CORPORATION OF THE CITY OF COURTENAY COUNCIL MEETING AGENDA

October 25, 2021

Date:

Time:		4:00 p.m.		
Location:		City Hall Council Chambers		
		We respectfully acknowledge that the land on which we gather is the unceded traditional territory of the K'ómoks First Nation		
K'O	MOKS	FIRST NATION ACKNOWLEDGEMENT	Pages	
1.	ADO:	PTION OF MINUTES		
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	1.2.	Adopt October 19th, 2021 Special Council meeting minutes	17	
2.	INTR	ODUCTION OF LATE ITEMS		
3.	DELEGATIONS			
	3.1.	Comox Valley Community Arts Council (CVCAC) RE: Annual Update		
		Presentation by:		
		• Evan Jolicoeur, Vice President, CVCAC		
		 Dallas Stevenson, Executive Director, CVCAC 		
		3.1.1. Comox Valley Arts - 'Converge: Cultural Tourism and Marketing in the Comox Valley' report	21	
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7. REPORTS/UPDATES FROM COUNCIL MEMBERS INCLUDING REPORTS FROM COMMITTEES

- 7.1. Councillor Cole-Hamilton
- 7.2. Councillor Frisch
- 7.3. Councillor Hillian
- 7.4. Councillor McCollum
- 7.5. Councillor Morin
- 7.6. Councillor Theos
- 7.7. Mayor Wells

8. RESOLUTIONS OF COUNCIL

8.1. In Camera Meeting

That a Special In-Camera meeting closed to the public will be held October 25th, 2021 at the conclusion of the Regular Council Meeting pursuant to the following sub-sections of the *Community Charter*.

- 90 (1) (b) personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity;
- 90 (1) (c) labour relations or other employee relations;
- 90 (1) (d) the security of the property of the municipality;
- 90 (1) (g) litigation or potential litigation affecting the municipality;
- 90 (1) (l) discussions with municipal officers and employees respecting municipal objectives, measures and progress reports for the purposes of preparing an annual report under section 98 [annual municipal report];
- 90 (2) (b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party.

9. UNFINISHED BUSINESS

10. NOTICE OF MOTION

- 11. NEW BUSINESS
- 12. BYLAWS

13. ADJOURNMENT

Minutes of a Regular Council Meeting

Meeting #: R19/2021

Date: October 18, 2021

Time: 4:01 pm

Location: City Hall Council Chambers and via video/audio conference

Attending:

Mayor: B. Wells

Councillors: W. Cole-Hamilton

D. Frisch
D. Hillian
M. McCollum
W. Morin
M. Theos

Staff: G. Garbutt, CAO

C. Davidson, Director of Engineering Services, via video/audio conference

K. Macdonald, Fire Chief, via video/audio conference

J. Nelson, Director of Financial Services, via video/audio conference

K. O'Connell, Director of Corporate Support Services, via video/audio conference

S. Saunders, Director of Recreation, Culture & Communities Services, via video/audio conference

M. Fitzgerald, Manager of Development Planning, via video/audio conference

N. Borecky, Manager of Information Systems, via video/audio conference

R. Matthews, Executive Assistant/Deputy Corporate Officer, via video/audio conference

The Mayor respectfully acknowledged the lands on which the meeting was conducted is the unceded traditional territory of the K'ómoks First Nation.

1. ADOPTION OF MINUTES

1.1 Adopt October 4th, 2021 Regular Council meeting minutes

Moved By Cole-Hamilton Seconded By Morin

THAT the October 4th, 2021 Regular Council meeting minutes be adopted.

2. INTRODUCTION OF LATE ITEMS

3. **DELEGATIONS**

3.1 'Walk With Me' (WWM) - Independent Research Project, Thompson Rivers University in partnership with Comox Valley Art Gallery

Sharon Karsten, Co-Investigator/Project Director, 'Walk With Me' (WWM); Barb Whyte, Elder/Traditional Knowledge Keeper, WWM; and, Sarah Delaney-Spindler, North Island Manager, AVI Health & Community Services, along with other members of the WWM project, presented information regarding the WWM Policy Report. This report was created by a research team associated with Thompson Rivers University (TRU) in partnership with the Comox Valley Art Gallery (CVAG) and AVI Health & Community Services.

The WWM Policy Report documents the voices from people of lived and living experiences impacted by the toxic drug poisoning crisis, including front line workers and family members, in the Comox Valley over the past two years (since 2019).

