



REGIONAL DISTRICT OF CENTRAL KOOTENAY

**Kaslo and Area D Economic Development
Commission S109
OPEN MEETING AGENDA**

1:00 p.m.
Monday, October 21, 2024
Village of Kaslo Council Chambers

To promote openness, transparency and provide accessibility to the public we provide the ability to attend all RDCK meetings in-person or remotely.

Join by Video:

<https://us02web.zoom.us/j/4857930110>

Meeting ID: 485 793 0110

Join by Phone:

- +1 647 558 0588 Canada
- +1 778 907 2071 Canada

In-Person Location: 413 4th St, Kaslo BC – City Hall

COMMISSION MEMBERS

Commissioner Hewat	Village of Kaslo
Commissioner Lang	Village of Kaslo
Commissioner Nay	Village of Kaslo
Commissioner Watson	Area D
Commissioner Jones	Area D
Commissioner Cormie	Area D

MEMBERS ABSENT

STAFF

Stuart Horn	CAO, RDCK
Robert Baker	CAO, Village of Kaslo
Catherine Allaway	CO, Village of Kaslo

____ out of ____ voting Commission members were present – quorum was met.

GUESTS

1. CALL TO ORDER

Chair Hewat called the meeting to order at [Time] p.m.

2. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

We acknowledge and respect the indigenous peoples within whose traditional lands we are meeting today.

3. ADOPTION OF AGENDA

MOVED and seconded,
AND Resolved:

The Agenda for the October 21, 2024, Kaslo & Area D Economic Development Commission S109 meeting, be adopted as circulated.

Carried/Defeated/Referred

4. RECEIPT OF MINUTES

The February 12, 2024, Kaslo & Area D Economic Development Commission S109 minutes have been received.

5. DELEGATE – Nil

6. OLD BUSINESS

6.1 Imagine Kootenay

Chair Hewat will provide a verbal update on the Imagine Kootenay program. As the sponsor of the program locally, the Kaslo & Area D EDC must decide if they will appoint a First Point of Contact from the community or if they would like Imagine Kootenay to fill the role.

Moved and seconded,
AND Resolved that it be recommended to the Board:

[Recommendation]

Carried/Defeated/Referred

7. NEW BUSINESS

7.1 Discussion of 2025 Commission Activities

Chair Hewat asks commission members to bring ideas for 2025 activities to the meeting for discussion.

Moved and seconded,
AND Resolved that it be recommended to the Board:

[Recommendation]

Carried/Defeated/Referred

7.2 2025 Budget Discussion

Activities proposed as part of item 7.1 will inform the discussion regarding the budget for 2025.

Moved and seconded,
AND Resolved that it be recommended to the Board:

[Recommendation]

Carried/Defeated/Referred

8. PUBLIC TIME

The Chair will call for questions from the public at _____ a.m./p.m.

9. NEXT MEETING

The next Kaslo & Area D Economic Development Commission S109 meeting is scheduled for December 9, 2024 at 1:00 p.m.

10. ADJOURNMENT

MOVED and seconded,
AND Resolved:

The Kaslo & Area D Economic Development Commission S109 meeting be adjourned at [Time].

Carried/Defeated/Referred



REGIONAL DISTRICT OF CENTRAL KOOTENAY

**Kaslo and Area D Economic Development
Commission S109
OPEN MEETING MINUTES**

1:00 p.m.

Monday, February 12, 2024

Village of Kaslo Council Chambers

To promote openness, transparency and provide accessibility to the public we provide the ability to attend all RDCK meetings in-person or remote.

Join by Video:

Join Zoom Meeting

<https://us02web.zoom.us/j/4857930110>

Meeting ID: 485 793 0110

One tap mobile

+16892781000,,4857930110# US

+17193594580,,4857930110# US

Join by Phone:

+1 778 907 2071 Canada

Meeting Number (access code): 848 3883 9557

Meeting Password: 848 3883 9557

In-Person Location: 413 4th St, Kaslo BC – City Hall

COMMISSION MEMBERS

Commissioner Hewat	Village of Kaslo
Commissioner Nay	Village of Kaslo
Commissioner Watson	Area D
Commissioner Brown	Area D
Commissioner Jones	Area D

MEMBERS ABSENT

Commissioner Lang	Village of Kaslo
Commissioner Cormie	Area D

STAFF

Yev Malloff CFO, RDCK
Karissa Stroshein Legislative Assistant, Village of Kaslo

5 out of 7 voting Commission members were present – quorum was met.

GUESTS

2 Members of the public joined via Zoom.

1. CALL TO ORDER

Chair Suzan Hewat called the meeting to order at 1:01 p.m.

2. TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

We acknowledge and respect the indigenous peoples within whose traditional lands we are meeting today.

3. ADOPTION OF AGENDA

MOVED and seconded,
AND Resolved:

The agenda for the February 12, 2024 Kaslo & Area D Economic Development Commission S109 meeting, be adopted as circulated.

Carried

4. RECEIPT OF MINUTES

The January 15, 2024 Kaslo & Area D Economic Development Commission S109 minutes have been received.

5. DELEGATE

6. STAFF REPORTS

7. NEW BUSINESS

7.1 2024 Budget

Moved and seconded,
AND Resolved that it be recommended to the Board:

That the requisition for the Kaslo & Area D Economic Development Commission S109 be set at \$0.00 in the 2024 budget.

Carried

8. PUBLIC TIME

The Chair called for questions from the public at 1:22 p.m.

9. NEXT MEETING

The next Kaslo & Area D Economic Development Commission S109 meeting is scheduled for April 8, 2024 at 1:00 p.m.

10. ADJOURNMENT

MOVED and seconded,
AND Resolved:

The Kaslo & Area D Economic Development Commission S109 meeting be adjourned at 1:25 p.m.

Carried

Suzan Hewat, Chair

RECOMMENDATION TO THE BOARD OF DIRECTORS

-
- 1. That there is a zero requisition in service for the Kaslo & Area D Economic Development Commission S109 for the 2024 budget.*



imaginekootenay

Your better life

MEMORANDUM OF UNDERSTANDING

Between....

Imagine Kootenay Partner Communities,

and

The Columbia Valley Chamber of Commerce (*program administrator*)
The Nelson and District Chamber of Commerce (*governing organization*)

With respect to

The Imagine Kootenay Partnership
April 1st, 2024

Purpose

This Memorandum of Understanding (MOU) aims to support the continued development of strong and effective working relationships between Imagine Kootenay partners.

Imagine Kootenay provides partner communities with a cost effective and easy to implement strategy for attracting, business and investment in their communities to support their economic development plans.

