

**VILLAGE OF PEMBERTON  
-COMMITTEE OF THE WHOLE MEETING MINUTES-**

**Minutes** for the **Committee of the Whole** of Council of the Village of Pemberton held Tuesday, July 24, 2018 at 8:00 a.m. in Council Chamber, 7400 Prospect Street. This is Meeting No. 179.

---

**ATTENDING:** Mayor Mike Richman  
Councillor Ted Craddock  
Councillor James Linklater  
Councillor Karen Ross  
Councillor Jennie Helmer

**STAFF:** Nikki Gilmore, Chief Administrative Officer  
Sheena Fraser, Manager of Corporate & Legislative Services  
Gwendolyn Kennedy, Legislative Assistant  
Jill Brooksbank, Senior Communications & Grant Coordinator

**Public:** 6

---

**1. CALL TO ORDER**

At 8:06 a.m. Mayor Richman called the July 24, 2018 Committee of Whole meeting to order.

In honour of the Lil'wat7ul, the Village of Pemberton acknowledges that we are meeting within the unceded territory of the Lil'wat Nation.

**2. APPROVAL OF AGENDA**

Moved/Seconded  
**THAT** the agenda be approved as circulated.  
**CARRIED**

**3. Delegations**

**a) Tourism Pemberton**

Mark Mendonca, President, Tourism Pemberton, presented an overview of Tourism Pemberton's efforts to obtain long-term funding and the impact the lack of stable funding has had on their ability to plan future initiatives. Tourism Pemberton has engaged Suzanne Denbak of Cadence Strategies to assess the impact of tourism on the local economy, as an understanding of the value of tourism is fundamental to obtaining funding and to developing a marketing strategy. Tourism Pemberton has committed to paying the \$600

fee to Cadence Strategies for preparation of a grant proposal to the Rural Dividend Program with the objective of obtaining funding through this program for the larger study.

Mr. Mendonca suggested that funding in the range of \$20,000 to \$30,000 annually would be a good starting point. He mentioned that although lack of funding has hampered Tourism Pemberton's activities, the community has received excellent value from very small contributions to marketing initiatives shared with Whistler and Squamish under Destination BC's funding.

Mr. Mendonca suggested the hotel tax as a possible on-going revenue source and noted that approval by owners representing 50% of available rooms is required for this. The recent addition of short-term rental accommodation providers to this group makes approval more likely.

Mr. Mendonca suggested that Tourism Pemberton should be a line item in the Village of Pemberton's budget in 2019 and going forward to ensure stable, long-term funding and noted that the return on investment in tourism is huge.

In response to a question from the Committee, Mr. Mendonca clarified that Tourism Pemberton is asking for a letter of support for the funding application to the BC Rural Dividend Program at this time and that a funding request would come in the future.

#### **4. RECESS**

At 8:59 a.m. the Committee of the Whole Meeting was recessed.

#### **5. RECONVENE**

At 1:00 p.m. the Committee of the Whole Meeting was reconvened.

#### **6. ADOPTION OF MINUTES**

##### **a) Committee of the Whole No. 178, Tuesday, June 26, 2018**

Moved/Seconded

**THAT** the minutes of Committee of the Whole Meeting No. 178, held Tuesday, June 26, 2018, be adopted as circulated.

**CARRIED**

## 7. SINGLE-USE ITEMS: WASTE REDUCTION STRATEGIES

Moved/Seconded

**THAT** the report be received.

**CARRIED**

Moved/Seconded

**THAT** the Committee of the Whole recommend to Council that consideration be given to placing a ban and/or levy on the following single use items:

- Plastic Bags
- Straws
- Styrofoam Containers
- Coffee Cups

**CARRIED**

Moved/Seconded

**THAT** the Committee of the Whole recommend to Council that a consultation plan be developed to engage the business community with respect to this initiative.

**CARRIED**

## 8. CANNABIS RETAIL LICENCE APPLICATION

Sheena Fraser, Manager of Corporate & Legislative Services, presented an overview of the steps involved in making application for a retail cannabis licence. Discussion focused on the cost of the process, the financial risk, and whether the Village should take on the role of retailer in competition with local business owners. The Committee agreed to postpone a decision until further information should be available.

Moved/Seconded

**THAT** Staff monitor what other municipalities are considering with respect to making an application for a cannabis retail store licence.

**CARRIED**

**OPPOSED: Councillor Helmer, Councillor Ross**

## 9. ADJOURNMENT

At 2:05 p.m. the Committee of the Whole Meeting was adjourned.

---

Mike Richman  
Mayor

---

Sheena Fraser  
Corporate Officer