Without objection, Council provided its unanimous consent to an extension of the 10 minute maximum time limit for the 'Walk With Me' delegation.

3.1.1 'Walk With Me' (WWM) Policy Report

The 'Walk With Me' (WWM) Policy Report was received for information.

3.2 Comox Valley Transition Society (CVTS) - Connect Shelter (685 Cliffe Avenue) Update

Heather Ney, Executive Director, and Deb Praine, Program Coordinator, Comox Valley Transition Society (CVTS), provided an update regarding the Connect Shelter located at 685 Cliffe Avenue, Courtenay; including the many challenges that staff are facing due to the ongoing COVID-19 pandemic, opioid crisis, homelessness crisis, and labour shortage issues and their impact on the Comox Valley's vulnerable population.

CVTS asked Council for its continued support of the Connect Shelter and for the overnight shelter to be reinstated for the safety and security of the community.

Councillor Hillian left Council Chambers at 5:13 p.m. Councillor Hillian returned to Council Chambers and took his seat at 5:14 p.m. Councillor Frisch left Council Chambers at 5:14 p.m. Councillor Frisch returned to Council Chambers and took his seat at 5:15 p.m.

4. STAFF REPORTS/PRESENTATIONS

4.1 Recreation, Culture and Community Services

4.1.1 Report back on Phase One of the Community Substance Use Strategy and Request from Comox Valley Community Health Network (CVCHN) for Continued Support (4920-20)

Moved By Cole-Hamilton Seconded By Frisch

THAT the October 18th, 2021 staff report "Report back on Phase One of the Community Substance Use Strategy and Request from Comox Valley Community Health Network (CVCHN) for Continued Support" be received for information.

Carried

Lindsay McGinn, Facilitator, Comox Valley Community Health Network (CVCHN); Evan Jolicoeur, Report Consultant; and, Ally Reeder - Unbroken Chain, Indigenous Harm Reduction Program, presented information regarding the Community Substance Use Strategy Phase One Report.

Moved By Frisch Seconded By Cole-Hamilton

- 1. THAT based on the October 18th, 2021 staff report "Report back on Phase One of the Community Substance Use Strategy and request from Comox Valley Community Health Network for Continued Support", Council approve OPTION 1 and receive for information the Community Substance Use Strategy Phase One Report; and,
- 2. THAT Council direct staff to continue to work in partnership with the Comox Valley Community Health Network (CVCHN) to support Phase Two and subsequent phases of the Community Substance Use Strategy; and.
- 3. THAT annual operating budget funds of up to \$30,000 be included in the 2022 operating budget, and \$15,000 annually in the long-term financial plan to support Phase Two and subsequent phases of the strategy; and,

- 4. THAT staff work with the CVCHN to update the memorandum of understanding with Phase Two deliverables; and,
- 5. THAT the Chief Administrative Officer and the Director of Recreation, Culture and Community Services be authorized to execute the memorandum of understanding.

Carried

4.1.2 685 Cliffe Avenue (Connect Shelter) - Form of Agreement and Shelter Services (2380-20)

Moved By Hillian Seconded By McCollum

- 1. THAT based on the October 18th, 2021 staff report "685 Cliffe Avenue Form of Agreement and Shelter Services", Council approve OPTION 1 and delegate authority to staff to transition the current Licence of Occupation Agreement between the Comox Valley Transition Society and the City of Courtenay for the property having a legal description of PID:006-102-930, Lot 3, Section 61 Comox District plan VIP3817 to a one year lease agreement with four one year renewal options to permit the consistent operation of the Connect Day centre and an overnight shelter for individuals experiencing homelessness; and,
- 2. THAT to permit the immediate activation of an Extreme Weather Shelter, Council approve the following amendment to the January 6th, 2020 Licence of Occupation (as amended):
 - Section 19(b) "If extreme weather occurs during the Extension Licence of Occupation Term, then the Licensee shall be permitted to operate an extreme weather shelter from 7:30 p.m. to 7:30 a.m.
- 3. THAT Council exercise their authority under the BC Building Code Section 1.1.1.1(2)(f)(iv) and exempt the Extreme Weather Response shelter located at 685 Cliffe Avenue from the building code having deemed it to be a temporary emergency facility due to extreme weather conditions; and,
- 4. THAT the Mayor and an Officer of the City be authorized to execute all documentation relating to the Lease Agreement.