To that end, the parties acknowledge that economic development, and business or community investment to the region is a long-term process that requires consistent effort, over time, to produce positive and long-lasting results. As such, the parties are committed to continuing this long-term partnership.

Imagine Kootenay Partner Communities

Partner communities are located in the following government areas in southeastern BC:

- City of Nelson and Regional District of Central Kootenay Area E & F
- Creston & District: Yaqaan Nukiy (Lower Kootenay Band), RDCK Areas A, B & C, Town of Creston
- City of Revelstoke and Columbia Shuswap Regional District Area B
- City of Grand Forks and Regional District of Kootenay Boundary Area C, D & E
- Town of Golden and Columbia Shuswap Regional District Area A
- Columbia Valley: Invermere, Radium, Canal Flats and Regional District East Kootenay Area F & G
- Village of Kaslo and Area D

GOVERNING Organization

Nelson and District Chamber of Commerce

The Imagine Kootenay (IK) program has been in place since 2005 (formerly known as Invest Kootenay); and the first partnership that was formed at that time, has expanded to other communities. The Nelson and District Chamber of Commerce was an original partner community and has been a key player from the formation of the partnership and supporting the partnership. Growth and transition. The Nelson and District Chamber of Commerce is positioned to work collaboratively with the Program Administrator and partner communities to identify and leverage additional grants or funding opportunities.

PROGRAM Administrator

Columbia Valley Chamber of Commerce

The Columbia Valley Chamber of Commerce will carry out the duties of coordinator of IK and administrator of the funds, with guidance from the Community Partner Steering Committee, and with assistance from the Nelson and District Chamber of Commerce. Accordingly, The Columbia Valley Chamber of Commerce, as the Service Provider, is party to this MOU but is assigned a distinct set of responsibilities.

These roles are critical to the expansion and sustainability of the partnership.

Responsibilities

In accordance with the purpose of this MOU, the following activities will be completed by the parties identified.

Responsibilities of the Community Partners

- Identify the local sources of the financial contribution to the Partnership.
- Liaise with funders and provide reporting to funders
- Pay partnership fees, as established by the IK Steering Committee
- Identify person(s) (max 2 per community partner) who will serve as primary contacts for the purpose of carrying out partnership obligations, including but not limited to:
 - the person who will have authority to sign on behalf of the local steering committee;
 - the person appointed to the IK Steering Committee and the alternate (See Governance Policy); and
 - the person or agency designated as the First Point of Contact (see First Point of Contact Appendix).

Memorandum of Understanding – Imagine Kootenay 2024-2027

- Provide reports on local activities as required to the IK Steering Committee and to IK staff
- Ensure that, whenever possible, local government is engaged and the local Chamber of Commerce or Economic Development organization is fully participating in the local group
- Participate in on-going program activities including but not limited to;
 - the development of listings on the IK website for businesses for sale and featured employers;
 - provide community photos for print and web; and
 - reviewing and updating community profile and investment profile.
- Promote and drive uptake of Imagine Kootenay tools to opportunity holders and investors from the local to international level
- Pursue joint-marketing opportunities with IK
- Act as ambassadors for the IK program
- Identify and coordinate local IK sessions and community outreach and attend events and activities on behalf of the IK program
- Provide on-going reporting to local government, business and local groups (ie: Realtors, Brokers, Tourism Partners, etc.).

Responsibilities of the Governing Organization

- Leverage partnership funds wherever possible.
- Work with the Columbia Valley Chamber of Commerce to identify funding opportunities.
- Act as liaison for government funding opportunities as required.
- Support Columbia Valley Chamber of Commerce with financial reporting and ongoing IK Initiatives

Responsibilities of the Program Administrator

- Implement work plan based on the Strategic Plan as developed by the IK Steering Committee
- Complete or Hire contractors to facilitate:
- The development of promotional material and marketing services
- Work with first points of contact to support the development of community profiles, investment profiles and related web and social media content
- Work with web developer contractor to ensure maintenance of the Imagine Kootenay website, including the investment database and regular content updates
- Implementation of marketing plan and related activities
- Management of funds, administrative support, and financial reporting
- Hiring and supervision of staff and contractors as required
- Proposal development and application and on-going leveraging of community and partner funds
- Performance reporting to the IK Steering Committee
- Liaising, orientation and continuous support to the First Points of Contact

Additional partners

Additional community partners who can support and contribute to the purpose and functioning of Imagine Kootenay are welcome to join subject to the approval of the Imagine Kootenay Steering Committee. At the time of joining the IK partnership, this MOU will not be re-opened, but a letter of acceptance will be fully executed by the new partner and the Imagine Kootenay Steering Committee.

Term of Agreement

This Memorandum of Understanding will remain in effect until March 31, 2027 or until such time as all parties agree to undertake to modify its contents. A party may withdraw from the partnership at the end of the fiscal year (March 31) by providing written notice to the Imagine Kootenay Steering Committee before December 31^s of that fiscal year.

COMPLIANCE

To ensure a consistent understanding, by all parties, of the principles and operational parameters that underline the functioning of Imagine Kootenay, the parties agree to adhere to the policies in this MOU as established by the IK Steering Committee.

PARTNER/COMMUNITY FEE STRUCTURE

The fee structure and first point on contact disbursement is as follows. These rates were adopted by the Imagine Kootenay Steering Committee on March 1, 2024, to go into effect starting April 1, 2024.

Pricing - by population - Starting at 3,000 & \$2,000 increments:	Cost
Under 3,000ppl	\$2,000
Between 3,001-6,000	\$4,000
Between 6,001-9,000	\$6,000
Between 9,001-12,000	\$8,000
Between 12,001-15,000	\$10,000
Over 15,001	\$12,000

Based on our current partners and this new fee structure, the program and first point on contact disbursement amounts are as follows:

Communities:	Population (2021 Census)	Amount	IK	Community
Boundary (Grand Forks, Midway, Greenwood, RDKB Areas C,D,E)	13,322	\$10,000	\$6,000	\$4,000
Columbia Valley (Invermere, Radium Canal Flats, RDEK E,F)	11,233	\$8,000	\$4,800	\$3,200
Creston Valley-Kootenay Lake (Creston+RDCK Areas A,B,C)	14,301	\$10,000	\$6,000	\$4,000
Golden (+ CSRD Area A)	7,311	\$6,000	\$3,600	\$2,400
Kaslo and North Kootenay Lake	2,511	\$2,000	\$1,200	\$800
Nelson (+ RDCK Areas E,F)	19,119	\$12,000	\$7,200	\$4,800
Revelstoke (+ CSRD Area B)	8,938	\$6,000	\$3,600	\$2,400
TOTALS:	76,735	\$54,000	\$32,400	\$21,600

