

CREATE Forum

Community and Regional Economic Action: Together for Everyone

Friday, October 14, 2016

8:30 AM – 5:00 PM

P'egp'ig'lha Community Centre

T'it'q'et

Lillooet, BC



SQUAMISH - LILLOOET
REGIONAL DISTRICT



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FORUM SUMMARY

The CREATE Forum was held on Friday, October 14, 2016 at the P'egp'ig'lha Community Centre, T'it'q'et, in Lillooet, British Columbia. The Forum brought together approximately 52 individuals: representatives of St'át'imc and local governments, business and community organizations, and other citizens involved with community economic development.

The day aimed to build networks, share information and inspire collective action for community economic development in the northern St'át'imc Territory/northern Squamish-Lillooet Regional District (SLRD). The Forum placed an emphasis on economic development action for the region, and incorporated the following features into its design:

- **Networking:** Participant contact information was shared prior to the Forum (with permission) and space and time for networking was provided the day of the Forum.
- **Regional Theme Prioritization:** Forum attendees prioritized regional themes, selecting four to be discussed during Action Planning Breakout Sessions (in addition to a pre-selected foundational action).
- **Project Specific Action Planning Sessions:** Forum attendees were provided with the opportunity to facilitate a discussion on a project of their choosing. These sessions were small group discussions focused on sharing information, gathering feedback and identifying ways to move forward.
- **Displays:** Local organizations and groups were invited to set-up displays at the Forum to provide Forum attendees with the opportunity to learn more about what is happening in the area, and to potentially become involved.

FORUM OVERVIEW

The Forum was facilitated by William Trousdale of EcoPlan International, with opening remarks from T'it'q'et Community Chief, Kevin Whitney and Jack Crompton, Board Chair of the SLRD.

It was important that the Forum was designed to be inclusive, respectful and aligned with the values, rights and needs of all people living in the northern St'át'imc Territory / northern SLRD. To that end, a small yet diverse planning committee was formed to create the agenda together and organize the meeting. The Organizing Committee, with secretariat support from EcoPlan, met by teleconference several times between July and October. The following individuals participated in the Organizing Committee:

Courteney Adolph-Jones, Retasket Contracting Ltd.
Dean Billy, T'it'q'et Economic Development Authority
Collette Catto, Xaxli'p Development Corporation
Curtis Cook, Lillooet Agriculture and Food Society/EcoTactix
Neil Curtis, Green Earth Strategies Ltd.
Suzanne Denbak, Bridge River Valley Community Association

Margaret Hohner, District of Lillooet
Bradley Jack, Xwísten
Ray Joubert, Tsal'alh Development Corporation
Leona McKay, Ts'kw'aylaxw
Toby Mueller, Lillooet Area Library Association
Jeannette Nadon, Squamish-Lillooet Regional District
Andrea Haber, EcoPlan International
William Trousdale, EcoPlan International

For more detailed project background information, please see Appendix A. For a list of Forum participants, please see Appendix B.

ACTION PLAN SUMMARY

The Forum brought together many professionals from a variety of sectors and generated hundreds of ideas and dozens of practical actions. In many cases, leaders were identified to move these actions forward, with some actions already underway. After reviewing the Forum output, five actions appear to be practical or foundational in the near term, and provide a reasonable way to move economic development forward in the region. For the five actions listed below, as well as many others, key challenges will relate to organizational capacity, human resources and funding.

1. Develop a Community Calendar

Lead: Lillooet Area Library Association

A community calendar was the topic of discussion during a Project Specific Action Planning session led by the Lillooet Area Library Association. It was also an action item that was identified as a priority task for the future Economic Development Working Group, as well as an action linked to discussions on Working Together- Networking and Partnerships, and Tourism and Culture Sector Development. It came up in numerous side table discussions as well.

This initiative was identified as a way in which to support informal engagement between St'át'imc and non-Indigenous residents and to share event information among governments, local organizations and St'át'imc communities. It was also seen as a tool for attracting visitors to the region, providing not only a calendar of events, but also other local tourist information.

With the Lillooet Area Library Association taking the lead on this project, there is an opportunity to expand the idea of a community calendar regionally to serve as a comprehensive source of information in the northern St'át'imc Territory/northern SLRD for both residents and visitors alike. Key considerations for the Community Calendar will be to ensure that the calendar is an open and comprehensive representation of community events and that it has a strong online and community presence.

2. Move forward with Visitor Gateway and Cultural Centre

Lead: St'át'imc Chiefs Council (SCC)/St'át'imc Government Services (SGS)

A Regional Tourism Gateway/Cultural Centre offers significant traffic capture opportunities and would serve as a way to promote the culture of the region, along with opportunities to stay in and visit the northern SLRD/ northern St'át'imc Territory. This project idea was a much-discussed idea at the Forum; it was the topic of a Project Specific Action Planning Session and a suggested action during discussions on Tourism and Culture. Support for this project would need to be broad, and include St'át'imc Eco-Resources; Upper St'át'imc Culture Language and Education Society (USCLES); District of Lillooet (DoL), SLRD and all the northern St'át'imc communities.

The idea of a cultural centre has been in the works for decades, spearheaded by the USCLES. Feasibility studies have been developed and concepts generated. The concept of combining a cultural centre with a tourism gateway gained more enthusiasm at the Forum as a tangible project with broad support if done well. It was identified as a way to showcase the region and, in the future, tie in a sub-regional tourism route. The centre would showcase art, culture and agriculture and has the potential to include possible

revenue generation from office space for tourism agencies or tourism oriented businesses and a gift shop.

Next steps involve getting a mandate from the St'át'imc Chiefs Council to exploring the concept further and working with the northern St'át'imc communities, USLES, DoL, and SLRD to establish a steering committee and detail a plan to move the idea forward. It was also suggested that this project might give some tangible direction to focus and develop a DMO (see item #3 below).

3. Convene a meeting to discuss the formation of a Destination Management Organization (DMO)

Lead: St'át'imc and SLRD

Tourism, culture, environment and recreation were related themes that received much attention at the Forum and many ideas were generated to move these forward. Several ideas have been put forth regarding tourism, ideas that involve a diverse group of stakeholders in the northern SLRD/northern St'át'imc region. Examples include building a regional Tourism Plan, a St'át'imc Cultural Centre and establishing a management agreement for public recreational trails.

Among these ideas, many feel strongly that establishing a DMO is a foundational action that will enable the success of other related tourism and culture actions and projects. An ad hoc advisory committee is already working on this idea, but there is a need for greater inclusion. Moving forward, it is recommended that all potential stakeholders should be brought together to discuss a DMO. Key considerations for the meeting, and for the future of tourism in general, will be how to move forward with a DMO while ensuring that it will consider what is ecologically sustainable, culturally appropriate, produces shared benefits and recognizes St'át'imc land Title.

4. Increase awareness of, and involvement with, the Lillooet Agriculture and Food Society (LAFS).

Lead: LAFS

LAFS is an independent, non-profit society created to implement many of the on-the-ground recommendations from the Area B, Lillooet & St'át'imc Agricultural Plan, including advancing agricultural economic development in the Lillooet area. During discussions on agriculture, several ideas that were suggested related to actions that may fall within the mandate of LAFS or are perhaps already being undertaken by LAFS. Thus, increasing awareness of their function and mandate in the community may open opportunities for greater involvement and improve their ability to get things done.

5. Form an Economic Development Working Group

Lead: St'át'imc and SLRD

Forming an Economic Development Working Group has been identified as a foundational action for the northern SLRD/ northern St'át'imc Territory for many years. Currently, neither the District of Lillooet (DoL) nor SLRD Area B has a formal economic development service, and there is no formalized structure for economic cooperation and information sharing among regional service providers, businesses, community groups and residents. Of importance is that there is no formal body to coordinate between St'át'imc communities and non-St'át'imc, and economic development has been identified as a key to reconciliation. Discussions on the Economic Development Working Group suggested that a potential structure for this group includes ~20 representatives from various relevant parties and communities, and may feature sub-committees on specific economic development topics.

Necessary to starting the Economic Development Working Group will be to establish a Guiding Values and Principles Document; a document that will act as Memorandum of Understanding and/or protocol agreement, outlining the group’s guiding values and terms. Identifying the group’s values for moving forward will also assist in relationship building and developing trust between St’át’imc and non-indigenous governments.

FORUM SCHEDULE

*The complete forum agenda can be found in Appendix C.

| FORUM AGENDA | |
|-----------------|--|
| 8:30 – 9:00AM | Check-in, Registration and Networking |
| 9:00 - 9:15AM | Welcome and Opening Remarks - T’it’q’et Community Chief, Kevin Whitney and Jack Crompton, SLRD Board Chair |
| 9:15 - 9:45AM | Context-Setting: Northern St’át’imc/ Northern SLRD (trends, background, success stories, barriers to action) |
| 9:45 - 10:15AM | Priority Review and Confirmation of Themes for Action Planning |
| 10:15 - 10:30AM | Break |
| 10:30 - 11:30AM | Action Planning Breakout Session 1 |
| | Project Specific Action Planning Sessions |
| 11:30 - 12:30PM | Action Planning Breakout Session 2 |
| | Project Specific Action Planning Sessions |
| 12:30 -1:45PM | Lunch |
| 1:45 - 2:45PM | Action Planning Breakout Session 3 |
| | Project Specific Action Planning Sessions |
| 2:45 - 3:00PM | Break |
| 3:00 - 3:45PM | Plenary Breakout Group Summary |
| 3:45 - 4:00PM | Next Steps and Closing Remarks |
| 4:00 - 5:00PM | Informal Networking |

INTRODUCTORY PRESENTATION

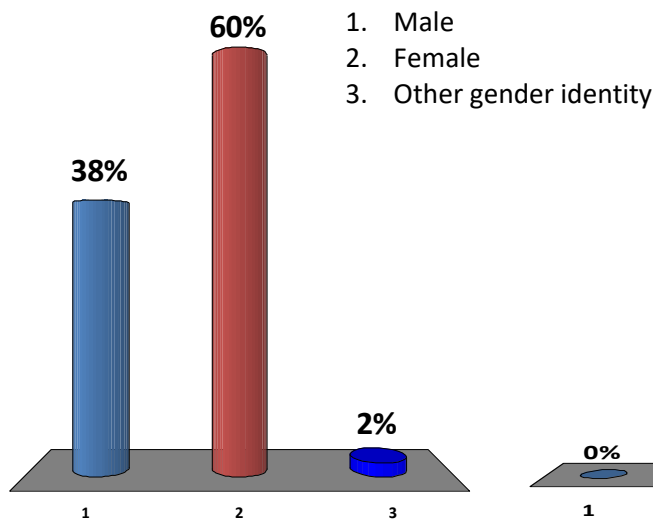
The introductory presentation (found in Appendix D) covered the following:

- Guidelines for engaging in the day's discussions
- Context setting for the Forum- Why this Forum? Why now?
- Highlighted success stories from around the region

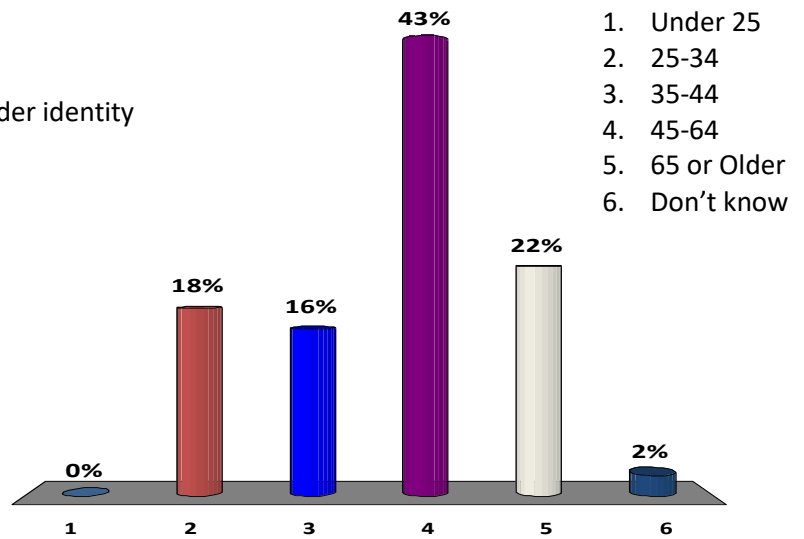
Using participant response technology, Forum attendees were asked a set of questions. The results of these questions are displayed below.