Carried

Councillor Cole-Hamilton left Council Chambers at 6:12 p.m. Councillor Cole-Hamilton returned to Council Chambers and took his seat at 6:14 p.m.

4.2 Development Services

4.2.1 Zoning Amendment Bylaw No. 3021 to Allow for a Secondary Suite at 2099 Hawk Drive (3360-20-2012)

Moved By McCollum Seconded By Morin

THAT based on the October 18th, 2021 staff report "Zoning Amendment Bylaw No. 3021 to Allow for a Secondary Suite at 2099 Hawk Drive" Council approve OPTION 1 and proceed to First and Second Readings of Zoning Amendment Bylaw No. 3021, 2021; and,

THAT Council considers Zoning Amendment Bylaw No. 3021, 2021 consistent with the City's Official Community Plan; and,

THAT Council waives the requirement to hold a public hearing with respect to Zoning Amendment Bylaw No. 3021, 2021 pursuant to Section 467 (2) of the *Local Government Act* and directs staff to give notice of the waiver of the public hearing pursuant to Section 467 of the *Local Government Act* in advance of considerations of Third Reading of the bylaw.

Carried

4.2.2 Development Variance Permit No. 2103 for 3202, 3212, 3216, 3220, 3224, 3228, 3232, 3248, 3258 and 3304 Klanawa Crescent (3090-20-2103)

Moved By Cole-Hamilton **Seconded By** Frisch

THAT the October 18th, 2021 staff report "Development Variance Permit No. 2103 for 3202, 3212, 3216, 3220, 3224, 3228, 3232, 3248, 3258 and 3304 Klanawa Crescent" be received for information.

Moved By McCollum Seconded By Cole-Hamilton

THAT based on the October 18th, 2021 staff report "Development Variance Permit No. 2103 - 3202, 3212, 3216, 3220, 3224, 3228, 3232, 3248, 3258 and 3304 Klanawa Crescent", Council approve OPTION 1 and issue Development Variance Permit No. 2103.

Carried

5. EXTERNAL REPORTS AND CORRESPONDENCE FOR INFORMATION

5.1 Comox Valley Council of Canadians RE: BC Climate Emergency Campaign

Moved By Cole-Hamilton Seconded By Frisch

THAT the correspondence from the Comox Valley Council of Canadians regarding the BC Climate Emergency Campaign be received for information.

Carried

Arising from discussion, Council considered the following motion:

Moved By Cole-Hamilton **Seconded By** Frisch

THAT in response to the correspondence from Comox Valley Council of Canadians regarding the BC Climate Emergency Campaign, Council write to the Honourable John Horgan, Premier of British Columbia, calling on the Government of BC to confront the climate emergency with bold action to mitigate the types of heat waves, drought conditions and forest fires recently experienced in BC.

Carried

The Council meeting recessed at 6:49 p.m.

The meeting reconvened at 7:17 p.m.

5.2 Comox Valley RCMP Quarter 2 Report - July 01, 2021-September 30, 2021

Moved By Frisch Seconded By Cole-Hamilton

THAT the Comox Valley RCMP's Quarter 2 Report (July 1st, 2021-September 30th, 2021) for the City of Courtenay be received for information.

Staff Sergeant Troy Beauregard, Comox Valley RCMP detachment, presented information regarding the Comox Valley RCMP's Quarter 2 Report for the City of Courtenay.

Councillor McCollum left Council Chambers at 7:34 p.m. Councillor McCollum returned to Council Chambers and took her seat at 7:35 p.m.

6. INTERNAL REPORTS AND CORRESPONDENCE FOR INFORMATION

6.1 Briefing Note - 5th Street Bridge Rehabilitation Project Update (5335-20)

Moved By Cole-Hamilton Seconded By Frisch

THAT the October 18th, 2021 Briefing Note "5th Street Bridge Rehabilitation Project Update" be received for information.