- **NOTE: Current partners may opt to hold their current investment rate as is for 2024-2025.**
- **See additional table at the end of this MOU that reflects what a full Kootenay Partnership could be.**

EXECUTED AS AN AGREEMENT BY THE PARTIES ON THE DATES BELOW:

SIGNED on behalf of **Nelson & Area IK Steering Committee**

_____ witness: _____
(print name and position) (print name)

_____ _____
(signature) (signature)

this _____ day of _____ 20__

SIGNED on behalf of **Creston & District IK Steering Committee**

_____ witness: _____
(print name and position) (print name)

_____ _____
(signature) (signature)

this _____ day of _____ 20__

SIGNED on behalf of **Kaslo and Area IK Steering Committee**

_____ witness: _____
(print name and position) (print name)

_____ _____
(signature) (signature)

this _____ day of _____ 20__

SIGNED on behalf of **PROGRAM ADMINISTRATOR** Columbia Valley Chamber of Commerce

_____ witness: _____
 (print name and position) (print name)

_____ _____
 (signature) (signature)

this _____ day of _____ 20__

*****Potential project revenues for a full Kootenay Partnership.**

Communities:	Population (2021 Census)	Amount	IK	Community
Boundary (Grand Forks, Midway, Greenwood, RDKB Areas C,D,E)	13,322	\$10,000	\$6,000	\$4,000
Castlegar & Area I & J	14,462	\$10,000	\$6,000	\$4,000
Columbia Valley (Invermere, Radium Canal Flats, RDEK E,F)	11,233	\$8,000	\$4,800	\$3,200
Cranbrook/Kimberley (+ RDEK Areas A & B)	36,836	\$12,000	\$7,200	\$4,800
Creston Valley-Kootenay Lake (Creston+RDCK Areas A,B,C)	14,301	\$10,000	\$6,000	\$4,000
Fernie/Elk Valley (+ RDEK Areas C & E)	15,092	\$12,000	\$7,200	\$4,800
Golden (+ CSRD Area A)	7,311	\$6,000	\$3,600	\$2,400
Kaslo and North Kootenay Lake	2,511	\$2,000	\$1,200	\$800
Lower Columbia (Trail, Fruitvale, Rossland, RDKB Areas A,B)	17,064	\$12,000	\$7,200	\$4,800
Nakusp & Area K	3,373	\$4,000	\$2,400	\$1,600
Nelson (+ RDCK Areas E,F)	19,119	\$12,000	\$7,200	\$4,800
Revelstoke (+ CSRD Area B)	8,938	\$6,000	\$3,600	\$2,400
Slocan Valley (H, Slo, Silv, ND)	6,060	\$6,000	\$3,600	\$2,400

Memorandum of Understanding – Imagine Kootenay 2024-2027

Salmo, G	2,790	\$2,000	\$1,200	\$800
TOTALS:	172,412	\$112,000	\$67,200	\$44,800

Community Futures Central Kootenay

Profit and Loss

April 2023 - March 2024

	TOTAL
INCOME	
4415 Non Governmental Contribution	2,893.31
4423 Local Government Contribution	50,000.00
4480 Participants Contribution	2,500.00
Total Income	\$55,393.31
GROSS PROFIT	\$55,393.31
EXPENSES	
5499 External IT Support & Software	420.99
5501 Contractor	15,955.00
5502 Marketing/Communication	160.00
5521 Meeting Costs	180.81
5526 Office Rent & Parking	250.00
5543 Website	6,199.42
5545 Admin Fee	7,962.50
5996 Bad Debt Expense	8,820.00
Total Expenses	\$39,948.72
PROFIT	\$15,444.59

MINUTES

Imagine Kootenay
Regional Steering Committee Meeting Agenda
Friday March 1st, 2024
1:00PM PST, (2:00pm MST)
Meeting held virtually:

Attendees

Pete Bourke Columbia Valley
Sarah Dinsdale GF Boundary
Tom Thomson Nelson
Garry Jackman Area A RDCK
Suzan Hewat Kaslo
Roberta Schneider Area G RDEK
Cat Moffat Revelstoke

Regrets

Melanie Myers Golden
Leah Kleinhans

TRADITIONAL LANDS ACKNOWLEDGEMENT STATEMENT

The Steering Committee acknowledges and respects the indigenous peoples within whose traditional lands we are meeting on today.

1. Welcome and Introductions Call to order 1:02pm Chair Tom Thomson

2. Adoption of Agenda

Moved by Garry Jackman; Seconded by Suzan Hewatt and RESOLVED that the March 1st Agenda be adopted as presented.

3. Approval of Minutes

Moved by Sarah Dinsdale; Seconded by Pete Bourke; and RESOLVED that the MINUTES of the December 8th 2024 steering committee meeting be adopted as circulated electronically.

4. 2024-2025 Fee Structure Adoption

At the December 2023 Steering Committee meeting a proposed new community fee structure was proposed. This fee schedule adjusts fees based on community or regional population estimates through Statistics Canada and also has a cap on a community fee once the highest population threshold is crossed.

Another major difference is how the money is allocated.

There will be a portion of the funds going back to each community to compensate the partnering community first point of contact organization. Many communities will remain unchanged. Some communities may go down slightly, and others are subject to a slight increase.

Moved by Pete Bourke; Seconded by Roberta Schneider and RESOLVED that the proposed fee schedule with revised fees and population estimates be approved. Any current partner that wishes to remain at the existing fee schedule for 2024-2025 may do so without penalty.

5. Memorandum of Understanding

Community Futures of Central Kootenay has supported Imagine Kootenay since its inception as Invest Kootenay more than 15 years ago. Community Futures has been looking to exit the administration of IK and agreed to carry on through the operational change and hiring of Factor 5(CF maintained an administrative role)

*With the steering committee moving on from Factor 5 as a delivery partner, CF made it clear that they would assist in a transition period as the steering committee restructured and scaled down operations back to a **Made in the Kootenay model.***

Moving forward, effective March 31st, 2024, CF will transfer administrative duties back to the steering committee. There have been discussions recently on a partner community taking on the role.

The Columbia Valley Chamber of Commerce (with support from) the Nelson and District Chamber of Commerce can take over the administrative role.

The MOU between the partner communities and the delivery partner needs to be updated for the 2024-2025 (and beyond fiscal years)

The start date would be effective April 1st 2024.