PARTICIPANT DEMOGRAPHIC QUESTIONS

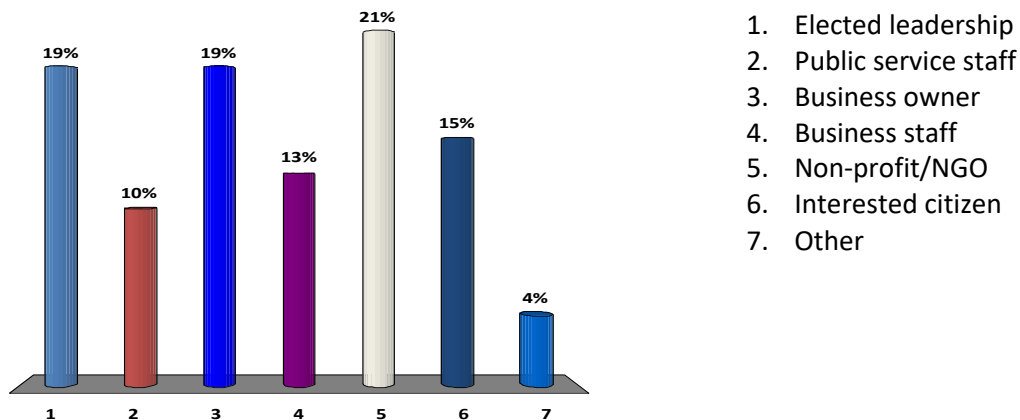
What is your gender?



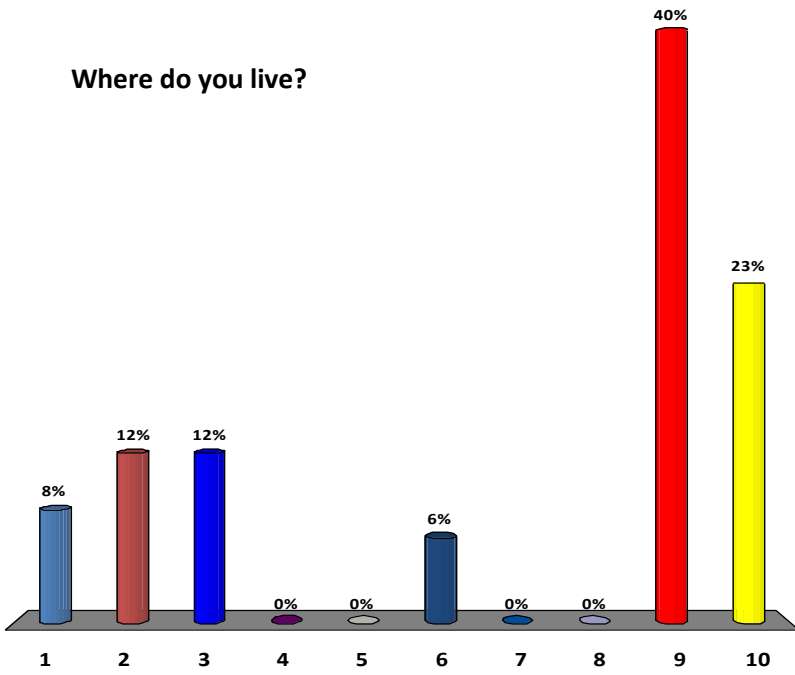
What is your age?



What best describes you? (In what capacity are you here?)

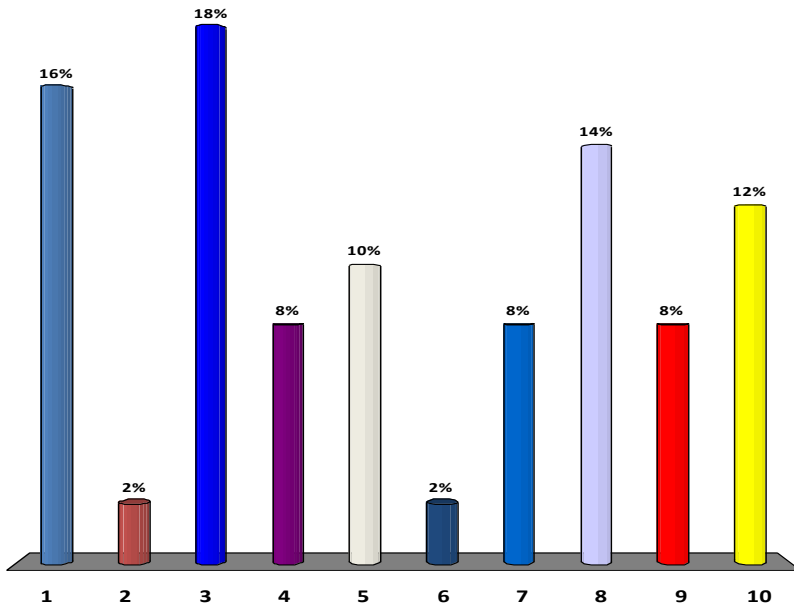


Where do you live?



1. SLRD Area A
2. SLRD Area B
3. T'it'q'et
4. Xwísten
5. Sek'welw'as
6. Tsal'alh
7. Ts'kw'aylaxw
8. Xaxli'p
9. District of Lillooet
10. Other

What sectors are you primarily associated with?

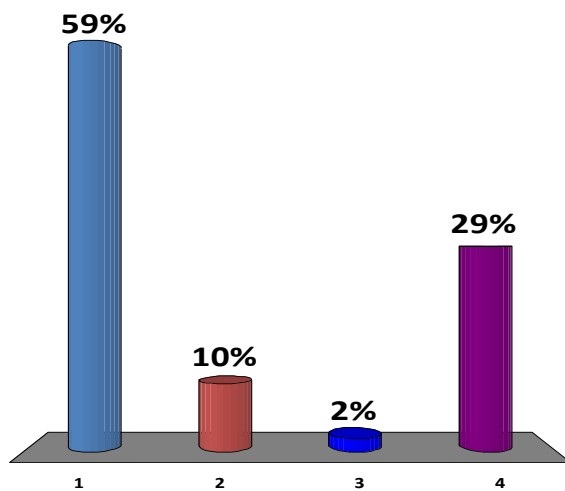


1. Retail/small business
2. Construction
3. Public service
4. Non-profit/NGO
5. Agriculture
6. Forestry, fishing/hunting
7. Education
8. Tourism/lodging/food
9. Professional services
10. General business or Other

PRIORITY REVIEW AND CONFIRMATION OF THEMES FOR ACTION PLANNING

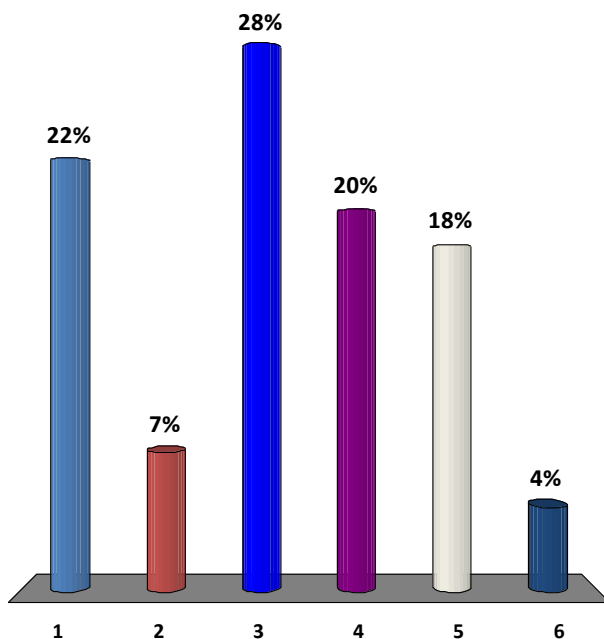
Prior to the event, a foundational theme was identified for discussion during the Action Planning Breakout Sessions: A Regional Economic Development Working Group. This foundational theme was a recommendation of the 2014 Feasibility Study of the Fraser Basin Council which recommended that an inclusive multi-party working group/committee be formed to guide the development and direction of a shared economic development service in the northern SLRD/northern St'at'imc Territory.

Participants were asked how they felt about a Regional Economic Development Organization, with many reporting that "a regional organization is necessary and important." They were also asked about their priorities for the day.



1. "A regional organization is necessary and important"
2. "Maybe local organizations first and more regional meetings/forums"
3. "Too ambitious. Won't work. Too many barriers."
4. "I'm not sure, I'm open to talking about options"

What are your priorities for today?



1. Make connections and network
2. Share information
3. Learn and contribute
4. Identify actions/projects to advance the regional economy
5. Advance a project or idea
6. Other

Before the event, nine other priority themes were identified through a review of previous economic development studies, engagement processes and related event reports. The list of themes used for prioritization were compiled from the following sources:

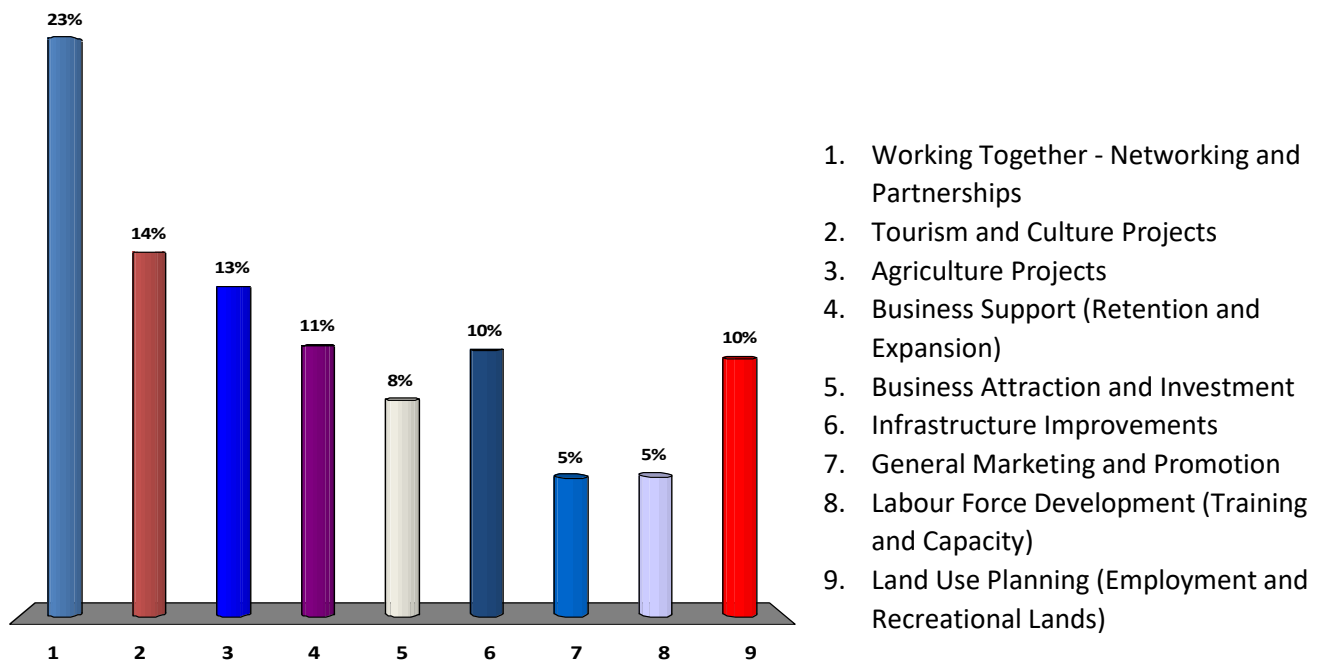
- January 21 & 22, 2016 Community to Community Forum Event Report
- March 12, 2016, Building Respectful and Effective Aboriginal and Non-Aboriginal Relationships (Learning Initiatives for Rural and Northern BC) Event Summary Report
- Community Economic Development Projects Report (Fraser Basin Council, 2014)
- Economic Development Assessment, Strategy and Action Plan (EDCD Consulting, 2012)
- Economic Opportunity Assessment (EcoPlan International, 2008)

Additionally, literature reviews were conducted to inform the 2008, 2012 and 2014 reports; as such, the recommendations from many other studies and processes conducted over the years were considered in the creation of this list.

Based on the themes identified, participants were then asked to select their top three priorities for the region to determine the four themes to be discussed during the Action Planning Breakout Sessions. Participants selected the following four themes to be discussed at the Action Planning Breakout Sessions, in addition to the Regional Economic Development Working Group:

- Working Together- Networking and Partnerships
- Tourism and Culture Projects
- Agriculture Projects
- Business Support (Retention and Expansion)

As a region, what do you think are the priority themes for action planning?



1. Working Together - Networking and Partnerships
2. Tourism and Culture Projects
3. Agriculture Projects
4. Business Support (Retention and Expansion)
5. Business Attraction and Investment
6. Infrastructure Improvements
7. General Marketing and Promotion
8. Labour Force Development (Training and Capacity)
9. Land Use Planning (Employment and Recreational Lands)

The priority areas were discussed at five different facilitated tables consistent throughout the day, while the three Project Specific Tables rotated topics. Participants were asked to select the top three tables they would like to contribute to, attending a different table during each of the three designated one-hour time slots.



ACTION PLANNING BREAKOUT SESSIONS

The action ideas and associated tasks identified during Action Planning Breakout Sessions and Project Specific Action Planning Sessions are summarized below. These notes reflect the ideas put forth at the Forum. However, they do not reflect a finalized and approved action plan, and have not necessarily been approved by those individuals and / or organizations named. Additional work will be required to further identify necessary next-steps and to develop and detail many of the action items and ideas listed.

Please note that content included next to an asterisk and written in italics has been added following the Forum for further clarification and detail.

