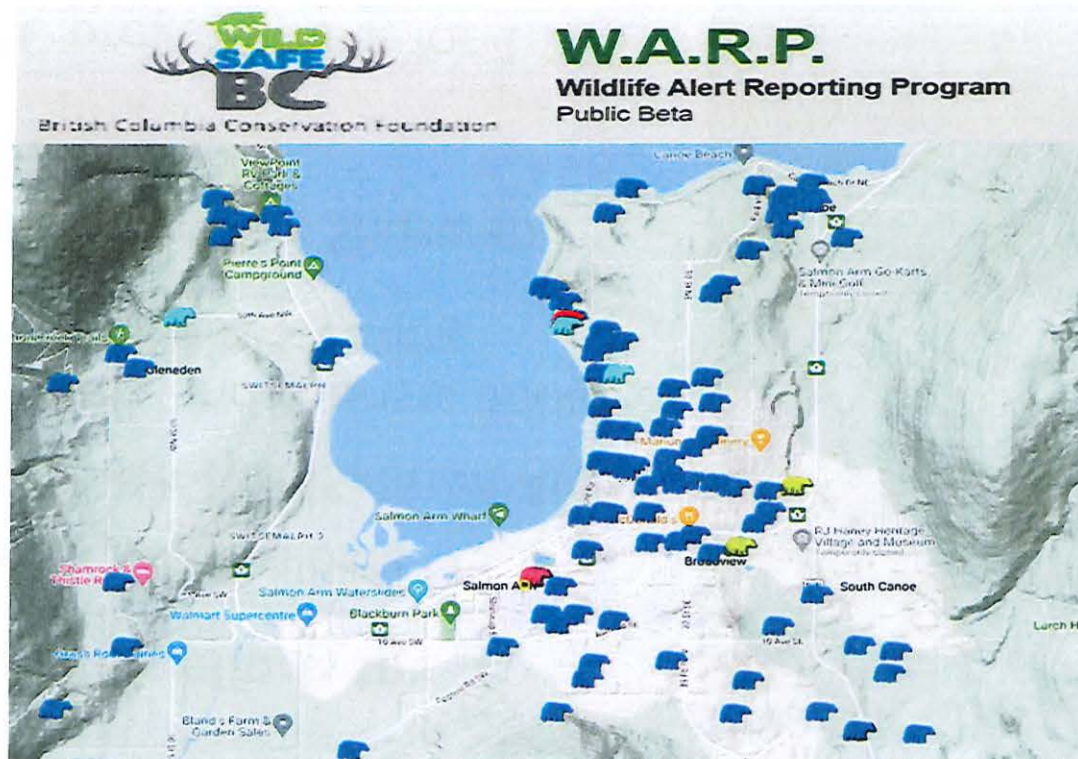
Figure 1. Number of garbage bins placed out early during the first and second survey of a community and the number of bins tagged in both surveys.

# Wildlife Reports in Salmon Arm - 2021

by Species 2016



# Black Bear Reports in Salmon Arm



**Reports of black bears in Salmon Arm made to the Conservation Officer Service from January 1 – October 31, 2022.**

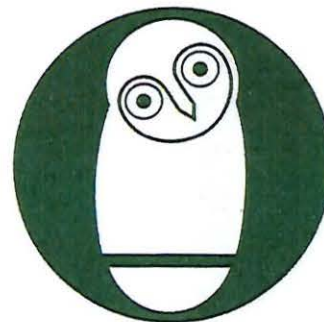


# Opportunities for Salmon Arm

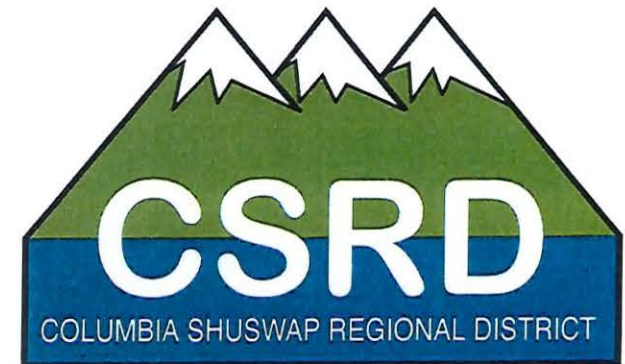
- 🐾 Support WildSafeBC's efforts to:
  - 🐾 Prevent conflict with wildlife
  - 🐾 Increase public safety in Salmon Arm
  - 🐾 Educate residents and tourists about wildlife safety while recreating
- 🐾 Participate in the Columbia Shuswap Wildlife Working Group
- 🐾 Free WildSafeBC programming for 1,150 children in community schools



Thank you!



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Item 17.1

## CITY OF SALMON ARM

Date: November 28, 2022

### Notice of Motion – Councillor Lavery

#### City of Salmon Arm Council Members Remuneration And Expense Bylaw No. 3834 – Annual BC Consumer Price Index Adjustments

WHEREAS City of Salmon Arm Council Members Remuneration and Expense Bylaw No. 3834 has served well since its adoption and periodic amendment;

AND WHEREAS it is timely for Council to review Section 1(4) referring to annual CPI adjustments given the current and potentially future large changes in the annual BC CPI;

THEREFORE BE IT RESOLVED THAT Council direct staff to review options to update Bylaw No. 3834, section 1(4) and report back to Council on this and any other suggested revisions in the spring of 2023;

AND FURTHER THAT the 2023 CPI remuneration increase be put on hold until the staff report and recommendations are received, discussed and determined by council.

*1(4) There shall be an increase to the Mayor and each Councillor's annual remuneration on January 1 of each year, beginning January 1, 2016, by the amount of the British Columbia Consumer Price Index for the prior year. In years where it is a negative the remuneration shall remain the same as the prior year.*

#### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

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Item 17.2

## CITY OF SALMON ARM

Date: November 28, 2022

### Notice of Motion – Councillor Lavery

#### Active Transportation Master Plan – Budget Allocation To Fund Short and Mid-Term Initiatives

WHEREAS the recently adopted Active Transportation Master Plan provides a vision of an active, safe and connected Salmon Arm and recommends increased infrastructure and maintenance funding;

AND WHEREAS Council further received recommendations from the Active Transportation Task Force to allocate additional funds and an increased annual percentage of the transportation operational budget dedicated to active transportation actions and infrastructure projects including planning, maintenance and quick win initiatives over and above existing budget funding;

THEREFORE BE IT RESOLVED THAT Council allocate a 1% general tax increase to go to an appropriate reserve account that will support these future short and mid-term Active Transportation initiatives.

#### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

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Item 26.

## CITY OF SALMON ARM

Date: November 28, 2022

Moved: Councillor Lavery

Seconded: Councillor Wallace Richmond

THAT: the Regular Council Meeting of November 28, 2022, be adjourned.

### Vote Record

- ☐ Carried Unanimously
- ☐ Carried
- ☐ Defeated
- ☐ Defeated Unanimously
- Opposed:

- ☐ Harrison
- ☐ Cannon
- ☐ Gonella
- ☐ Flynn
- ☐ Lavery
- ☐ Lindgren
- ☐ Wallace Richmond

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