Moved by Suzan Hewatt; Seconded by Garry Jackman and RESOLVED that a new 3 year be approved with a community opt out clause to give notice of exiting the IK program by December 31st each fiscal year. It was also agreed that the new fee structure should be included. (see MOU attached)

6. Regional IK Coordinator

- **Former IK Coordinator Lisa Cannady** contracted the coordinators position through December 31st, 2023.
- Lisa worked at developing a reporting template and getting performance metrics reports for each community partner. She also worked with the website contractor to ensure functionality.
- Lisa has limited capacity to continue with anything more than simply a minor role but was very helpful in the last quarter getting year end metrics.
-
- **Columbia Valley Chamber** has been discussing options with Lisa Cannady and one other possible IK contractor. Lisa does have the capacity to assist with onboarding logistics of a new IK coordinator.

The Steering committee also agreed that the Columbia Valley and Nelson and District Chambers of Commerce as administrators of the MOU be given the ability to seek the services of a new regional coordinator that will be contracted to work on behalf of the IK Steering committee.

7. Financial Report

Budget attached:

There was a good discussion about the financial state of the IK project since the start of the fiscal year in April 2023

For the most part the project is in good financial standing with more than \$16,000 remaining from the original \$50,000 + community contributions.

There was some discussion about a bad debt of close to \$8800 that was left by Factor 5. Community Futures of Central Kootenay are working with Factor 5 to return the funds. It is believed that a payback plan is being developed. The contractual agreement is essentially between Factor 5 and Community Futures. CF will continue to work on behalf of the steering committee to work out a payment plan.

Moved by Roberta Schneider; Seconded by Garry Jackman and RESOLVED that the Financial Report be approved as presented.

8. Steering Committee Community Updates (if any)

- *Revelstoke is looking for assistance from the IK website contractor to fix the backend of the IK site to allow Revelstoke opportunities to be uploaded and featured on the site.*
Action: Tom Thomson to contact the web site contractor to work with Revelstoke to get the community site up to date so that opportunities can be posted easily by staff and Revelstoke area realtors.

9. Next Meeting Tuesday May 14th 9:30am PST

10. Motion to Adjourn Chair Tom Thomson 2:15pm PST

MINUTES

**Imagine Kootenay
Regional Steering Committee Meeting Agenda
Tuesday May 14th, 2024
9:30am PST
Meeting will be held virtually:**

Join Zoom Meeting

Attendees

Pete Bourke Columbia Valley

Sarah Dinsdale GF Boundary

Suzan Hewat Kaslo

Garry Jackman Area A RDCK

Leah Kleinhans Creston

Melanie Myers Golden

Roberta Schneider Area G RDEK

Tom Thomson Nelson and Area

IK Regional Coordinator Stacey Brensrud

1. Welcome and Introductions 9:32am Chair Tom Thomson

LAND ACKNOWLEDGEMENT

The Imagine Kootenay Steering committee acknowledges and respects the indigenous peoples within whose traditional lands we are meeting on today.

2. Adoption of Agenda

Moved by Garry Jackman; Seconded by Pete Bourke and RESOLVED that the Agenda be adopted as presented.

3. Approval of Minutes

Moved by Garry Jackman; Seconded by Roberta Schneider RESOLVED that the MINUTES of the March 1st, 2024, steering committee meeting be adopted as circulated electronically.

4. Regional IK Coordinator

- ***IK has hired a new regional coordinator.***
- *We would like to welcome Stacey Brensrud, who has agreed to take on the role on a contract basis.*
- *Stacey has a tremendous background as a former executive director of the Revelstoke Chamber of Commerce.*
- *Stacey has a keen understanding of community needs and has worked with Lisa Cannaday and the IK web contractor (as well as the Columbia Valley Chamber of Commerce in transitioning to the new role.*

ACTION: Pete Bourke, Tom Thomson, and Stacey Brensrud to officially sign new coordinator contract details in the coming weeks

ACTION: Melanie Myers of Kicking Horse Chamber and Stacey Brensrud will work with Nitka our website contractor to develop an action plan to get the Golden community listing page up and operating. There are on going challenges with realtors and Chamber staff being able to post new listings and make them visible to IK website.

ACTION: There are some issues with the INDEED Job Search feed. It is no longer available to the IK website. It was discussed and agreed at the September 2023 Strat planning session, that the IK site would focus on Investment and Attraction, and we would lower of eliminate the Work component of the site.

Further discussion with CVCC, NDCC, Website developer and the IK Coordinator will take place to finalize the best strategy moving forward.

5. Memorandum of Understanding

New delivery and administration partnership

Effective March 31st, 2024, CF transferred administrative duties back to the steering committee. As mentioned in the March 2024 steering committee meeting

The Columbia Valley Chamber of Commerce (with support from) the Nelson and District Chamber of Commerce will take over the administrative role. Thanks to Pete Bourke and the CVCC team.

The MOU between the partner communities and the delivery partner has been updated for the 2024-2025 (and beyond fiscal years)

Some financials are still being transferred to the administration of CVCC. Details are being finalized with Community Futures Central Kootenay. Thanks to CFCK for their long-standing partnership administration role.

Moved by Sarah Dinsdale; Seconded by Suzan Hewat and RESOVED that the Columbia Valley Chamber of Commerce be formerly appointed as administrator of the Imagine Kootenay Partnership (with support from the Nelson and District Chamber of Commerce as required)

ACTION: The CVCC needs to know which organization and individual needs to sign the MOU on behalf of each steering committee community

6. Billing of Community Partners for 2024-2025 Fiscal

The 2024-2025 fiscal year which started April 1st is well underway and billing needs to be finalized.

CVCC will be able to do the invoicing as the transfer of administrative and financial duties transfer over.

Action CVCC will require contact information from each steering committee member to proceed with 2024-2025 fiscal invoices.

Action Community partner to name First Point of Contact

7. Financial Report

INCOME

Non-Governmental Contribution 2,893.31

Local Government Contribution 50,000.00

Participants Contribution 2,500.00

Total Income \$55,393.31

GROSS PROFIT \$55,393.31

EXPENSES

External IT Support & Software 420.99

Contractor 15,955.00

Marketing/Communication 160.00

Meeting Costs 180.81

Office Rent & Parking 250.00

Website 6,199.42

Admin Fee 7,962.50

Bad Debt Expense 8,820.00 (still working on collecting from Factor 5)

Total Expenses \$39,948.72

PROFIT \$15,444.5

8. Steering Committee Community Updates

Area A *Mission Hill Winery has purchased 2 x 35 acre parcels on the East Shore near Boswell for future grape growing (wine making) opportunities*

Creston and Area *18-unit housing development.*

Creston is also setting up a housing commission

Wayfinding Project is being finalized.