Carried

7. REPORTS/UPDATES FROM COUNCIL MEMBERS INCLUDING REPORTS FROM COMMITTEES

7.1 Councillor Hillian

Councillor Hillian reviewed his attendance at the following event:

• Comox Valley Community Justice Centre's Campagnolo Lecture Series

7.2 Councillor Morin

Councillor Morin participated in the following events since September 27, 2021:

- CVRD Strategic Planning sessions (2 total)
- Comox Valley Food Policy Council meeting
- National Day of Truth and Reconciliation's Spirit Walk in downtown Courtenay
- CVRD Coastal Flood Adaptation Stakeholder and Partner Engagement Session
- Comox Valley Sewage Commission meeting
- Comox Valley Recreation Commission meeting
- CVRD Board meeting
- DIGarts Impact Assessment results via Zoom presentation
- Canadian Drug Policy Coalition 'Broken Drug Policies' meeting
- Meeting with CVRD Director Hamir and New Westminster City Councillor Nakagawa regarding Municipal Ethics

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- Elected Officials Regional Water Forum
- Comox-Strathcona Regional Hospital Board meeting
- Climate Caucus Summit
- Community Substance Use Strategy Committee meeting

7.3 Mayor Wells

Mayor Wells reviewed his attendance at the following events:

- Elected Officials Regional Water Forum
- Call with Honourable Josie Osborne, Minister of Municipal Affairs
- Comox Valley Community Justice Centre's Campagnolo Lecture Series

8. RESOLUTIONS OF COUNCIL

8.1 In Camera Meeting

Moved By Cole-Hamilton Seconded By McCollum

THAT a Special In-Camera meeting closed to the public will be held October 18th, 2021 at the conclusion of the Regular Council Meeting pursuant to the following sub-sections of the *Community Charter*:

- 90 (1) (c) labour relations or other employee relations;
- 90 (1) (d) the security of the property of the municipality;
- 90 (1) (i) the receipt of advice that is subject to solicitor-client privilege, including communications necessary for that purpose;
- 90 (1) (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public;
- 90 (1) (l) discussions with municipal officers and employees respecting municipal objectives, measures and progress reports for the purposes of preparing an annual report under section 98 [annual municipal report];
- 90 (2) (b) the consideration of information received and held in confidence relating to negotiations between the municipality and a provincial government or the federal government or both, or between a provincial government or the federal government or both and a third party;
- 90 (2) (d) a matter that, under another enactment, is such that the public must be excluded from the meeting.

9. UNFINISHED BUSINESS

9.1 Comox Valley United Soccer Club RE: Need for Additional Facilities - September 27th, 2021 Delegation

Moved By McCollum Seconded By Cole-Hamilton

THAT in response to the Comox Valley United Soccer Club's delegation during the September 27th, 2021 Council meeting, Council direct staff to conduct an analysis to maximize the use of existing outdoor playing field space in Courtenay, including the Bill Moore Memorial Park.

Carried

10. NOTICE OF MOTION

11. NEW BUSINESS

11.1 Motion to Move Location of Council Meetings

Moved By Frisch Seconded By Cole-Hamilton

THAT the following regularly scheduled Council meetings take place in the Civic Room at the Comox Valley Regional District (CVRD) administrative office building located at 770 Harmston Avenue, Courtenay:

October 25th, 2021; November 1st, 2021; November 15th, 2021; November 29th, 2021; December 6th, 2021; and, December 20th, 2021.

Carried

12. BYLAWS

12.1 For First and Second Reading

12.1.1 Zoning Amendment Bylaw No. 3021, 2021 (2099 Hawk Drive)

Moved By Morin Seconded By Frisch

THAT "Zoning Amendment Bylaw No. 3021, 2021" pass first and second reading.

12.2 For Final Adoption

7:56 p.m. Councillors Hillian and Morin recused themselves citing a possible conflict of interest as Councillor Hillian is involved with one of the organizations applying for the permissive tax exemption in 2022; and, Councillor Morin is employed by two of the organizations applying for the permissive tax exemption in 2022.

12.2.1 Tax Exemption 2022 Bylaw No. 3047, 2021

Moved By Frisch Seconded By McCollum

THAT "Tax Exemption 2022 Bylaw No. 3047, 2021" be finally adopted. **Carried**

Councillors Hillian and Morin returned to Council Chambers and took their seats at 7:57 p.m.

12.2.2 Tax Exemption Churches 2022 Bylaw No. 3048, 2021

Moved By Frisch Seconded By Cole-Hamilton

THAT "Tax Exemption Churches 2022 Bylaw No. 3048, 2021" be finally adopted.

Carried

12.2.3 2022-2031 Tax Exemption Bylaw No. 3049, 2021

Moved By McCollum **Seconded By** Frisch

THAT "2022-2031 Tax Exemption Bylaw No. 3049, 2021" be finally adopted.