FOUNDATIONAL ACTION: REGIONAL ECONOMIC DEVELOPMENT WORKING GROUP

| # | Action | Description & Rationale | Timing/Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/Risks |
|---|---|---|-----------------|--|---|---|---|--|
| 1. Structure of Regional Economic Development Working Group (WG) | | | | | | | | |
| 1.1 | Establishing structure for Economic Development WG | The ec. dev. organization could be structured as a commission and have 20 representatives from relevant parties, including St'át'imc. | Foundational | -SLRD -St'át'imc economic development corps | -Bridge River Valley Community Association (BRVCA) -District of Lillooet (DOL) | <ul style="list-style-type: none"> - Commission should be set up to ensure shared or rotational leadership (every 6 months – year leadership would change) - Structured forums that meet quarterly - Use forums (2x per year) to facilitate collaboration with broader community - 3-5 of the ~20 representatives could form sub-committees on thematic areas | <ul style="list-style-type: none"> - Human resources; representatives from relevant parties - Grants proposal coordinator position for WG (funding from Northern Development Initiative Trust - NDIT) <p><i>Note: IT was pointed out after the Forum that this doesn't identify who</i></p> | <ul style="list-style-type: none"> - Funding may not be sufficient - Time commitment may be too demanding for representatives - Staff/rep. turnover |

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|---|--|---|-----------------|---------------------------------------|--|---|---|---|
| | | | | | | | <i>would be applying for this. Each government is already getting this grant. This requires further discussion regarding funding.</i> | |
| 1.2 | Establish a “Guiding Values and Principles” document | A document outlining the guiding values for relationship building (especially between St’át’imc and non-indigenous governments) is crucial for developing trust | Foundational | -SLRD -St’át’imc -BRVCA -DOL | - Cultural societies <i>*E.g. Upper St’át’imc Language, Culture and Education Society (USLCES)</i> - Thematic WGs <i>*BRVCA</i> | - Representatives from relevant groups should draft a Memorandum of Understanding and/or a protocol agreement outlining the guiding values and protocols. | - Time for drafting document - Input from all St’át’imc communities - Half-day forum for final agreements | - Difficulties in determining amicable terms for protocols (i.e. vocabulary, membership, etc.) - Funding to hold meetings <i>*A grant through the Rural Dividend Fund has been applied for to hold a leadership meeting to “explore new ways of working together”</i> |
| 2. Specific Priorities for Economic Development Working Group (WG) | | | | | | | | |
| 2.1 | Establish an ‘inter-governmental liaison officer’ role to facilitate communication across St’át’imc | Inter-governmental liaisons will be able to navigate communication channels, facilitate face-to-face communication, and support transparency in economic development decision making. The First Nations liaison | Med-term | -St’át’imc | -SLRD <i>*DOL</i> | St’át’imc and SLRD representatives can nominate young leaders | - Funding for position (NDIT, SLRD ‘Select funds’) | - Funding may not be sufficient - Agreement on who should be in this position |

| # | Action | Description & Rationale | Timing/Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/Risks |
|-----|--|---|-----------------|--|---|---|--|---|
| | and non-Indigenous representatives | program for Ministry of Forestry is a good example. | | | | | | |
| 2.2 | Establish and maintain a physical and digital community calendar including both St'át'imc and non-Indigenous events | Community calendars will support informal engagement between St'át'imc and non-Indigenous residents, such as the New Year's Eve powwow. | Short-term | -St'át'imc Eco-Resources (SER) (Bonnie & Trish) -SLRD (Jeannette) -BRVCA (Suzanne) | - DoL? - BRVCA? <i>*Lillooet Area Library Association</i> | -Create an online events calendar through Bonnie, Suzanne, Trish and Jeannette. -Select online hosting platform, i.e. a public google calendar, mailing list, etc. -Select locations to post physical copies of monthly calendar. | - Time to update calendar, ~1-2 hours/week - Meeting between calendar coordinators to determine protocols | - Not enough time to update calendar - Ensuring that both St'át'imc, SLRD, DOL and other community events are represented |
| 2.3 | Support the Aboriginal Business Inventory | The Aboriginal business inventory (started by Bonnie at SER) promotes St'át'imc businesses in the SLRD as well as regional economic development | Med-term | -Bonnie (SER) -Jeanette at SLRD -Morris (ec. dev. corp. of Tsal'alh) | -Chamber of Commerce <i>*BRVCA</i> | Ask economic development corporations of St'át'imc nations to give info to Bonnie. -SLRD can publish a link to inventory on website. -Local Chamber of Commerce can publish the list on their website. | - Input from St'át'imc Nations - SLRD and Chamber to provide a link on website to digitized inventory | - Getting support from Chamber - Identifying how Aboriginal businesses can be supported more broadly in regional ec. dev., i.e. procurement, advertising, etc. |

| Who can take the lead? | | | | |
|-------------------------|---|--|---|--|
| Name | Position | Organization | Contact | Actions to lead |
| Jacque Rasmussen | Northern Coordinator | MP Jati Sidhu | 250-256-4292 | - Links to federal partnerships - Links for federal funding sources - Identifying additional WG representation |
| Bonnie Adolph | Project Coordinator | St'át'imc Eco-Resources | projectcoordinator@statimcgs.org t. 250-256-0425 ext. 232 c. 778-209-0477 | - Representation on WG - Identifying additional WG representation - Developing WG structure - Facilitating St'át'imc and non-Indigenous relationships Developing Aboriginal business inventory |
| Trish Andrew | Cayoos Creek Development Corporation LLP (CCDC) Liaison Coordinator | Cayoos Creek Indian Band | 591ccd@gmail.com 250-256-4136 ext. 211 | - Representation on WG - Identifying additional WG representation |
| Suzanne Denbak | Economic Development Contractor | BRVCA | 604-905-9678 sdenbak@cadencestrategies.com | - Representation on WG - Identifying additional WG representation |
| Morris Prosser | Director | Tsal'alh Development Corporation (TDC) | 604-845-1270 mprosser@tsalalhdc.com | - Representation on WG - Facilitating relationships - Identifying additional WG representation |
| Jeannette Nadon | Communications & Grants Coordinator | SLRD | 604-894-6371 x239 JNadon@slrd.bc.ca | - Representation on WG - Facilitating relationships - Developing WG structure - Identifying additional WG representation |
| *Margaret Hohner | Communications & Grant Writing | District of Lillooet (DOL) | Mhohner@lillooetbc.ca | |

Discussion Notes

Question 1: What type of structure do we want for an Economic Development Working Group?

1.1 Create an Economic Commission bringing together the relevant parties

- Commission should be set up to ensure shared or rotational leadership (every 6 months – year leadership would change)
- Structured forums that meet quarterly

- Use forums (2x per year) like the CREATE forum to facilitate collaboration with broader community residents
- The group would have about 20 representatives
 - 3-5 of the ~20 representatives could form sub-committees on thematic areas (e.g. environmental sustainability, agriculture, tourism, promotions/marketing)
- Build capacity incrementally; move towards a non-profit organization but start with a more manageable structure
- The Economic Development WG/Commission should be at a higher level than the Chamber of Commerce, i.e. the Chamber would be represented, not individual businesses
- Look at previous regional districts have approached economic development
 - The Halifax-Dartmouth example may provide guidance
- Identify local champions
- Create a 5-year plan
- Draft policy documents outlining long-term relationship between local governments as well as the provincial and federal government

**Consideration of whether SER, SGS or LTC should represent all six St'át'imc communities, or if each community should be represented individually*

1.2 The Economic Development commission should establish a clear values framework and guiding protocols for relationship building

- This can be confirmed through a protocol agreement or Memorandum of Understanding (MOU)

1.3 Funding

- Northern Development Initiative Trust
 - **SLRD and DOL can each apply for \$50,000 in economic development capacity building funding and other funding programs might be leveraged for specific projects (e.g. marketing initiatives, feasibility studies, capital projects, etc.). The economic development capacity building grant is applied for in November. This will need to be discussed well in advance.*
- Chamber of Commerce
- All governments need to contribute financial and/or human resources
- Funding should be proportional to represented party budget (could be to a specific budget line)
- Funding from industry
- Use SLRD 'Select funds' like the agriculture WG
- Encourage St'át'imc and non-St'át'imc elected leaders to put funding towards the WG/Commission
- Apply for Rural Dividend Fund (2017 intake) **This will need to be worked into budget discussions with different governments in well in advance.*
- Share funding through municipalities and St'át'imc development corps. **St'át'imc funding opportunities*

Question 2: What specific actions do we need to take?

2.1 Initiatives

- Acknowledge that intangibles will be the first successes (i.e. relationship-building with St'át'imc and across SLRD Areas A and B)
- Sustainable and respectful development of waterways
- Must approach economic development beyond tourism, and look for better paying jobs
- Reduce competing efforts across the districts and governments
- Identify success stories in the region
- The WG/Commission can develop branding and marketing initiatives
- Drive economy north from Squamish, Whistler, and Kamloops
 - Keep profit within the region
- Restore vital transportation that affects everyone
 - Reinstate passenger train from Vancouver to Lillooet
 - **Realistically, work together to advocate for this (and advocacy had already taken place and is continuing)*
- Accommodate seniors in economic development planning (literally with plans for senior's housing, and figuratively for broader economic development)
- Involve youth in traditional activities
- Create and publish an Aboriginal Business Inventory (already started by Bonnie Adolph. St'át'imc Eco-Resources)

2.2 Communication

- Strong and consistent communication between St'át'imc and non-Indigenous community, particularly within the WG/commission
 - Support face-to-face communication
- Establish an 'inter-governmental liaison officer' role to facilitate better communication
 - Use the First Nations liaison program at the Ministry of Forests, Lands and Natural Resource Operations as an example
- Establish and maintain a physical and digital community calendar, and potentially newsletters
 - Address staff turnover; have institutional emails or communicate that people have left certain key positions

2.3 Relationships

- Develop trust first
- Must include St'át'imc
- Respect relationships of people and the environment
- Encourage and mandate Aboriginal representation
- St'át'imc should open doors to its community events, e.g. the New Year's Eve Powwow
- Non-indigenous residents / community groups should invite St'át'imc members to their events
- Look for shared goals and priorities across Indigenous and non-Indigenous representatives

3. Key Challenges

- Finding enough funding
- Lack of people/human resources
- Staff turnover
- Caution about who to include as representatives on commission; individual businesses should not be directly represented, but use the Chamber as representation
- Incomes (and especially from the tourism industry) are not sufficient for rising housing and food prices in the region.

WORKING TOGETHER- NETWORKING AND PARTNERSHIPS

| Action | Description & Rationale | Timing/Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/ Risks |
|---|---|---|--|--|---|--|---|
| <p>To co-host inclusive accepting cross-cultural community events/gatherings (build upon existing ones and host new ones) across the region and increase opportunities to interact and learn about/get to know each other.</p> | <p>To have more opportunities to increase understanding, get to know each other better, build trust and have an opportunity to ‘unpack’ the existing stereotypes, racism, privilege, etc.</p> <p>To learn and understand all the different protocols and processes within each govt/organization/community so that things can move forward.</p> | <p>Foundational and Ongoing, but can also be a quick start to get things going.</p> | <p>A joint effort with St’át’imc, or some form of steering group to lead. *SLRD *DoL</p> | <p>Elected officials, community members, Library</p> | <ul style="list-style-type: none"> - Research other case studies where this has worked/not worked. - Explore other pockets of funding such as the BC Rural Dividend Fund - Hire Coordinator/Identify an organization that a position can ‘piggyback’ onto - ID key contact people in each community. | <ul style="list-style-type: none"> -Government to keep committing staff to dedicate time - Head and Bed 2% tax -Dedicated coordinator position to focus on relationship building -Consistent, good information - Inventory of Existing Organizations; | |
| <p>Create a Steering Committee with representation from each govt/community</p> | <p>There needs to be one body that spearheads the work that needs to be carried for ongoing relationship building, partnership and networking.</p> | | | | <ul style="list-style-type: none"> -Lay out a strong vision of why we are working together - Be clear about where the mandates are coming from (for those on the committee) - Identify the scope of relationships, principles to follow, the ‘why’ and outcomes - Decide on who is going to be making the decisions | | <ul style="list-style-type: none"> -Mind set of ‘us and them’ - Keeping it consistent and ongoing -Trust building -Ongoing communication of progress -Ongoing sources of funding -Following through |

| Action | Description & Rationale | Timing/Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/Risks |
|--|---|-----------------|----------------|----------------|--|--------------------|------------------|
| | | | | | - Build capacity through mentoring to be able to participate fully - Develop a protocol to resolve conflict | | |
| Host a showcase event where all organizations come together and share information and help to build awareness of the types of services available. | To identify where organizations can collaborate or create partnerships in areas where there are common goals. | | | | | | |
| Create a platform or calendar for communication (build upon existing District website or other?) to share information and events amongst all parties (govt, organizations, St'át'imc communities) | | | | | | | |

Discussion Notes

There were differing opinions about whether or not the “Building Understanding” action item was a foundational one that needed to happen before anything else could happen. On one hand, some felt there was a need to have deeper dialogue about the existing stereotypes, racism, and privilege, to ‘unpack’ the real issues and get to a shared understanding. Others felt that it wasn’t necessary, and that other actions could be taken alongside this one.