Columbia Valley *Wayfinding project is being developed.*

Scouting tours for some film activity

Recently attended BC Economic Development Association Conference

Physician Recruitment ongoing

Boundary *Several business are for sale*

McDonalds has recently opened a new location in Grand Forks

Wayfinding and Welcome signage project

Kaslo *Langham Cultural Centre 50th anniversary gala June 8th*

Kaslo May Days May 18th-20th

Kaslo Jazzfest August 2-4th

Nelson and Area *3PL Warehousing and Distribution Centre feasibility study underway.*

Clean Technology Business Feasibility Study underway

Waste Management Recycling Organic Waste Lunch and Learn May 22nd

Disaster Preparedness/Continuity Planning June 5th

9. Next Meeting Tuesday August 13th, 2024

10. Motion to Adjourn 10:51am

MINUTES

**Imagine Kootenay
Regional Steering Committee Meeting Agenda
Tuesday August 20th, 2024
9:30am PST
Meeting will be held virtually:**

Join Zoom Meeting

Invited Attendees

Pete Bourke Columbia Valley

Sarah Dinsdale GF Boundary

Suzan Hewat Kaslo

Garry Jackman Area A RDCK

Leah Kleinhans Creston(joined meeting in progress)

Melanie Myers Golden

Roberta Schneider Area G RDEK

Tom Thomson Nelson and Area

IK Regional Coordinator Stacey Brensrud

1. Welcome and Introductions 9:35AM

Chair Tom Thomson

LAND ACKNOWLEDGEMENT

The Imagin Kootenay Streeting committee acknowledges and respects the indigenous peoples within whose traditional lands we are meeting on today.

2. Adoption of Agenda

Moved by Garry Jackman; Seconded by Pete Bourke and RESOLVED that the Agenda be adopted as presented.

3. Approval of Minutes

Moved by Sarah Dinsdale; Seconded by Pete Bourke and RESOLVED that the MINUTES of the May 14th 2024, steering committee meeting be adopted as circulated electronically.

4. Regional IK Coordinator Report

Tom Thomson/Stacey Brensrud

- **IK has hired a new regional coordinator.** We welcomed Stacey Brensrud, who has agreed to take on the role on a contract basis.
- Stacey has a tremendous background as a former executive director of the Revelstoke Chamber of Commerce. **Stacey has recently accepted a role as the Interim Ex Dir at the Cranbrook Chamber of Commerce but is still able to allocate a portion of time as the IK coordinator**

a) Operational update:

- **Q2 Coordinator Report(attached)**

Stacey Brensrud

Imagine Kootenay is still undergoing a significant transition since the acquisition from Factor Five. A strategy was formed, to strengthen the value proposition to participating and non-participating community partners. (completed, in progress)

1) Identify the challenges, barriers, and unresolved loose ends and address them

2) Clean up the website

3) Make the website easier to use

4) Confirm First Points of Contact and signatories for each Community Partner

5) Make it easier for First Points of Contact to support their areas' users

6) Update the Community Profiles, aligning with Communities' self-identified key priorities/messages

7) Post new blog content and photos

8) Marketing Campaign to increase traffic to the website

Imagine Kootenay's Super Power:

-unique value and opportunities via IK considered, identified and discussed with PAO and Chair

-knowing locations and other demographics of potential investors that are interested in the Kootenays

-what types of opportunities are of most interest

-which communities are investors most interested in, etc

Strategic Holdback of Increased Presence:

-all marketing and new content creation is on hold until we have

-an improved website user experience

-a strong product to bring forward to grow program participation

.- Need to get the house in order first(**working hard to get the website in order**)

Community Partner Relationships:

-establishment of new MOU/new operating model is priority

-approach non-participating Kootenay Community partners when ready, to broaden our reach and increase our funding sources

-potentially offer those communities incentives to (re)join, upon approval of Steering Committee

Website:

- identified strategies to deliver a vastly improved website user experience, to align with:
- the user self-administered model
- the FPoC model
- the option of administrative split model
- the website management

facilitate more accurate insights and more informative, targeted data outputs to demonstrate value proposition to communities to recruit and expand participation

Website Training and Maintenance**Completed:**

- received introductory training from Maverick Design on IK website back-end admin

In Progress:

- liaising between web contractor and IK on all issues, including SLA draft

Of Note:

- web contractor's capacity to tend to IK was extremely limited due to wildfires and being on evacuation alert, sandwiched between evacuation orders (New Denver)
 - Challenge - Website listings were out of date, not current, and many were from communities that are no longer participating
 - Solution - update all listings to include only those that are:
 - from 2023 or newer, or confirmed to be still active via the FPoC
 - from participating communities, with the goal of offering non-participating communities an invitation to rejoin once everything is cleaned up, as per conversation with PAO and Steering Committee Chair
 - There are now 65 published opportunities, 4 are named multiple communities because they are mobile or online.
- Status - resolved

Make the website easier to use

Challenge - When a new opportunity post was drafted, the user was receiving a "critical error message". This was compelling users to submit a contact form that then needed to be addressed by the Program Coordinator.

Solution - Web designer identified and fixed a piece of broken code from when an interface platform was updated.

Status - resolved.

Challenge - Opportunity posters were choosing the incorrect community for their post, or not choosing a community at all. The FPoC could not receive the appropriate notification to review and publish the post. This results in an operational bottleneck at the Program Coordinator to get a simple opportunity posted.

Solution - Web designer identified and fixed a piece of broken code from when an interface platform was updated.

Status - resolved

Challenge - Website notifications have not been coming through when users are creating drafts of Opportunity posts, or when new Investors are registering.

The complete Q2 Operational Report is provided as an appendix to these meeting MINUTES.

Moved by Mayor Suzan Hewat; Seconded by Garry Jackman AND RESOLVED that the Q2 Operational Report be adopted as presented.