R19/2021 - October 18, 2021

Mayor

13.

ADJ(DURNMENT
	ed By Cole-Hamilton nded By Morin
THAT	Γ the meeting now adjourn at 7:59 p.m. ied
CER	TIFIED CORRECT
—— Depu	ty Corporate Officer

Minutes of a Special Council Meeting

Meeting #: S7/2021

Date: October 19, 2021

Time: 11:38 am

Location: City Hall Council Chambers and via video/audio conference

Attending:

Mayor: B. Wells

Councillors: W. Cole-Hamilton

D. Frisch
D. Hillian
M. McCollum
W. Morin

M. Theos via video/audio teleconference

Staff: G. Garbutt, CAO

K. O'Connell, Director of Corporate Support Services

S. Saunders, Director of Recreation, Culture and Community Services

N. Borecky, Manager of Information Systems, via video/audio conference

A. Guillo, Manager of Communications

R. Matthews, Executive Assistant/Deputy Corporate Officer

The Mayor respectfully acknowledged the lands on which the meeting was conducted is the unceded traditional territory of the K'ómoks First Nation.

1. RESOLUTIONS OF COUNCIL

1.1 Waive Notice of October 19th, 2021 Special Council Meeting

Moved By Cole-Hamilton Seconded By McCollum

WHEREAS a Special Council meeting has been called to allow for Council to immediately consider the City's response to a significant fire event at the Travelodge Courtenay motel that has resulted in the displacement of 25 supportive housing residents; and,

WHEREAS any delay in the City's consideration of response options would have a negative effect on those community members displaced by the Travelodge Courtenay motel fire and the social service providers assisting in the response efforts; and,

WHEREAS the City has made reasonable efforts to give advance notice of the Special Council meeting by posting meeting notices at City Hall, 830 Cliffe Avenue, and on the City's website.

THEREFORE BE IT RESOLVED that Council waive notice of this Special Council meeting in accordance with the Council Procedure Bylaw No. 2730, 2013 Section 8.

Carried

2. NEW BUSINESS

2.1 Travelodge Courtenay Motel (2605 Cliffe Avenue) - Fire Event on October 19th, 2021 - City Response

Moved By Cole-Hamilton Seconded By McCollum

WHEREAS a significant fire event took place at the Travelodge Courtenay motel on October 19th, 2021 starting at approximately 3:00 a.m.; and,

WHEREAS the Travelodge Courtenay motel is presently used by the BC Government to provide temporary supportive housing; and,

WHEREAS the fire event has resulted in the displacement of supportive housing residents and immediate and urgent accommodation is needed to house some of the displaced residents; and,

WHEREAS the displacement of individuals due to fire at the Travelodge Courtenay motel is an emergency situation requiring immediate response and support by the City of Courtenay; and,

EXPECTING that further actions and activities may still be required by the City of Courtenay to support displaced residents and community service providers and swiftness of response is of paramount importance.

THEREFORE BE IT RESOLVED that to provide emergency shelter services for up to a maximum of ten (10) individuals displaced by the October 19th, 2021 Travelodge Courtenay motel fire, Council exercise their authority under the BC Building Code Section 1.1.1.1(2)(f)(iv) and exempt the Connect Centre at 685 Cliffe Avenue from the building code having deemed it to be a temporary emergency facility under the following conditions:

• Shelter services to be offered to displaced residents of the Travelodge Courtenay motel due to a fire,

- Shelter services to be offered to no more than ten (10) displaced individuals,
- Designate at least one staff member to conduct fire safety patrols during operating hours and ensure that staff are not assigned to any other functions or responsibilities while on fire safety patrols,
- Ensure staff are trained by the Courtenay Fire Department on emergency procedures prior to shelter activation; and,
- The building code exemption remain in effect until such time as alternative accommodation can be found for displaced residents of the Travelodge Courtenay motel or until November 2nd, 2021 whichever comes first.

THEREFORE BE IT FURTHER RESOLVED that Council delegate authority to the Chief Administrative Officer to implement and action further response and support activities deemed in their discretion as necessary to support the emerging needs of displaced residents and social service providers responding to the Travelodge Courtenay motel fire event.

Carried

3. ADJOURNMENT

Moved By Hillian **Seconded By** McCollum

That the meeting now adjourn at 11:48 a.m.