Gaps noted during the discussion include: how to deal with ensuring the long-term sustainability of the steering group in terms of having back up members when others leave, are overcommitted or just lose interest. There was discussion of how it’s usually the same people that show up to meetings/events; how can we ensure that this work keeps moving forward over the long term?

TOURISM AND CULTURE PROJECTS

| # | ACTION | DESCRIPTION AND RATIONALE | TIMING & PRIORITY | WHO WILL LEAD | OTHER PARTNERS | NEXT STEPS | RESOURCES REQUIRED | CHALLENGES / RISKS |
|---|--|--|------------------------|--|---|---|---|---|
| 1 | Establish Destination Management Organization | This is a fundamental action that will enable the success of all the other actions. Often mentioned challenge of uncoordinated activities and tourism strategies could be addressed by DMO. Will address challenge of managing tourism development and marketing the region. | Fundamental; 0-5 years | - Ad hoc advisory group is already working on this; but there is need for greater inclusion of St'át'imc in moving this forward. - Someone from St'át'imc. - *DoL - *SLRD | -Destination BC -Aboriginal Tourism BC (ATBC) -SLRD - Bridge River Valley Community Association (BRVCA) - *DoL - *Chambers of Commerce | -Initiating ad hoc advisory group - St'át'imc leaders need to collaborate on joint agreements | -Major funding for human resources and standalone facility -Human resources with capacity to deliver professional services associated with DMO's | -DMO needs to be created from a yet to be established mandate for prioritizing tourism in DoL's ec dev strategy. -The other opinion is that there is mandate but that organization needs to be led by St'át'imc leadership. -Participants stressed there are tons of potential partners but the challenge was moving forward with full St'át'imc participation. -Capacity issues are fundamental in most of the actions. People feel the know-how to deliver these actions is not present. |
| 2 | Establish and promote community calendar | There is no way visitors and residents can be aware of what is going on in Lillooet on a frequent basis. More importantly: visitors have one way of knowing what is going on. This should include other tourist information such as what restaurants are open. | Quickstart | Chamber of Commerce <i>*Potential to be combined with Community Calendar initiative led by Lillooet Area Library Association</i> | St'át'imc communities | | Human resources: Calendar Coordinator who can maintain many relationships in the community and keep | |

| # | ACTION | DESCRIPTION AND RATIONALE | TIMING & PRIORITY | WHO WILL LEAD | OTHER PARTNERS | NEXT STEPS | RESOURCES REQUIRED | CHALLENGES / RISKS |
|---|--|---|-----------------------|--|--|---|--|---|
| | | Belief that calendar should be marketed to much wider audience outside of Lillooet (i.e. provincially and internationally) E.g.: Many people think the pow-wows are private events, or that they are not welcome at them, but this couldn't be further from the truth; a community calendar helps communicate these basic info gaps. | | | | | calendar up to date, someone with skills to create website | |
| 3 | Develop human resources in tourism related jobs | Local population lacks training necessary for many tourism related activities. Need to boost capacity in hospitality related industries and get locals to obtain key certifications: First Aid, Food Safe, Serving it Right, First Host, Work place hazardous materials, information systems (WHMIS), Driver's License (Class 4 and 5). Maintenance of driver's license for many in the community has proven difficult. Human resource development also needed for professional tourism service areas | Foundational, ongoing | DoL <i>*St'át'imc?</i> | -Thompson Rivers University (has facility in Lillooet) -Future regional economic development organization | Connect with Thompson Rivers University about partnership and human resource training opportunities | | |
| 4 | Build St'át'imc Cultural Centre | Need a place/a hub that will draw visitors in and connect them with local cultural activities. | 5-10 years | Lillooet Tribal Council <i>* St'at'imc Eco-Resources</i> <i>*Upper St'at'imc Language, Culture and Education Society</i> | -Destination BC -AtBC -SLRD - BRVCA - <i>DoL</i> | Establish Cultural Centre Task Group | Significant financial resources (DMO is critical prerequisite for some funding and important | Squamish Lil'wat Cultural Centre is a direct competitor. How do we pull Squamish-Lil'wat Centre visitors to experience the St'át'imc Centre |

| # | ACTION | DESCRIPTION AND RATIONALE | TIMING & PRIORITY | WHO WILL LEAD | OTHER PARTNERS | NEXT STEPS | RESOURCES REQUIRED | CHALLENGES / RISKS |
|---|--|---|-------------------|---|---|------------|--------------------------|---|
| | | | | | | | conduit for other money) | when they may not see any difference in cultural experience? Squamish Lil'wat Centre tapped the same capital our Centre will need. Is this financially possible? |
| 5 | Develop Tourism & Cultural Business Inventory | There is no central place where people can find out about the breadth of offerings in Lillooet and who to contact about them. This should be combined with events calendar. | Quickstart | Lillooet Chamber of Commerce (CoC) | -Lillooet Tribal Council (LTC) -SLRD -BRVCA - Lillooet Library | | | |
| 6 | Develop regional tourism plan | Before actions can happen, all stakeholders' positions on tourism need to be heard and a plan needs to be created. Plan needs to: -Provide vision and strategy -Recognize differences in opinion on tourism | 2-5 years | LTC <i>*St'át'imc Eco-Resources (SER) or St'át'imc Government Services may be a good fit</i> | -SLRD -Destination BC - BRVCA - <i>DoL</i> | | | |

| # | ACTION | DESCRIPTION AND RATIONALE | TIMING & PRIORITY | WHO WILL LEAD | OTHER PARTNERS | NEXT STEPS | RESOURCES REQUIRED | CHALLENGES / RISKS |
|----------|--|--|-------------------|---|---|---|---|--|
| Unranked | Make Lillooet more interesting and exciting (Place-making) | Enhance opportunities for entertainment and access to unique, authentic and interesting activities. We need more opportunities for social interaction; more things to do, so that people feel like being here. This includes decent places to eat seven days a week and through evening hours. If we can make Lillooet a more vibrant community, we can attract more business and tourist investment. | | CoC | -Miyazaki House -Splitrock -DoL - Banner Project | Expand the banner project | | Capacity issues exist within CoC and other local groups to coordinate and move this forward. |
| Unranked | Establish joint management agreement for public recreational trails | Currently people do what they want in the vast network of trails managed by all sorts of different groups and individuals. People do what they want, which often leaves trails in poor condition. Joint management agreement would: -Reduce conflict -Provide opportunities for public education -Open new funding opportunities | 0-3 years | -Kevin Aitken? (not present at table) -LTC | -Naturalists Society -Lillooet Off-road Cycling Association (LORCA) - BRVCA - SLRD? - Parks & TrailsBC? | Form task group of individuals from LORCA, Naturalists Society, LTC and others to move this forward | Several research activities required: -inventory of trails -sustainability of trails -economic development opportunities | -Environmental impacts to wildlife habitats. -Land use conflicts/ tension around who is in control/managing the system. |
| Unranked | Build a "tourism dam" in Lillooet | The region needs a way to draw and retain visitors for multiple days | 2-5 years | Future regional tourism organization | | | | Tourism as impetus for growth but does not currently have the support of all communities. |

| # | ACTION | DESCRIPTION AND RATIONALE | TIMING & PRIORITY | WHO WILL LEAD | OTHER PARTNERS | NEXT STEPS | RESOURCES REQUIRED | CHALLENGES / RISKS |
|----------|--|---|-------------------|---------------|---|------------|------------------------------------|--|
| Unranked | More festivals | This was suggested in relation to discussion on making a Lillooet a more vibrant community to visit. | | | | | | |
| Unranked | Attract food trucks | This was suggested in relation to discussion on making a Lillooet a more vibrant community to visit. While economy may not be able to support many interesting restaurants, food trucks could fill this void during busier times of year. | | | | | | |
| Unranked | Upgrade accommodations | We need to meet accommodation expectations that different types of visitors have if we expect to keep them in Lillooet for more than a night. We need to encourage investments and upgrades. | Ongoing | CoC | | | | |
| Unranked | Commission value of tourism study | Difficult to solicit higher governments for funding where there is no recent study that evaluates tourism profitability of district. | 0-5 years | SLRD | DOL, CoC, St'át'imc, Destination BC, AtBC | | Funding to hire professional study | With most of these projects, someone will need to be identified to apply for funding. Also, these things need to be coordinated and put in budgets well ahead of time. |

Discussion Notes

Those actions ranked represent actions that received the most attention and were central to discussions, while those unranked were not discussed during every session or failed to receive the same amount of attention as others. Establishing a Destination Management Organization was identified as a fundamental action, one necessary for ensuring the success of all other actions noted. It is seen to address the challenge of managing tourism development and marketing the region. The inclusion of St'át'imc communities was seen as vital in moving forward.

AGRICULTURE PROJECTS

| # | Task/Action | Description & Rationale | Timing & Priority | Who Will Lead | Other Partners | Next Steps | Resources Required | Challenges/Risks |
|-----|--|---|-------------------|--|---|---|-----------------------|--|
| 1 | T'it'q'et Food Sovereignty Project (TFSP) and Lillooet Agriculture and Food Society (LAFS) cooperation and coordination | How does the Area B Agricultural Plan retain and grow its full and inclusive vision? There has been a lack of coordination and cooperation between TFSP and LAFS, two major players in Area B agricultural development. Regular meetings between key actors in each organization through shared meals (alternating hosting) could help bridge gaps, foster the sharing of ideas, and encourage future collaboration on projects. This would also allow for the maintenance of open communication lines. | Short-Term, ASAP | Leaders of both TFSP and LAFS | | Set date for first meal | | Ensuring meals and meetings continue a regular basis and communication channels remain open. |
| 2 | Establishment of coordinating body | The establishment of a larger body to coordinate various overarching food and agriculture issues. This would include areas relating to education, economic development, capacity building, and skill development, among others. This body would likely be linked to any overarching economic development committee or body. | Long-Term | Unsure, possible future economic development coordinating body | All food and agriculture actors, schools, non-profits, other community entities | Establishment of economic development steering body | Funding, coordination | Ensuring that any future body is inclusive and broad enough to cover the wide variety of food and agricultural issues. |
| 3 | Better knowledge sharing and communication among agricultural community | Establishment of sharing and communication channels for producers, vendors, educators, and other agriculture and food actors. This would include the creation of Facebook pages where information can be shared and accessed easily. | Short-Term, ASAP | -Planning Office at SLRD <i>*LAFS was created to help do this</i> | Producers, Vendors, Community members to contribute to pages | Creation of pages | | Ensuring the page is organized and useful. |
| 3.1 | Farm Inventory and Mapping | As part of an effort to better connect the agricultural community, a farm inventory should be drawn up and a map should be produced. This map | Medium-Term | LAFS | Farms that wish to be identified | LAFS is already working on this project. | Funding, coordination | |

| # | Task/Action | Description & Rationale | Timing & Priority | Who Will Lead | Other Partners | Next Steps | Resources Required | Challenges/Risks |
|---|---|---|----------------------|--|--|---|-----------------------|--------------------------------------|
| | | should be a resource for both tourists and locals. This could spawn farm tours and seasonal inventories of current produce on offer. | | | and included | | | |
| 4 | Advertising and Visibility of Agriculture Sector | Agriculture plays an important role in the economy of the SLRD and there are a number of established farms and programs, however there is a need for more visibility in the area and better association of the regions producers with their produce. A marketing and labeling campaign would help fill these gaps, as would better signage on roads and highways (akin to BC wine route signage). | Medium-Term | -Unknown, possible coordination of signage with mapping initiative. -LAFS could also work with producers to create Lillooet/Area B origin logo <i>*This is happening, and a logo is currently being finalized which will be available to all producers</i> | | Identification of participants, signage and logo design | Funding, logo design | Possible high cost of initiative. |
| 5 | Visit a Farm day and Farm "Open House" Days | Organizing community visits to local farms would support both visibility and educational goals. This could begin with school field trips and be extended to open house days that encourage all community members to learn about farms and farming practices in Lillooet and the surrounding area. | Short to Medium-Term | Unknown, LAFS <i>*Lillooet Food Matters group has organized farm tours in the past</i> | Local schools, community organizations | Canvas farms and schools for interest | Funding, coordination | |
| 6 | BC Hydro Transmission line land use initiative | Coordination between BC Hydro and St'át'imc on the use of land beneath transmission lines. Could be a strong mutually beneficial program as BC | Medium-Term | BC Hydro and St'át'imc | Potential users of the space | Draw up agreement between BC | Coordination | Ensuring health and safety, managing |

| # | Task/Action | Description & Rationale | Timing & Priority | Who Will Lead | Other Partners | Next Steps | Resources Required | Challenges/Risks |
|------------|---|--|----------------------|---------------------------------|--|--|--------------------------------|---|
| | | Hydro would not have to pay for maintenance of the land while St'át'imc would have access to the land. | | | | Hydro and St'át'imc | | competing desired uses |
| 7 | Business development support | Interest was expressed by farm owners and other actors in the agriculture sector for support in the form of knowledge and capacity building. This included information on available funding, grant writing direction, and technology improvement, among other initiatives. | Short to Medium-Term | Unknown, LAFS, future committee | Local farmers and agriculture workers | Identifying participants, including those in need of support and those willing to share knowledge and expertise. | Funding, coordination | Maintaining support over time and ensuring broad outreach |
| 7.1 | Local Support for Agriculture Sector | A desire to see more local produce in local markets was expressed by participants. Currently, little of what is grown and produced in northern SLRD can be found in the grocery stores of Lillooet and surrounding towns. Negotiations with grocery retailers as well as Lillooet origin labeling and visibility campaigns such as a "Local Food in Local Markets" drive could draw attention to this gap and help close it. | Short to Medium-Term | LAFS | Grocery stores, food producers and growers | Approaching store owners | Coordination, possible funding | Ensuring a competitive price for locally grown food |

Discussion Notes

The discussion surrounding agricultural development and agriculture specific programs in Lillooet and the northern Squamish-Lillooet Regional District (SLRD), was positive and constructive. It focused on ideas and initiatives to further grow and integrate the agriculture sector in a region where agriculture is clearly a cornerstone of economic development. The discussion of these issues attracted many voices, including large-scale farmers, hobby farmers, entrepreneurs, business owners, educators, food enthusiasts, and many more.