5. Memorandum of Understanding

TT/PB/Stacey Brensrud

New delivery and administration partnership

Effective March 31st, 2024, CF transferred administrative duties back to the steering committee. As mentioned in the March 2024 steering committee meeting

At the May 14th, 2024, Steering Committee meeting it was RESOLVED that the Columbia Valley Chamber of Commerce be formerly appointed as administrator of the Imagine Kootenay Partnership (with support from the Nelson and District Chamber of Commerce as required

The MOU between the partner communities and the delivery partner has been updated for the 2024-2025 (and beyond fiscal years) (attached report)

ACTION The CVCC needs to know which organization and individual needs to sign the MOU on behalf of each steering committee community. Communities agreed to review the document and add information concerning the billing process for their community (who gets invoice) and to identify who signs the MOU on behalf of the partner community

ACTION Required Community partner to name First Point of Contact Communities agreed to identify the First Point of Contact

There was some discussion about how the communities and regions were going to be described to best capture the essence of the area that they represent. Director Jackman will send suggested changes for the East Shore-Creston Region

Moved by Garry Jackman; Seconded by Pete Bourke and RESOLVED that the MOU be adopted as presented excluding Appendix 1 and Appendix 2 which will be adopted via e vote once proposed changes are changed and circulated.

6. **Billing of Community Partners for 2024-2025 Fiscal** Tom Thomson/Pete Bourke

The 2024-2025 fiscal year which started April 1st and billing needs to be finalized.

******CVCC has started the process of invoicing as the transfer of administrative and financial duties transfer over.***

*****Action CVCC will require contact information from each steering committee member to proceed with 2024-2025 fiscal invoices.***

b. Former Community Partners and /or business opportunity inquiries for nonparticipating Kootenay communities

TT/PB

There was discussion concerning past community partners and future community partners are important to pursued, once the website is back functioning completely and a marketing campaign can support the activities.

- *RDEK Area B Director Rob Gay has expressed an interest in joining the partnership. Follow up needs to take place*
- *South Kootenay Community Futures had expressed a previous interest, however timing for requesting funds for this year has long passed. We should continue to engage Erik Kalakis*

7. Financial Report

TT/PB

Some funds are still being transferred to the administration of CVCC. Details are being finalized with Community Futures Central Kootenay. The CF Manager of Finance has been away from the office for 6 weeks, and the CF Bookkeeper has been away from the office since Mid May following a death in her family Thanks to CFCK for their long-standing partnership administration role.

There is also an outstanding bad debt that Factor 5 needs to repay for services not completed, but money collected. It is unlikely this money will be received. The Steering Committee Chair will follow up with CFCK to determine if they will continue to pursue collections, or simply write off the debt.

Profit and Loss Detail April 1 - August 19, 2024

INCOME

Funds in Account \$15,444.59

Ordinary Income/Expenses

Expenses

Contractor Columbia Valley Chamber of Commerce Imagine Kootenay Funds \$10,000.00

Total Contractor \$10,000.00

Website

Maverick Design Website Updates \$1,840.00

Maverick Design Website Updates \$1840.00

Kinsta . \$115.00

Kinsta . \$115.00

Kinsta . \$115.00

Total Expense Website \$4,117.00

Total Expenses \$14,117.00

Net Income \$ \$1327.59

The amount is an estimate, as CVCC has received the \$10,000 deposit as listed above, and this amount has not been fully reported out. It has been used to cover expenses related the website and some minor contractual payments to the IK Coordinator

8. Next Meeting Tuesday November 26th, 2024?

9. Motion to Adjourn Mayor Suzan Hewat 10:57am

Imagine Kootenay

2024 Q2 Report

Prepared by: Stacey Brensrud

August 19, 2024

Summary:

Imagine Kootenay (IK), at first glance, appears to be a website where commercial listings from the region can be shared. The opportunities are endless for how the organization can leverage the insights that are collected. Inroads to prospective investors are forged through website registrations. Economic development professionals in the region can then choose to connect with potential investors. In other words, Imagine Kootenay is a tool for discovery and connection that can greatly benefit our region.

Imagine Kootenay is still undergoing a significant transition since the acquisition from Factor Five. A strategy was formed, to strengthen the value proposition to participating and non-participating community partners. (completed, in progress)

- 1) **Identify the challenges, barriers, and unresolved loose ends and address them**
- 2) **Clean up the website**
- 3) **Make the website easier to use**
- 4) **Confirm First Points of Contact and signatories for each Community Partner**
- 5) **Make it easier for First Points of Contact to support their areas' users**
- 6) **Update the Community Profiles, aligning with Communities' self-identified key priorities/messages**
- 7) **Post new blog content and photos**
- 8) **Marketing Campaign to increase traffic to the website**

Organization Strategic Review

Imagine Kootenay's Super Power:

- unique value and opportunities via IK considered, identified and discussed with PAO and Chair
 - knowing locations and other demographics of potential investors that are interested in the Kootenays
 - what types of opportunities are of most interest
 - which communities are investors most interested in, etc

Strategic Holdback of Increased Presence:

- all marketing and new content creation is on hold until we have
 - an improved website user experience
 - a strong product to bring forward to grow program participation. Need to get the house in order first

Community Partner Relationships:

- establishment of new MOU/new operating model is priority
- approach non-participating Kootenay Community partners when ready, to broaden our reach and increase our funding sources
- potentially offer those communities incentives to (re)join, upon approval of Steering Committee

Website:

- identified strategies to deliver a vastly improved website user experience, to align with:
 - the user self-administered model
 - the FPoC model
 - the option of administrative split model
 - the website management
- facilitate more accurate insights and more informative, targeted data outputs to demonstrate value proposition to communities to recruit and expand participation

Strengthen Value Proposition:

1) Identify the challenges, barriers, and unresolved loose ends and address them

The transition from Factor 5 via Community Futures Central Kootenay (CFCK) to the new operating model via Program Administration organization has been ongoing, and the number of tasks significant.

Transition from CFCK Status

Completed:

- transfer of ownership of website domain
- changing over the payment method on file for Google Analytics

In Progress:

- transfer of funds from CFCK to CV Chamber partially resolved due to mitigating circumstances with CFCK
- transitioning over social media accounts

Transition from Factor 5 Status

Completed:

- identified and reinstated broken communication channels (ie: emails weren't going where they needed to go, email accounts were no longer in existence that the system was anchored to)
- created and reconfigured recipient email addresses and settings to get the website contact forums working properly

Google Analytics change

Completed:

- major changes happened with Google Analytics July 1, 2024

-ensured data for IK was going to be accessible and intact.

2) Clean up the website

Website Training and Maintenance

Completed:

-received introductory training from Maverick Design on IK website back-end admin

In Progress:

-liaising between web contractor and IK on all issues, including SLA draft

Of Note:

-web contractor's capacity to tend to IK was extremely limited due to wildfires and being on evacuation alert, sandwiched between evacuation orders (New Denver)

-Challenge - Website listings were out of date, not current, and many were from communities that are no longer participating

-Solution - update all listings to include only those that are:

-from 2023 or newer, or confirmed to be still active via the FPoC

-from participating communities, with the goal of offering non-participating communities an invitation to rejoin once everything is cleaned up, as per conversation with PAO and Steering Committee Chair

-There are now 65 published opportunities, 4 are named multiple communities because they are mobile or online.