CERTIFIED CORRECT
Deputy Corporate Officer
Adopted this 25 th day of October, 2021
Mayor

CONVERGE:

CULTURAL TOURISM AND MARKETING IN THE COMOX VALLEY



Cultivating
Creative
Diversity







ACKNOWLEDGMENT

The authors and contributors of this report acknowledge that we are on the Unceded traditional territory of the K'òmoks First Nation

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INTRODUCTION

The Comox Valley (CV) has a rich and vibrant creative community that makes this area unique to Vancouver Island, British Columbia and in turn, the rest of the country. From world renowned Indigenous artists, live theatre, music, and visual arts to the future graduates of North Island College Fine Arts, the CV is an inclusive environment that fosters collaboration, creativity, and commerce between many of its community members. This diverse, open, and creative community is one of the many reasons thousands of tourists are drawn here from around the country and the globe each year. Within this expansive tourism sector - the arts, culture and heritage play a key part in the economic expansion of the CV both directly though dollars spent on artistic experiences and products as well as the ancillary spending that occurs though more traditional tourism indicators such as overnight hotel stays, restaurant spending etc.

With tourism being such a key economic driver for many communities across the province the competition for those dollars tends to pit each municipality or region against each other. When combined with initiatives such as the Municipal and Regional District Tax (MRDT) program, we begin to see a need for an effective and collaborative approach to attracting tourists. One that includes ongoing input from all economic and cultural sectors through the valley focused on a balanced and proportionate approach to exposure, marketing, and funding.

The following report aims to emphasize the importance of arts and cultural tourism in the CV while highlighting some of the perceived strengths and identified gaps within the current tourism and marketing approaches, funding models and their related distribution. It is the intent of this report to provide an analysis of the current situations while also providing a path forward through partnerships and collaboration, that will provide support to arts, culture, and heritage contributors.

In 2019, the City of Courtenay undertook a Cultural Services Review (CSR). In this report, a key recommendation was the creation of a Cultural Stakeholders Group. This group is made up of members of the following:

- Sid Williams Theatre (SWT)
- Comox Valley Art Gallery (CVAG)
- Courtenay and District Museum and Paleontology Centre (CMPC)
- Comox Valley Arts (CVA)

CVA acts as the convener, coordinator and lead of this group which meets on a regular basis (weekly or bimonthly) to discuss cultural planning, current and potential issues that will affect the local community, establish relevant outcomes and act in an advisory role to the City of Courtenay. This report has been written by CVA in consultation and collaboration with this group. In addition, each of these organizations has also endorsed this report.

Comox Valley Arts

Established in 1967, Comox Valley Arts is the central access point for cultural functions and is responsible for fostering growth of the sector within our community. It is responsible for promoting, collaborating, communicating, and sharing the knowledge, resources, and activities of the sector, and celebrating them in community. Our approach to supporting and building the capacity of the Arts, Culture, and Heritage leads to advocacy with municipal, regional, provincial, and federal governments around the importance of arts,

culture, and heritage. In addition, CVA provides support, guides policy and advocates for funding for local organizations and programs that provide access to these important aspects of our community.

Background Information

The CVA represents the entirety of the Comox Valley Regional District. The CV is home to a large assortment of cultural creators and leaders. With a boundary that stretches as far north as Oyster River and south to Fanny Bay including both Denman and Hornby Island, the valley is host to an impressive list of amazing creative talent, ranging from artists to educators and municipalities and service organizations. In early 2017, Phase 1 of the Cultural Inventory Project in partnership with the City of Courtenay and Urban Systems was completed with a total of 2400 responses collected. Some of the members from that survey are listed below.

Community Groups

Courtenay Little Theatre Rainbow Youth Theatre Comox Valley Folk Society Vancouver Island MusicFest Filberg Festival

Three Legged Dog Productions
Cumberland Village Works
Cumberland Arts & Cultural

Society

Hornby Island Arts Council

Denman Arts

Central Island Arts Guide

participants Lupine Art Studio

Kelly Cat Access Community Art

Studio

K'omoks First Nation City of Courtenay iHos Gallery

Spirits of the West Coast Gallery Comox Valley Restaurant

Association

Comox Valley Farmer's Market

Comox Museum

Cumberland Museum & Archives

Pearl Ellis Gallery Artful: The Gallery

Artworx Artsphere Brushworks

Wet Paint Art Group

CYMC

CVEX

North Island College Fine Arts

Dept Elevate

Dance Schools (10+) Acting Schools (3+) Potter's Place Printmakers Guild Wachiay Studio