From the beginning, it was clear that there could be significant benefits to more coordination, cooperation, and communication within and across the agriculture sector in northern SLRD. In particular, a discussion began early on about how the full, inclusive vision of the SLRD Area B agriculture plan can be more fully realized. A discussion also developed around how the work of the T'it'q'et Food Sovereignty Project (TFSP) and

the Lillooet Agriculture and Food Society (LAFS) might become more cooperative and communicative, as to avoid overlap and competition between the two important organizations. A proposal was put forward to have representatives of each body share meals on a regular basis and exchange ideas and information. The main goal of this initiative would be ensuring effective and open communication between the two groups. Long-term, a desire for an overarching body to coordinate and support the development of the agricultural sector was expressed by participants in the first-round table.

The need for an overarching organizational body for the agriculture sector was a recurring theme throughout the day. Many great ideas and initiatives were proposed and important issues around support for the agriculture sector were raised, including food sovereignty and security, food exports, and food education. Most conversations and proposals began to stall, however, when the question of “Who Will Lead?” was raised. While some individuals expressed interest in participating in or supporting initiatives, participants conveyed that they, individually, did not have the resources, capacity, or knowledge to start up and then maintain a program or initiative. It was also expressed that existing bodies such as the LAFS and TFSP were not addressing all existing needs and that there was doubt as to whether either body had the capacity to coordinate and address them. Of note is the fact that members of TFSP and SLRD were only present at the first discussion and not at later discussions when more concrete initiatives and support options were discussed. Ultimately, the perceived need for an overarching organizational body for the agriculture sector was made clear over the course of the day.

BUSINESS SUPPORT AND EXPANSION

| Action | Description | Timing & Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/ Risks |
|--|---|-------------------------|--|--|---|---|---|
| 'Stay open Late' Nights | Cooperate as a 'downtown' to host a night (1/ week) where businesses stay open later to try to attract people to stay in town later/ after work | Immediate, quick- start | Local businesses | Chamber of Commerce | Create permanent 'nights' | | Lack of labour for staying open extra hours |
| Support farmers market | Create permanent space/ kiosks for farmers, to offer consistent access to products | Immediate, quick- start | Farmers market | -Local businesses (to host kiosks) -Chamber of Commerce (for promotion) | | -Space in stores -Downtown | |
| Business Inventory | Develop understanding of 'who is out there'; businesses, services, labour, resources, opportunities, etc. and compile into database | Immediate, quick- start | Chamber of Commerce/ DoL <i>-*DoL has list of all businesses with licences published online</i> | -High-school students -Interns from NDIT | Streamlined resource centre/ Business Directory | -Staff/ interns to collect information -Database | Finding businesses (many work out of homes, 'informal') |
| Streamlined Resource Centre/ Business Directory | Information on existing businesses, staffing database, etc. "Small Business Lillooet" site | Immediate, quick- start | Chamber of Commerce/ DoL <i>*DoL has completed a similar project and is willing to add materials from other sources in the region</i> | -High-school students -Interns from NDIT | Information Packages for businesses and newcomers | -Staff/ interns to collect information -Database | Tech support Maintaining database |

| Action | Description | Timing & Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/ Risks |
|--|---|-------------------|--|---|--|--|--|
| Signage/ visuals/ façades | Create cohesive 'look' to downtown areas, to encourage tourism, identity | Mid- term | Chamber of Commerce/ DoL/ SLRD working group <i>*This action is part of the DoL Official Community Plan</i> | -Local business owners -High-school students | | -Labour -Designs -Materials for renovations | -Agreement on design, 'look' -Participation -Maintenance |
| Information Packages for Businesses | Information and resources pertaining to business planning, permits/ zoning, labour and resources, other businesses and associations, etc. | Mid-term | Chamber of Commerce/ DoL | -High-school students -Interns from NDIT | Distribute to businesses, provide on website | -Website, database -Materials for printing and distribution | Maintaining online resources/ databases |
| Information Packages for newcomers | Information for tourists and new residents as to businesses/ services available. "Welcome Package" | Mid-term | Chamber of Commerce/ DoL | -High-school students -Interns from NDIT -Local businesses to cooperatively develop tours/ 'trails' | Distribute at local businesses | -Website, database -Materials for printing and distribution -Displays for distribution | Maintaining online resources/ databases |
| Tours/ 'Trails' | Tourist 'trails' identified or tours offered between shops, experiences, places to stay/ eat. | Mid- term | -Local businesses -SLRD working group <i>*DoL has completed a similar project and is willing to add materials from other sources in the region</i> | | | | Participation, cooperation, competition between businesses |

| Action | Description | Timing & Priority | Who will lead? | Other Partners | Next Steps | Resources Required | Challenges/ Risks |
|--------------------------------------|---|-----------------------|---|---|---|--|--|
| Business Luncheons | <p>Opportunities for local businesses to get together to network, skill- and resource-share, etc.</p> <p>Create 'symbiotic relationships'; connecting contractors and suppliers</p> | Mid-term | -Chamber of Commerce/ -SLRD working group <i>*NDIT has a similar program</i> | | Develop working group? Create 'critical mass' around idea | CoC membership \$ to cater lunch/ rent space | Reaching out to businesses, finding 'core group' |
| Business Workshops | Workshops around business development, financial planning, networking, specific work experience | Mid- term | Community administration | -TRU? -Xwisten (has previously done some workshops?) -Community Futures | | | |
| Investment Symposiums/ Forums | <p>Events to attract small and large businesses, from region and beyond</p> <p>Highlighting business/ investment opportunities</p> | Mid- term/ Long- term | Chamber of Commerce/ DoL <i>*DoL/CoC are working on Tour for 2017</i> | | | | |

Discussion Notes

Issues

- Lack of coordinated information, sharing, awareness of other businesses/ services
- Inactive Chamber of Commerce= hard to get things 'going', no central 'information hub'
- Cycles: 'lack of stuff to do' -> difficulty drawing in and retaining people and businesses -> unable to create/ sustain 'stuff to do'; AND need labour to build local business, but local labour goes elsewhere b/c of lack of local businesses
- Theatre/ small shops/ restaurants open later/ rec centre would keep people in town

THEME NOTES (NOT PRIORITIZED)

For those themes not prioritized for discussion, participants were invited to share their thoughts on flip chart paper hung on the wall. The following is the feedback received for participants.

Infrastructure Improvements

- Signs on road
 - Directional
 - Wayfinding

Land Use Planning (Employment Lands, Recreational Lands, etc.)

- Public/community/neighbourhood
- Decisions making process – visions
- Action Step: Initiate and hold a regular land use conversation vis-à-vis forestry
- Interested Parties
 - Van Andruss
 - Eleanor Wright
 - Sal Demare
 - Debbie Demare
- Water- Recreation and Tourism Landbase + Sustainability and wildlife



PROJECT SPECIFIC ACTION PLANNING BREAKOUT SESSIONS

LILLOOET COMMUNITY CALENDAR AND WEBSITE

Session Description

This session explored the following questions:

1. How can we establish community habits that will ensure the new Calendar is truly a "one-stop-shop" for all community events?
2. How can we all work together in a spirit of cooperation to create a well-integrated Internet presence for Lillooet? How will we link our sites to each other and the Calendar? Who will govern the Calendar website, the Library? Tourism Committee?
3. What will create strong community involvement to ensure the long-term success of the Calendar? How do we fund it and sustain it long term?
4. How can we make the Calendar accessible to all, including people with low computer literacy skills and reading skills, and those who don't have access to a computer?

Discussion Notes

1. How can we establish community habits that will ensure the new Calendar is truly a "one-stop-shop" for all community events?

- First impression is everything!!!
- Branding, articles, phone calls, letters, brochures, posters, radio ads, workshops, etc.
- The calendar won't be successful if people can't find all the events there, if they still have to use it as just one of many stops, or if it's inconsistently used to promote events.
- Have a clear start date.
- Put brochures in businesses. Give presentations to the Chamber of Commerce, the Bands, the senior centre, St'át'imc Government Services, etc. Have a display at the Craft Fair. Purchase a spread in the paper to introduce the calendar to the community. Advertise on the bulletin boards.
- Make sure that non-profit organizations who don't have credit cards can still purchase featured listings.
- Find champions in each sector who can use their connections to help promote the calendar.
- Get the calendar's URL on the signs at the tourist kiosks.
- Get the folks at the museum to promote the calendar to tourists.
- Have brochures made specifically for tourists.

2. How can we all work together in a spirit of cooperation to create a well-integrated Internet presence for Lillooet?

- Make sure that different calendars aren't competing for people's attention. That people aren't confused as to where to go to find out what's happening or where to post their event.
- Use other calendars to populate this one and vice-versa. Link the calendars together so that they automatically feed each other.
- Link the community calendar to as many websites as possible. The more organizations make it their own, the better.
- The more things are happening in Lillooet, the more people will want to come here, and stay here, boosting the local economy and participation in all sectors.

3. How can we make the calendar accessible to all, including people with low computer literacy skills and reading skills, and those who don't have access to a computer?

- Print the calendar once a month and post it on the bulletin boards.
- Could we purchase outdoor digital displays?
- Have a phone number people can call to ask what's going on (the library's?)
- Keep eyes and ears open in the first year for barriers keeping people from accessing the calendar.
- Survey users.

LILLOOET AND AREA AGRITOURISM STRATEGY

Session Description

The Lillooet Agriculture and Food Society is seeking input on its Agritourism Strategy project. The objective of the Strategy is to identify the key priorities and actions required to promote existing agritourism businesses, support prospective agritourism businesses and raise the visibility of Lillooet, the Northern St'át'imc territories and Electoral Area B (defined as "local" and "community" for the purpose of the project) as an agritourism destination.

For the purpose of this session, agritourism is defined as:

Visitor experiences that include an agriculture or agrifood component as the primary experiential activity or consumer good. This includes but is not limited to farm and ranch visitation and accommodation; local food-based hospitality and retail sales; agriculture and agrifood-based artisanal products; educational and cultural activities; and festivals and events.

If you own a local agritourism business, work for an agritourism business, wish to start an agritourism business or you provide support services to agritourism businesses, we want to hear from you.

Discussion Notes

Background: Curtis Cook, a management consultant with EcoTactix, facilitated the session on behalf of his client, the Lillooet Agriculture and Food Society (LAFS). LAFS is in the midst of creating an Agritourism Strategy for the northern St'át'imc territories, Electoral Area B of the Squamish-Lillooet Regional District (SLRD) and the District of Lillooet. LAFS was established as a non-profit society in March 2016 to implement the SLRD's agriculture plan priorities for the region identified above.

Agritourism Strategy: The objective of the Strategy is to identify the key priorities and actions required to promote existing agritourism businesses, support prospective agritourism businesses and raise the visibility of Lillooet, the Northern St'át'imc territories and Electoral Area B (defined as "local" and "community" for the purpose of this survey) as an agritourism destination.

Key Points from the Session:

- The definition must not forget the cultural and traditional side of agritourism and the potential that exists in aboriginal tourism in the area.
- The definition could integrate food preservation and sustenance (both First Nations and non-First Nations).