Status - resolved

3) Make the website easier to use

Challenge - When a new opportunity post was drafted, the user was receiving a "critical error message". This was compelling users to submit a contact form that then needed to be addressed by the Program Coordinator.

Solution - Web designer identified and fixed a piece of broken code from when an interface platform was updated.

Status - resolved.

Challenge - Opportunity posters were choosing the incorrect community for their post, or not choosing a community at all. The FPOC could not receive the appropriate notification to review and publish the post. This results in an operational bottleneck at the Program Coordinator to get a simple opportunity posted.

Solution - Web designer identified and fixed a piece of broken code from when an interface platform was updated.

Status - resolved

Challenge - Website notifications have not been coming through when users are creating drafts of Opportunity posts, or when new Investors are registering.

Solution - Web designer identified that a piece of broken code had resulted in the “postal code” required field no longer existed in the intake form.

Status - resolved

Challenge - A category of “Creston - Kootenay Lake” is being used in the back end of the IK website, but this does not align with Community Partner categories. This has caused some confusion as to which communities “belong” to which FPOC.

Solution - A full list of all communities in the Kootenays was sourced and is being sorted to bring forward recommendations. See the Program Co-ordinator’s recommended list here:

<https://docs.google.com/document/d/1ceHcoJpenRIV2Cw0w03jJQWwMPTQeIAW2GYa zR-JLL0/edit?usp=sharing>

Once this list is complete, FPoCs/Steering Committee members will “claim” their communities by reviewing and approving the recommendations

Once this list is finalized, we will use it as a reference document to help direct the user’s opportunity post drafts to the appropriate FpOC. **This info can also be used as part of branding moving forward.*

This will create a straight notification path to the FPoC for that user

This approved list can then be included in the MOU, to identify the communities that are included in each community partner category, as per the “***Potential project revenues for a full Kootenay Partnership” chart

Status – completed – needs approval

Challenge - incomplete opportunity post drafts are being submitted without locations, prices, contact info.

Solution - in progress

Status – in progress

4) Confirm First Points of Contact and signatories for each Community Partner

Solution - [A document](#) has been drafted, and FPOCs will be asked to confirm:

- the authorized signatory for their community/area
- whether the community partner prefers to be on the Administrative Split model, or whether they prefer to have IK staff handle the post approvals and correspondence on their behalf, and allocate the funds to IK

Status - document is drafted, FPOC feedback in progress

5) Make it easier for First Points of Contact to support their areas’ users

Confirm which Communities are on the Administrative Split model and which communities are choosing to have IK staff perform this work in the communities’ behalf

Solution - [A document](#) has been drafted, and FPOCs will be asked to confirm whether the community partner prefers to be on the Administrative Split model, or to have IK staff

handle the post approvals and correspondence on their behalf, and allocate the funds to IK. (to support/streamline invoicing process for the Program Administration Organization)

Status - document is drafted, FPOC feedback in progress

Ensure that website notifications are being sent to and received by the correct FPOCs

Solution - provide clarity on which communities are captured in which Community Partners' designated areas to support

Solution - A full list of all communities in the Kootenays was sourced and is being sorted to bring forward recommendations of which communities belong to which Community Partners.

Status - in progress

6) Update the Community Profiles, aligning with Communities' self-identified key priorities/messages

Create outreach schedule

Liaise with FPOCs to identify each Communities' key messages and priorities

Determine if FPOCs prefer to submit content or if they prefer or IK staff to create content for them

Secure photo assets for each community as per recommendation of FPOC for each community

Status - not yet started

7) Post new blog content and photos

Liaise with FPOCs to identify each Communities' key messages and priorities

Determine if FPOCs prefer to submit content or if they prefer or IK staff to create content for them

Secure photo assets for each community as per recommendation of FPOC for each community

Status - not yet started

8) Marketing Campaign to increase traffic to the website

Create Marketing Plan to bolster website visitation, re-invigorate the Imagine Kootenay brand, increase value proposition to increase participation

Implement Marketing Plan

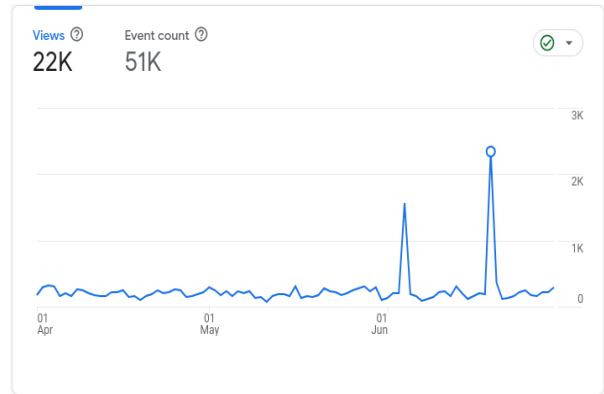
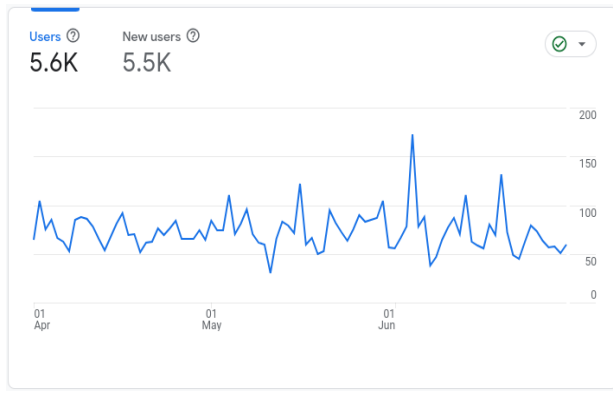
Status - not yet started

Q2 Website Insights

Summary: A deliberate strategy was crafted, to improve the website user experience and FPOC experience before any efforts would be made to market or promote Imagine Kootenay. The website continues to receive considerable interest and traffic, in spite of it being in a reduced caretaker mode.

