

**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, October 8, 2019 at 1:00 p.m. in Council Chamber, 7400 Prospect Street. This is Meeting No. 196.

ATTENDING: Mayor Mike Richman
Councilor Ryan Zant
Councilor Ted Craddock
Councilor Leah Noble
Councilor Amica Antonelli

STAFF: Nikki Gilmore, Chief Administrative Officer
Sheena Fraser, Manager of Corporate & Legislative Services
Lisa Pedrini, Manager of Development Services
Jill Brooksbank, Communications & Grant Coordinator

PUBLIC: 1

1. CALL TO ORDER

At 1:01 p.m. Mayor Richman called the October 8, 2019 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. ADOPTION OF MINUTES

a) Committee of the Whole Meeting No. 195, Tuesday, September 10, 2019

Moved/Seconded
THAT the minutes of Committee of the Whole Meeting No. 195, held Tuesday, September 10, 2019, be adopted as circulated.
CARRIED

4. DELGATIONS

Don Coggins, Director, Tourism Pemberton Tourism Pemberton Economic Impact Study on Tourism (Pemberton & Area C)

Don Coggins, Director of Tourism Pemberton Board, presented the Tourism Pemberton Economic Impact Study on Tourism (Pemberton & Area C).

Coggins advised that the focus of the Study was for the SLRD Area C and Pemberton area and incorporated the findings of the recently completed study on the wedding industry in the Valley.

Coggins reviewed the data that had been collected based on visitor spending by visitor group including the following categories:

- Roofed Accommodation
- Campgrounds
- Visiting Friends and Family
- Day Visitors

The study included a review of the Direct and Indirect measures and Induced Impacts.

Coggins advised that the study concluded that the establishment of more accommodation offerings will increase net returns and the direction could be to grow the type of tourism not available in Whistler.

Discussion took place respecting the following:

- Is there really a need to expand tourism in the area given the current climate
- Need to invest in order to grow – accommodation providers may be full, but activity providers are not necessarily full
- Saturation points
- Extended benefits of marketing – positive impacts on local businesses (fuel, food, supplies)
- Over-Tourism concerns
- Importance of marketing or promotions being tied to the infrastructure that is currently in place

Further discussion took place respecting the goals/objectives of Tourism Pemberton and the role the organization plays within the community and the need to promote healthy tourism in a way that will benefit the Valley.

Mark Mendonca, President, Tourism Pemberton, provided an update on the Raven Backcountry Festival that is being coordinated by Tourism Pemberton and scheduled to take place in February, 2020. The participant numbers will be limited to 120 and the goal is to take the opportunity to educate backcountry snowmobile enthusiasts about the Pemberton Valley.

Mayor Richman thanked Tourism Pemberton for the presentation.

At 1:55 p.m. Mr. Coggins and Mr. Mendonca left the meeting.

5. ADJOURNMENT

Moved/Seconded

THAT the Committee of Whole be adjourned at 2:12 p.m.

CARRIED

Mike Richman
Mayor

Sheena Fraser
Corporate Officer