- The group felt there was “extreme” potential for agritourism in the area, including garden tours, homesteading skills, education opportunities for kids. They recognized that “experiences” were critical for success.
- The group felt that, while agritourism potential was perhaps a three season opportunity, there were significant opportunities upon which to capitalize at harvest time.
- With respect to priorities for operators and prospective operators, group participants indicated the importance of understanding Agricultural Land Reserve (ALR) restrictions, restrictions on First Nations territory. They also stressed the importance of identifying where business opportunities exist and determining their viability prior to moving forward.
- Communications, advertising and collaboration were discussed as priorities as well and participants saw the value in marketing all agritourism attractions together in a professional and cohesive way. They placed an emphasis on product development, packaging and promotion.
- At the individual business level, the group suggested that developing both general business skills and agritourism-specific technical skills would also be a priority.
- During the discussion on government involvement in supporting agritourism, group participants expressed that different levels of government are already involved in the establishment of proper operational standards for business. Additionally, government provides technical support on the technical side of agricultural businesses (i.e. agronomists), as well as business support and tourism development support (through regional organizations and Destination BC). The consensus appeared to be that leadership on agritourism development must come from the businesses interested in agritourism.

A number of points were raised regarding labour, skills development and training:

- Traditional agriculture operations such as farms and ranches are often family-run rather than external employee operations. The family skill sets may not be conducive to a tourism component. However, there may be a level of discomfort and/or unfamiliarity with bringing in specialized skills from outside.
- There are risks of extending an existing operation to include agritourism activities including human resource issues, financial commitment, managing the scale of the operation, moving away from the core business, and accessing resources and funding or investment.
- Mentorship would be a valuable way to develop skill sets that could support agritourism growth.
- Programs such as the WorldHost training services through Destination BC would be valuable for operators and have been available through Thompson Rivers University in the past. Participants from Splitrock Environmental indicated that they had attended training to raise the quality of the Splitrock experience, as well as its marketing and promotion.

LILLOOET COMMUNITY BANNER PROJECT

Session Description

A few years ago, the District of Lillooet had a commercial firm design and produce banners for lamp poles to decorate the streets of Lillooet. A small group of local artists were most unhappy with the designs, but rather than criticize, they decided to try and develop 'made in Lillooet' banners with Lillooet themes and Lillooet colours. They approached the Lillooet Learning Communities Society to host the project and went in search of funds and volunteers. You can see the success. We will look in detail at what had to come together to make it happen and what ideas it can generate for the future of art in Lillooet.

Session Notes

Community Art:

Community Art is intended to build language around responding to art in public places, sharing techniques and encouraging artists of all ages to collaborate and explore themes of common interest. It builds community connections and makes the town look pretty for people who live here and for visitors and tourists.

Community art doesn't just happen, it requires a lot of planning and organization.

Beginning 2014:

School teacher Ale Waterhouse-Hayward started teaching elementary school classes about design and community art. Interested artists got together that summer to do trial paintings on old bedsheets and hung them (with permission) in the Old Mill Mall parking lot. There was a lot of interest. An idea was born.

Motivated Lillooet artists developed a theme: Lillooet Life, and a pallet of Lillooet colours: mountains, lake, sagebrush, bunch grass, etc.

Lillooet Learns was asked to be the official sponsoring body for an application to the Lillooet Community Foundation for funds to start the first two years of the project. At about the same time the District of Lillooet applied for an NDI grant.

A lot of planning to get prepared for the coming 2015 summer season including:

- The interested artists spent a lot of time planning.
- The theme and pallet had to be agreed on. A call for designs had to be formulated.
- Permission to locate the banners.
- Paint and material had to be purchased.
- The sewing of the banners and attachment of grommets.
- The building of frames to mount the banners for painting.
- Work out the technology for projecting the designs on to the banners.
- Organize a location for the artists to work in.
- Organize a resident artist advisor to be present to advise artists how to modify design ideas to suit banners and to use and mix paint properly.
- Decide on appropriate location for each banner.
- Arrange to have the banners hung.
- Plan for next year

35 Banners were completed and hung
A total of over 865 hours of volunteer time worth over \$20,000.

In 2016 another 23 banners were completed. Another 330 hours of volunteer time.

The work required many different volunteers. The artists ranged from professional artists to experienced hobbyists to beginners and students. Everyone was learning.

The Lillooet Learning Communities Society provided administration and bookkeeping. The District of Lillooet an NDI grant, a Lillooet Foundation Grant, and staff time. Shaw Cable the use of work truck and volunteer time of staff to hang the banners. The School District student time at the LSS wood shop and office and work space for Lillooet Learns. The Quilters Group sewing of blank banner material. Local businesses provided some supplies and collected donations from enthralled tourists. The Interior Saving Credit Union gave a grant and the Lillooet Lions Club a donation. Not to mention the other contributors and volunteers that didn't get measured.

The 2017 season is being planned in early November and will include consideration of other ideas for Community Art as well as possible sources of financial support and new collaborations gleaned from the CREATE sessions.

Report prepared by Trevor Chandler, Chair, Lillooet Learning Communities Society, Lillooet Community Banner Project host organization.

REGIONAL TOURISM GATEWAY/CULTURAL CENTRE

Session Description

A regional tourism gateway at the junction of Highway #99 and the Fraser River bridge crossing (current campground location) offers exceptional traffic capture opportunities and could serve as a regional visitor gateway promoting the opportunities to stay and visit SLRD Areas A, Area B and the District of Lillooet (which when combined offer a critical mass of experiences). Proposed touring routes could be showcased. If the St'át'imc wished to be involved, not only could the tourism experiences be featured (Sek'el'was Experience Tours, Xwísten Experience Tours) but the site could also possibly incorporate the proposed Cultural Centre that has been discussed for many years.

Discussion Notes

Touring Routes + Gateway + St'át'imc Cultural Centre

- Showcase art, culture, agriculture
- Yes- worth further discussion

Action: SLRD discussion/staff report to SLRD

Potential Lead: Deb Demare

Action: Engage with St'át'imc- Upper St'át'imc Language, Culture and Education Society, St'át'imc Eco-Resources (SER)

Potential Lead: Deb Demare

Action: Establish Steering Committee- concept/vision developed, secure funding

Potential Lead: Deb Demare

Action: Feasibility assessment

Potential Lead: Deb Demare

Action: Quick wins - promote touring routes – improve signage (RV, road bikes, motorcycles)

Potential Leads: Mary ??, Suzanne Denbek??

Action: Themed, authentic beautification of downtown Lillooet (OCP to be updated)

Action: Continue pressure regarding road conditions with Province

Action: Destination BC open pool funding deadline Nov. 30th – DOL, BRVCA, Canyon? Hope? Whistler, Pemberton

**SER is working with USCLES to continue to work on this*

TOURISM GOVERNANCE WORKING GROUP AND TOURISM/RECREATION SUB-FORUM

Session Description

1. Tourism "Governance" Working Group
 - a. Originally formed by the District of Lillooet as an Ad Hoc Regional Tourism Advisory Committee
 - b. Possibility of broadening participation to ensure aboriginal perspectives are included in the establishment of any formal tourism organization for the Lillooet area
 - c. Possibility of including conservation objectives (e.g. St'át'imc declaration on grizzly bears, Human Use Restrictions Poster Steve Michel, Banff National Park)
2. Tourism/recreation sub-forum
 - a. May support "governance" discussions
 - b. Reference to previous guide outfitter and proposed conservation forums
 - c. Possibility of a keynote speaker (e.g. Steve Michel, human-bear conflict specialist at Banff National Park)
 - d. Possibility of seeking funding from Rural Dividend Fund

Discussion Notes

Priority Actions:

1. Ask SLRD to consider creating a temporary Tourism Coordinator position with the task of getting the Destination Management Organization (DMO) off the ground (staff or contract)
2. Explore opportunities to fund the Tourism Coordinator position from sources including SLRD Select Funds, Rural Dividend Fund or Northern Development Initiative Trust
3. Seek participation of St'át'imc organizations in establishing the new DMO – e.g. St'át'imc Eco-Resources

**St'át'imc may be considered to lead this project*

Other Next Steps

1. Clarify the purpose of the new organization – Tourism Management combined with Land and Recreation Management
2. Seek grant funding to undertake priority projects:
 - a. Tour Bus Coordination

- b. Tourism “Ambassador” Program
- c. Land Use Planning – especially management of dirt bikes, ATV’s and mountain bikes, outdoor recreation

**Chamber of Commerce applied for Rural Dividend Fund Grant and are looking for more partners*

Possible Models

- Gold Country model – funding from TNRD taxpayers, pays for office space and staff and who then apply for grant funding for specific projects. Board of Directors, broad representation. Specific contributions also from participating communities (including District of Lillooet)
- Funding also possible from “heads and beds” tax (MRDT, or Municipal Regional District Tax), for example Kamloops is currently seeking to increase from 2% to 3% levy
- Non-profit, both business and political representation
- Must include representation from:
 - St’át’imc
 - Environment
 - Tourism stakeholders

MECHANISMS TO ACCESS LOCAL CAPITAL/PROVIDE SEED FUNDING/INCUBATION FOR SMALL BUSINESS

Session Description

Other jurisdictions in Canada and around the world have found innovative ways to permit local residents to invest in local businesses, to provide seed funding and incubation space for entrepreneurs — a regional program facilitating capital investment in local businesses could be established for the northern SLRD and St’át’imc communities.

Discussion Notes

- There was no clear understanding of what businesses in Lillooet and area need –i.e. Start-up capital, agriculture start-up, expansions, loans.
- General impression that the Credit Union is good community partner but strict re: capital.

Action: Provide a roadmap re: capital/business grants etc. A consolidated piece of information (hard copy, online, etc.) with up-to-date local information on bank, credit union, community futures, etc.

Lead: Chamber/SLRD/District with support from an NDIT Intern

Action: Learn Lessons from others, research and come back with updated information on what others are doing in BC re setting up Venture Capital Corps and/or other forms of raising local capital

Lead: Ministry of Jobs, Tourism and Skills Training

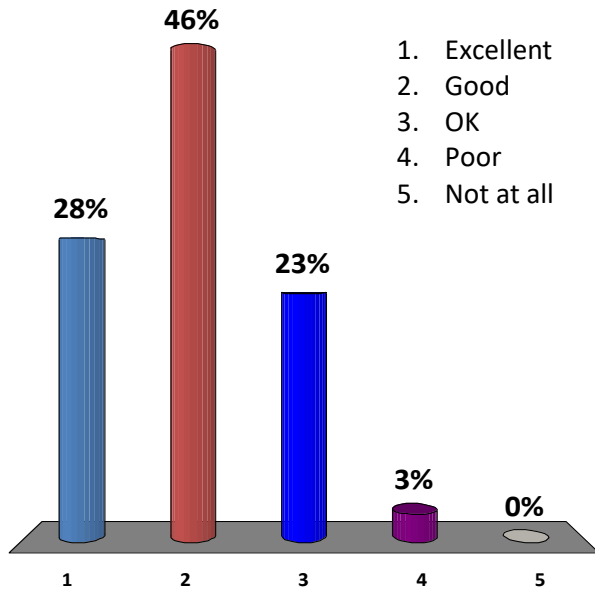
Action: Business Walks program for regional business community and second one tailored to agriculture community. Add in specific section of capital needs/concerns.

Lead: LAFS (agriculture), Chamber or SLRD/District of Lillooet using an NDIT Intern either – Economic Development Intern or Local Government Management Intern. Potentially pitch in NDIT Economic Development Capacity Building – collaboration \$’s.

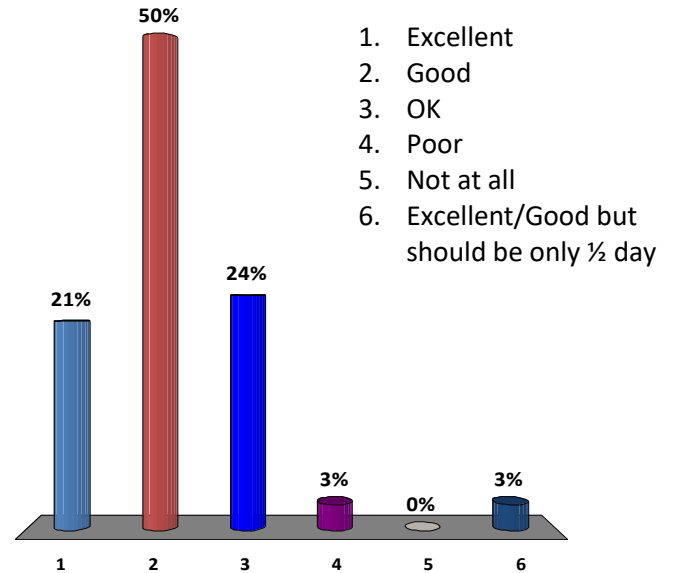
FORUM CLOSING

At the end of the day, participants were asked for feedback on the day's events. Overall, participants reported that the Forum helped to achieve their goals and that the Forum worked well for them.