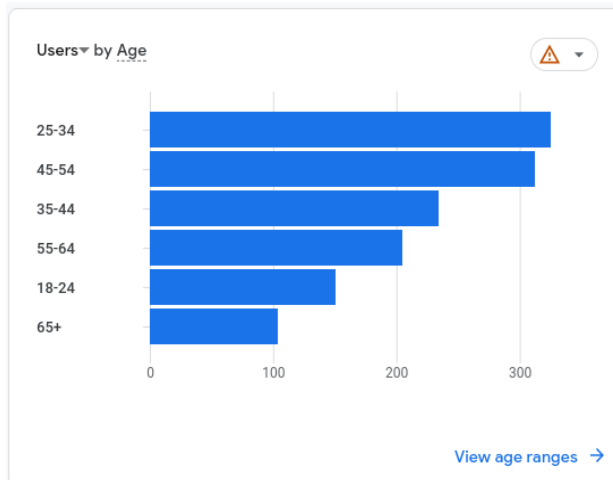
How Many People Were Checking Out IK in Q2?

In Q2, there were 5600 users to the IK website. 22,000 views, and 51,000 events.



Who's Looking at the Website?

A picture emerges of young professional adults who are interested in travel, are curious avid readers, and/or identify themselves as banking and finance investors. Of no surprise, Lifestyles and Hobbies, and Outdoor Enthusiasts are interested in the website as well. Imagine Kootenay can be where these demographics all intersect. With this information, the content of the website can be thoughtfully crafted to maximize the draw to those already visiting the site. We can also cross match the prospective investor inquiries to ascertain who is taking that next step to reaching out about a specific opportunity.

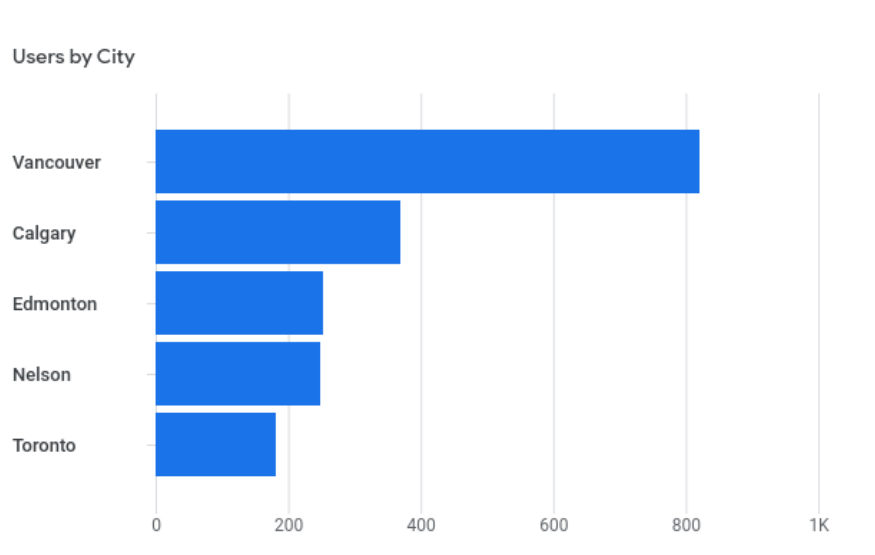


Users by Interests

INTERESTS	USERS
Travel/Travel Buffs	523
News & Politics/Avid News Readers...	433
Banking & Finance/Avid Investors	426
Lifestyles & Hobbies/Outdoor Enthu...	399
News & Politics/Avid News Readers...	396
Food & Dining/Cooking Enthusiasts/...	390
Technology/Technophiles	384

Where are users from?

Users hail from Canada by an overwhelming percentage, with some investors from the US, and a small number from overseas. Domestically, those interested are largely from urban centres. We can see that Nelson is particularly engaged, and it is notable that other Kootenay communities were next on the list. This indicates that knowledge of the website exists in this region, and that it is considered a resource.



What are website users most interested in?

Overwhelmingly, visitors to the website are looking for opportunities to buy businesses in the region.

Event name exactly matches 'user_engagement' AND Platf...

User engagement > Page title

TITLE	% TOTAL	AVG. TIME
Investment Opportu...	53.2% ↓ 11.1%	1m 12s ↓ 24.3%
Job Search - Imagin...	0.8% ↓ 79.5%	12s ↓ 53.8%
Imagine Kootenay H...	2.0% ↓ 2.9%	14s ↓ 3.1%
20 surprises upon m...	1.9% ↑ 3.9%	2m 02s ↓ 5.3%
Opportunities - Imag...	2.6% ↑ 422.9%	47s ↑ 15.1%
User Home - Imagin...	1.2% ↑ 48.7%	31s ↓ 4.4%
Logging Business fo...	0.9% ↓ 8.6%	37s ↓ 16.8%
User Registration - I...	1.0% ↑ 31.0%	1m 07s ↑ 22.7%
4 Kootenay Campgr...	1.0% ↑ 21.7%	29s ↓ 11.7%

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Traditional Reporting Metrics

2024 - Q2 (April 1 - June 30)					
New Investor Registrations		Prospect Inquiries		Current Opportunities	
Investors' Location		Business' Location		Boundary	30
Nelson	3	Fernie	1	CV	23
Vernon	1	Nelson	1	Golden	9
Calgary	1	Golden	1	Creston Valley - Kootenay	3
Alberta other	1	total	3	Nelson	3
total	6			Kaslo	1
				mutli-community	4
				total	69
New Listings					
	April	May	June	Q2 total	(July)
Boundary	2	0	5	7	
Nelson			1	1	2
cv				0	4
Creston - Kootenay Lake				0	1
Multi-community				0	1
				8	

Some major website operational barriers to participation have been identified, addressed and resolved. The low participation numbers are likely a reflection of website error codes that were being issued and draft posters having clunky user experience.

Boundary and Columbia Valley show a very high number of listings - this is a reflection of extremely diligent participation and support from those FPOCs when many barriers existed.

It is reasonable to project that as we work through the strategy as listed above, that usership will increase, more posts will be added, and more connections made. Once the website is updated running smoothly, and actively marketed, it is expected that IK staff would be in the position to actively mine listings and post them on the site, or encourage users to participate using the self-administered model, for a streamlined user experience.

Program Coordinator Availability to Work Extra Hours

Effective July 9, extra hours beyond the scope of the originally proposed hours for Program Coordinator have not been as easily delivered, due to changes in professional life (new Interim contract with Cranbrook Chamber of Commerce). There is a strong commitment to continue this work at the originally proposed 7.5 hours/week average, to keep momentum for the growth and development of the organization.

Next Steps

- Program Coordinator will begin reaching out to FPOCs to confirm information to support invoicing.
- FPOCs will also be asked to confirm the list of communities for their Community Partners' areas.
- MOU will be updated to reflect this information, and circulated to signatories.
- Invoicing will occur.
- CFCK will be approached to complete transfer of funds and to respond to requests to finalize access to all unresolved social media accounts and other items that are part of the full transition.