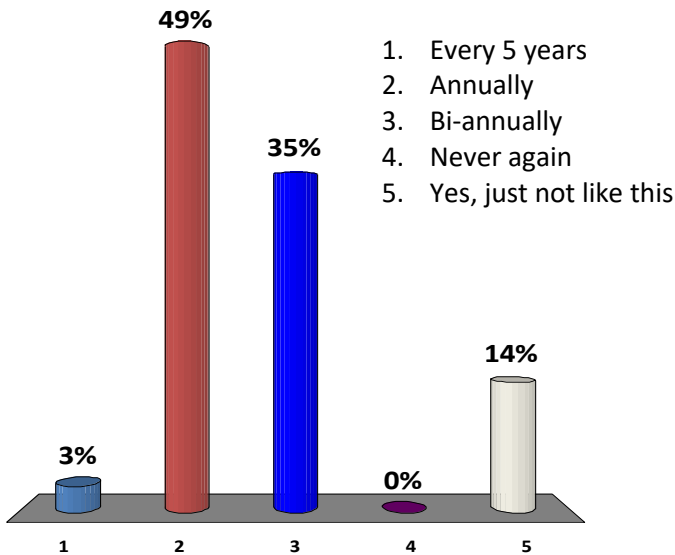
How well did you achieve your goals?



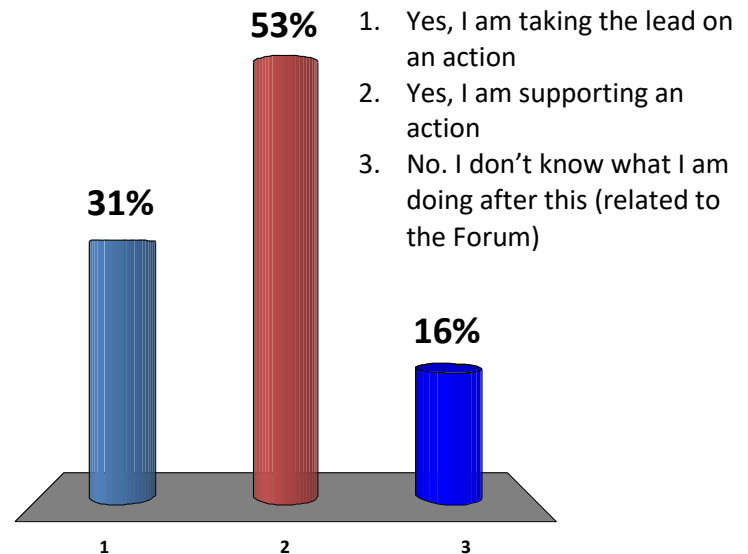
How well did today's Forum work for you?



Should a Regional Forum like this happen again?



Do you have a clear next step coming out of today?



APPENDIX A: PROJECT BACKGROUND

In recent years, many public events, participatory processes and expert reports have identified several gaps and challenges regarding the delivery of economic development services in the northern Squamish-Lillooet Regional District (SLRD) / northern St'át'imc Territory, including:

- Neither the District of Lillooet (DoL) nor SLRD Area B has a formal economic development service. There is an economic development contribution service in SLRD Area A (SLRD provides some funding to the Bridge River Valley Community Association via a tax requisition which oversees local economic development). Some of the northern St'át'imc communities have Development Corporations to oversee local economic development for their respective communities. All of the government organizations face internal capacity challenges, particularly related to human resources and funding, which make it difficult to commit to economic development planning and implementation.
- No formalized “regional” economic development model exists and historically there has been limited economic development cooperation and coordination among and between the various governments and non-governmental organizations (though this does appear to be changing).
- No structured forum exists for sharing of information among service providers. There is an informal sharing of information. However, this can result in a lack of understanding of each service provider’s goals, activities and future developments. This can result in duplication of services or product development.
- No structured forum exists for sharing information among business owners, community groups or residents. This results in a lack of understanding of what economic development does for the community or region.
- There is a lack of mentoring and support for new and existing businesses.
- There is a strong culture of volunteerism in the area. However, community groups are stretched thin and do not always have the volunteer capacity to effectively implement new projects or initiatives.

To address these challenges, the SLRD commissioned a Governance Model Feasibility Study in 2014. The study recommended that an inclusive, multi-party committee / working group be formed to guide the development and direction of a shared economic development service for the northern SLRD / northern St'át'imc Territory. The study recommended that during the initial development phase, the creation of the committee / working group and implementation of the service be facilitated by a third party.

The study went on to recommend that once the committee / working group membership and service have been established, the committee / working group may look to form a new non-profit economic development organization, join an existing non-profit society and hire a staff person to carry out the work, or continue to use a third party to provide secretariat support to the committee / working group. The ongoing work would continue to be guided by the committee / working group.

The SLRD hired EcoPlan International in 2015 to assist in the creation of the committee / working group. After conducting initial interviews with regional economic development stakeholders, EcoPlan presented the concept for a multi-party economic development committee / working group to the Lillooet Tribal Council (LTC). The LTC, which is composed of the elected Chiefs of the six northern St'át'imc communities, confirmed that they were interested in exploring opportunities for regional collaboration.

However, the St'át'imc leadership advised that before committing to a formal collaborative economic development process, they requested that elected leadership be brought together to discuss key foundational issues, including historical context, St'át'imc Title and jurisdiction, and what economic development means to the St'át'imc. In response to this request, a Community to Community (C2C) Forum was held in January 2016, with elected officials and members of staff of the SLRD, DoL, LTC and the six northern St'át'imc communities (Sekw'el'was, T'it'q'et, Tsal'alh, Ts'kw'aylaxw, Xaxli'p and Xwísten) in attendance.

While the parties have not yet formally committed to a shared economic development process, there appears to be consensus that stronger St'át'imc / non-St'át'imc relationships will lead to a stronger region. With this, there was agreement about the need to continue improving communication, building trust, working more collaboratively and finding ways to involve the broader community.

A second community-based event focused on building respectful and effective Aboriginal / non-Aboriginal relationships was held in March 2016 with support from Learning Initiatives for Rural and Northern (LIRN) BC. The LIRN event brought together about fifty people from around the northern SLRD / northern St'át'imc Territory, including representatives from the SLRD, DoL and northern St'át'imc governments as well as business and community groups.

Participants at the LIRN BC event identified several key priorities including: improving communication and information sharing, building awareness of our shared history, celebrating culture, preserving language, providing opportunities for cross-generational learning, building trust, and expanding the discussion to involve the greater community. Work to improve communication, build trust and strengthen relationships between the SLRD, DoL, LTC and the six northern St'át'imc communities remains a priority and is ongoing.

During this time, the DoL initiated a separate but related process to bring local tourism stakeholders together to act in an advisory capacity as well as to implement various tourism initiatives in and around Lillooet. The DoL's ad hoc Tourism Advisory Committee has been very successful in delivering tourism projects for the region and has become a great example of what can be accomplished when people and organizations get together and focus their energy to get things done.

In light of its success, and with a view to creating a more sustainable and effective structure, the ad hoc tourism Advisory Committee would like to develop a more formalized governance model to guide tourism development and promote the Lillooet area to visitors. Tourism development is emerging as an important economic catalyst in the region, and there is a need to ensure this tourism initiative and the community and regional economic development initiative are aligned to ensure optimal efficiency and effectiveness.

APPENDIX B: FORUM REGISTRANTS AND PARTICIPANTS

| | | |
|------------------------|---------------------|---|
| Bonnie Adolph | Wendy Fraser | Sarah Moberg |
| Courteney Adolph-Jones | Marianne Gagnon | Louise Monk |
| Jiyung Ahn | Jonah Greenman | Toby Mueller |
| Kevin Aitken | Terri Hadwin | Jeannette Nadon |
| Trish Andrew | Margaret Hohner | Kim North |
| Ron Andrews | Laurie Hopfl | Linda O'Donaghey |
| Van Andruss | Ray Joubert | Morris Prossr |
| Stacey Austinson | Jennifer Keir | Linda Quinn |
| Teresa Barney | Alice Kidd | Jacquie Rasmussen |
| Dean Billy | Brian Kim | Michael Roy |
| Angela Bissat | Kwangsoo Kim | Craig Sibley |
| Lindsay Bisschop | Anne Kim | Dana Sibley |
| Collette Catto | Marg Lampman | Michelle Schoffro Cook |
| Trevor Chandler | Chief Shelley Leech | Felicia Scotchman |
| Anthony Chung | Pat Lentowicz | Robyn Spencer |
| Curtis Cook | Rodney Louie | Melody Thacker |
| Jack Crompton | Maci Maclere | Chantel Thevarge |
| Neil Curtis | Gail Madrigga | William Trousdale |
| Charles Daley | Marga Mahan | Chief Kevin Whitney |
| Claire Daniels | Monica Malm | Barb Wiebe |
| Matthew Davidson | Tim Malone | Alanah Woodland |
| Rolf De Bruin | Ted Margrett | Eleanor Wright |
| Sal DeMare | Shauni McDonald | *Some individuals listed may have registered but did not attend the Forum. Other attendees may not be listed if they were not registered. |
| Debbie Demare | Dean Mckinley | |
| Suzanne Denbak | Ian McLean | |
| Chief Michelle Edwards | Chris Merritt | |
| Lynda Flynn | Pauline Michell | |

APPENDIX C: FORUM AGENDA

Thank you to the CREATE Forum Organizing Committee and everyone who took time out of their busy lives to participate in the Forum.

Organizing Committee

Courteney Adolph-Jones, Retasket Contracting Ltd.
Dean Billy, T'it'q'et Economic Development Authority
Collette Catto, Xaxli'p Development Corporation
Curtis Cook, Lillooet Agriculture and Food Society/EcoTactix
Neil Curtis, Green Earth Strategies Ltd.
Suzanne Denbak, Bridge River Valley Community Association
Andrea Haber, EcoPlan International
Margaret Hohner, District of Lillooet
Bradley Jack, Xwisten
Ray Joubert, Tsal'alh Development Corporation
Leona McKay, Ts'kw'aylaxw
Toby Mueller, Lillooet Area Library Association
Jeannette Nadon, Squamish-Lillooet Regional District
William Trousdale, EcoPlan International

Thank you to our funders and sponsors.



| FORUM AGENDA | |
|-----------------|---|
| 8:30 – 9:00AM | Check-in, Registration and Networking |
| 9:00 - 9:15AM | Welcome and Opening Remarks - T'it'q'et Community Chief, Kevin Whitney and Jack Crompton, SLRD |
| 9:15 - 9:45AM | Context-Setting: Northern St'át'imc/ Northern SLRD (trends, background, success stories, barriers to action) |
| 9:45 - 10:15AM | Priority Review and Confirmation of Themes for Action Planning |
| 10:15 - 10:30AM | Break |
| 10:30 - 11:30AM | Action Planning Breakout Session 1 |
| | Project Specific Action Planning Sessions |
| 11:30 - 12:30PM | Action Planning Breakout Session 2 |
| | Project Specific Action Planning Sessions |
| 12:30 - 1:45PM | Lunch |
| 1:45 - 2:45PM | Action Planning Breakout Session 3 |
| | Project Specific Action Planning Sessions |
| 2:45 - 3:00PM | Break |
| 3:00 - 3:45PM | Plenary Breakout Group Summary |
| 3:45 - 4:00PM | Next Steps and Closing Remarks |
| 4:00-5:00PM | Informal Networking |

| PROJECT SPECIFIC ACTION PLANNING SESSIONS SCHEDULE | | |
|--|---------|---|
| 10:30-11:30AM | Table 1 | Lillooet Community Calendar and Website |
| | Table 2 | Lillooet and Area Agritourism Strategy |
| 11:30-12:30PM | Table 1 | Lillooet Community Banner Project |
| | Table 2 | Regional Tourism Gateway/Cultural Centre |
| | Table 3 | Sk'emqin Grill and Kayak Rentals |
| 1:45-2:45PM | Table 1 | Tourism Governance Working Group and Tourism/Recreation Sub-Forum |
| | Table 2 | Mechanisms to Access Local Capital/Provide Seed Funding/Incubation for Small Businesses |
| ACTION PLANNING BREAKOUT SESSIONS | | |
| Foundational Action: Regional Economic Development Working Group | | |
| THEMES FOR PRIORITIZATION | | |
| 1. Working Together, Networking and Partnerships | | |
| 2. Tourism and Culture Projects | | |
| 3. Agriculture Projects | | |
| 4. Business Support (Retention and Expansion) | | |
| 5. Business Attraction (Business and Investment Attraction) | | |
| 6. Infrastructure Improvements | | |
| 7. General Marketing and Promotion | | |
| 8. Labour Force Development (Training and Capacity) | | |
| 9. Land Use Planning (Employment Lands and Recreational Lands) | | |

APPENDIX D: FORUM PRESENTATION

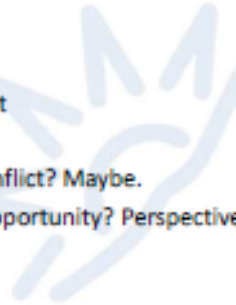


CREATE Forum

Community and Regional Economic Action: Together for Everyone

Friday, October 14, 2016
8:30AM – 5:00PM

CREATE Forum
Economic Development Authority - Middlesex County



- Listen first
- Show respect
- Participate
- Tension? Conflict? Maybe.
- Problem? Opportunity? Perspective.

CREATE Forum
Economic Development Authority - Middlesex County

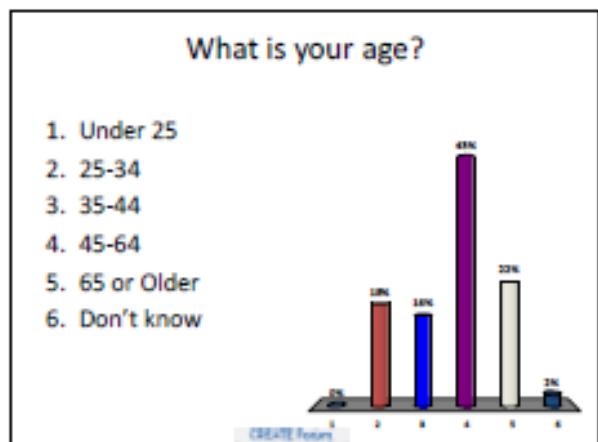
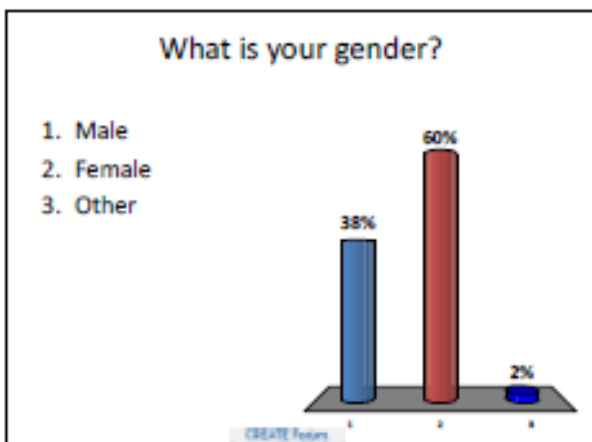
Today's Agenda

| | |
|-----------------|---|
| 8:30 - 9:00AM | Check-In, Registration and Networking |
| 9:00 - 9:30AM | Welcome and Opening Remarks - TPA's Community Chair Kevin Whitney and Jack Coleman, S&B |
| 9:30 - 9:45AM | Custom Seating - Workshop for SPINNY Host/Partners (S&B, Brands, Background, Economic Climate, Services Location) |
| 9:45 - 10:15AM | Priority Review and Confirmation of Plans for Action Planning |
| 10:15 - 10:30AM | Break |
| 10:30 - 11:00AM | Action Planning Breakout Session 1 |
| 11:00 - 11:30AM | Project Specific Action Planning Sessions |
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| 3:45 - 4:00PM | Next Steps and Closing Remarks |
| 4:00 - 5:00PM | Informal Networking |

Thank you to CREATE Forum Organizing Committee and to everyone who took time out of their busy lives to attend the Forum.

CREATE Forum Organizing Committee
 Courtney Adolph Jones, Reddick Contracting Ltd.
 Dean Bily, TPA's Economic Development Authority
 Collette Gallo, Xactfy Development Corporation
 Curtis Cook, Ulloast Agriculture and Food Society/Tot/Cello
 Neil Curtis, Green Earth Strategies Ltd.
 Suzanne Dembak, Bridge River Valley Community Association
 Margaret Holmes, District of Ulloast
 Bradley Leck, Deblin
 Kay Shindler, TPA's Development Corporation
 Laura McKay, Xactfy
 Tolly Mueller, Ulloast Area Library Association
 Jeannette Nation, Squamish-Ulloast Regional District
 Andrea Haber, EcoPlan International
 William Toudoulat, EcoPlan International
 Alan
 Upper St. John's Language, Culture and Education Society
 Tony Robinson - S&B - coming up with CREATE

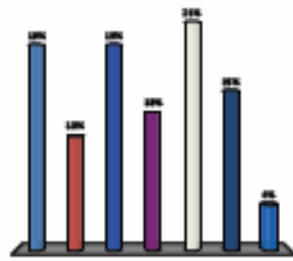
CREATE Forum
Economic Development Authority - Middlesex County



What best describes you?

(In what capacity are you here?)

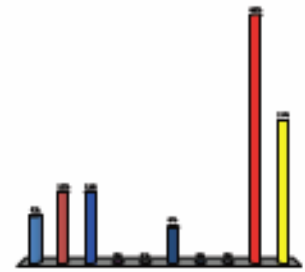
1. Elected leadership
2. Public service staff
3. Business owner
4. Business staff
5. Non-profit/NGO
6. Interested citizen
7. Other



CREATE Forum

Where do you live?

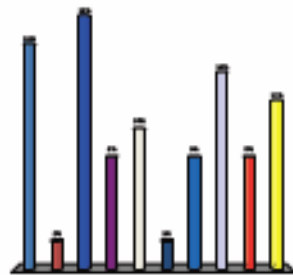
1. SLRD Area A
2. SLRD Area B
3. T'it'q'et
4. Xwisten
5. Sek'welw'as
6. Tsal'alth
7. Ts'kw'aylaxw
8. Xadli'p
9. District of Lillooet
10. Other



CREATE Forum

What sector are you primarily associated with?

1. Retail/small business
2. Construction
3. Public service
4. Non-profit/NGO
5. Agriculture
6. Forestry, fishing/hunting
7. Education
8. Tourism/lodging/food
9. Professional services
10. General business or Other



CREATE Forum

Context Setting - Northern St'át'imc / Northern SLRD

CREATE Forum

Why this forum? Why now?

State of Rural Canada 2015
Canadian Rural Revitalization Foundation

1. Higher level governments need to do things different
 - Resource economy is centralizing
 - Youth are leaving, becoming older
2. Rural communities need to play a more active role in their local and regional
 - Create a culture of planning, action and investment
 - Innovation economy, based on creativity, a safe place to try new things, fail fast, learn quickly, grow
3. Take advantage of the window of opportunity following the Truth and Reconciliation Commission
 - Economic reconciliation
 - Stronger self-government
 - Higher youth populations

CREATE Forum

Why this forum? Why now?

- Many studies done. Similar conclusions
- Most recent: 2014 Feasibility Study by the Fraser Basin Council

"Form a multi-party working group to guide the development and direction of a shared economic development service in the northern SLRD / northern St'át'imc Territory."

CREATE Forum

Why this forum? Why now?

Focus: Networking - Actions – Regional

- Small groups and a networking cafe
- What are the priority areas and priority actions? Who can lead them?
- What projects or ideas need support that already have a champion?
- How can we innovate, create connections to achieve action?
- What is the regional link? Connection?

CREATE Forum

Success Stories- a few highlights among many!

CREATE Forum

Community Tourism- Bridge River Valley Community Association



Gateway to the South Chilcotin Mountains

Bridge River Valley

1,367 views

Love Lillooet

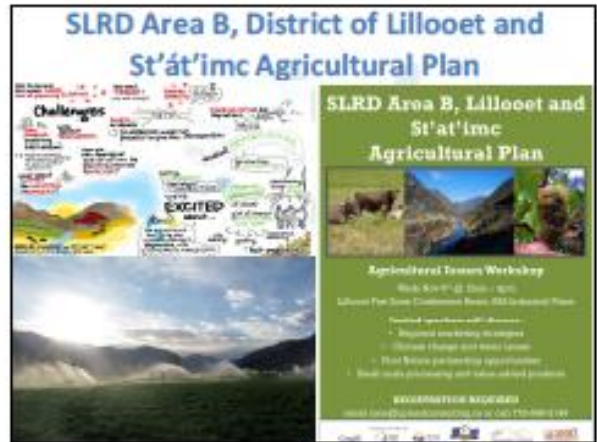
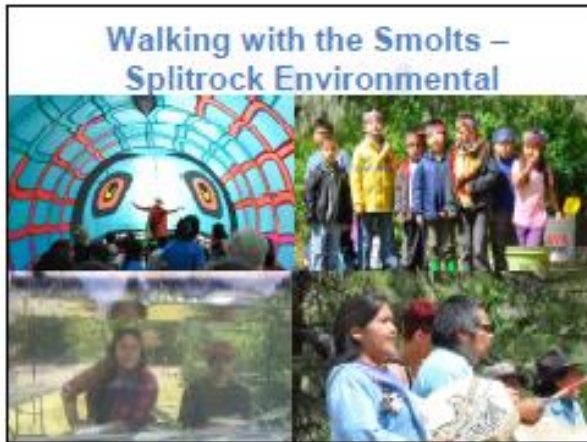


T'it'q'et Food Sovereignty Project



Lillooet Agriculture and Food Society





Xwisten Experience



Fort Berens Estate Winery



Priority Review and Confirmation of Themes for Action Planning

CREATE Forum

Foundational Action: Regional Economic Development Working Group

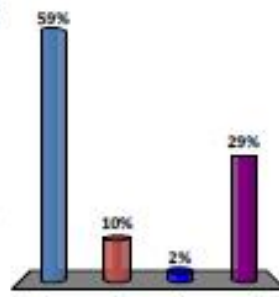
• Recommendation:

Form a multi-party working group to guide the development and direction of a shared economic development service in the northern SLRD / northern St'át'imc Territory

CREATE Forum

How do you feel about a Regional Development Organization?

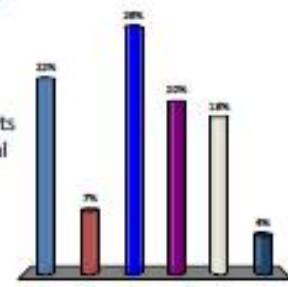
1. "A regional organization is necessary and important"
2. "Maybe local organizations first and more regional meetings/forums"
3. "Too ambitious. Won't work. Too many barriers."
4. "I'm not sure, I'm open to talking about options"



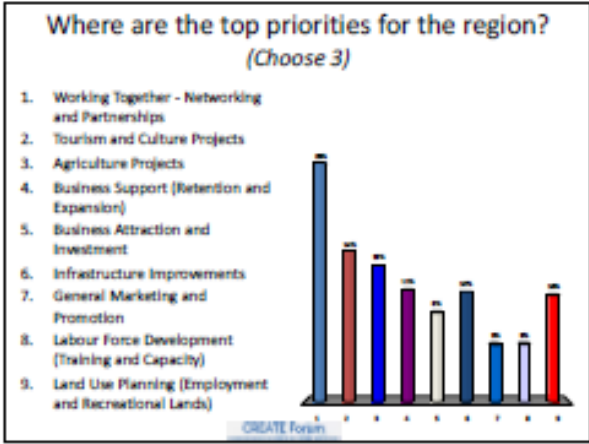
CREATE Forum

What are your priorities for today? (Choose 2)

1. Make connections and network
2. Share information
3. Learn and contribute
4. Identify actions/projects to advance the regional economy
5. Advance a project or idea
6. Other



CREATE Forum



- ### Room set up
- Priority Theme Tables
 - These will run throughout the day
 - Facilitated
 - Project Specific Action Planning Tables
 - Schedule of Topics
 - Self-facilitated
 - Network Café
 - Anytime, grab someone and meet for coffee
 - Success stories
 - Displays
 - For viewing anytime
- CREATE Forum

- ### Process: You Choose – You make it happen
- The 5 priority areas will be discussed at 5 different facilitated tables – consistent throughout the day
 - The 3 Project Specific Tables will rotate throughout the day
 - Choose your top 3 tables you want to contribute to throughout the day, go to one of those
 - Please distribute yourselves evenly
 - Facilitators will orient you and ask you to write down one specific task that must happen in order to move the tourism theme forward
 - From this → brainstorm, ID gaps, ACTION FOCUS
 - What is it (brief description)?
 - Why is it important (the rationale)?
 - What resources are required?
 - Who is responsible?
 - What's the timeline?
- CREATE Forum

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CREATE Forum

#createforum

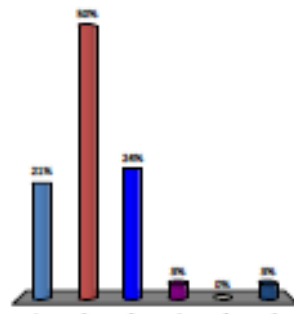
Password: titqetguest2016

CREATE Forum



How well did today's Forum work for you?
(design and structure)

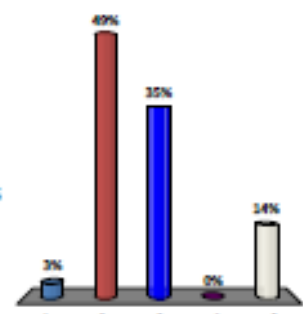
1. Excellent
2. Good
3. OK
4. Poor
5. Not at all
6. Excellent/Good but should be only ½ day



CREATE Forum

Should another Regional Forum like this happen again?

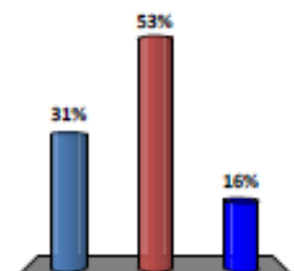
1. Every 5 years
2. Annually
3. Bi-annually
4. Never again
5. Yes, just not like this



CREATE Forum

Do you have a clear next step coming out of today?

1. Yes, I am taking the lead on an action
2. Yes, I am supporting an action
3. No, I don't know what I am doing after this (related to the Forum)



CREATE Forum