100s of independent artist studios Dove Creek Recording Studio Corwin Fox Recording Studio The Cave Recording Studio World Community Film Festival

ImageFest

Comox Valley Photographers Club

Civic Partners

Comox Valley Arts Sid Williams Theatre
Courtenay & District Museum & Paleontology Centre
Comox Valley Art Gallery
Comox Valley Arts
Comox Valley Regional District
Town of Comox
Village of Cumberland

Over the last 15 years the City of Courtenay and along other relevant groups have conducted several surveys and commissioned many reports on the evolving and expanding cultural community of the CV. (Appendix A).

Some of the findings from those reports are:

- Comox Valley Arts Cultural Inventory Project estimated between 4000 to 6000 cultural workers in the Comox Valley in 2017, ~7% of BC's cultural workforce [Based on 2014 Stats Canada Cultural Indicators].
- Arts education improves creativity, academic achievement, motor skills, confidence, perseverance, focus, collaboration, decision making and accountability. Studies measuring creative thinking, critical thinking, problem solving, and reasoning all find these functions increase and improve when arts education is added to the educational mix.
- Synergetic relationships between businesses and culture are identified so that economic benefits can be measured and felt by the whole community through increased cultural revenues and attendance as well as a growth in business

Cultural Service Review and the Fee for Service Agreement

More recently, the City of Courtenay in 2019, undertook a <u>Cultural Services Review</u>. The outcomes of the report provided clarity around the actioning of several recommendations that support Cultural contributors within the City and the surrounding municipalities, and region. The report establishes the City's role in the provision of cultural services in Courtenay. The document also provides short term, medium term and on-going strategies and recommendations to facilitate the City's cultural services development. The report was received for information and adopted by Council on November 25, 2019.

To implement the report's many recommendations, a five-year Fee for Service Agreement (FFSA) between Comox Valley Arts and the City of Courtenay was signed in 2020. Comox Valley Arts was tasked to collaborate and support the development, engagement, and promotion of arts, culture, and heritage within the City and the greater CV. Within the FFSA are some 5-year deliverables pertaining to cultural tourism including:

- Promote Tourism & Economic Development Through the Arts and Culture Lens
- Continue to cultivate cultural tourism through general programming, youth and senior programs, and centralized marketing streams
- Development of our community's Cultural Industry profile through tourism and economic development resources.
- Further development of the Business of Arts educational series which supports artists directly in operating
- Continue to promote and publish the annual Central Island Arts Guide.
- Assess and centralize Arts, Culture & Heritage tourism, and marketing efforts for the region, establish a Cultural Tourism advisory committee

The implementation of the FFSA shows great foresight on behalf of the City of Courtenay and is an amazing opportunity to ensure greater representation of the arts and culture in many more aspects of municipal funding and projects.

CURRENT TOURISM & CULTURAL PARTNERSHIPS

The Comox Valley Economic Development Society (CVEDS) had held the service contract to deliver tourism and economic development opportunities within the CV. These services are majority funded through the Comox Valley Regional District Economic Development Service, which the Town of Comox, City of Courtenay, and Electoral Areas contribute to. CVEDS also receives provincial *Municipal and Regional District Tax* (MRDT) revenues on behalf of the City of Courtenay designated accommodation area to provide tourism marketing activities. This contract to deliver economic services including the Vancouver Island Visitor Centre, destination marketing and other strategic priorities will be terminated in August 2021. It was also announced early January 2021 that Tourism Vancouver Island has been subcontracted or partnered in delivering tourism services for the Comox Valley. With these current partnerships in flux, it will be important to understand and study these relationships as a precedent and apply that knowledge within the context of future strategies.

A portion of CVEDS funding (\$340,000 in 2020) was derived from the MRDT. MRDT is a program that was originally introduced in 1987 to raise revenue for local tourism marketing, programs, and projects. The MRDT is a tax of up to three percent on the purchase of accommodation imposed in specific geographic areas of the province (designated accommodation areas) on behalf of municipalities, regional districts, or eligible entities.

CVA/ CVEDS Memorandum of Understanding

In 2018 Comox Valley Arts also signed a Memorandum of Understanding (MOU) with CVEDS. Within that MOU is an agreement for Comox Valley Arts to explore ways to encourage more cultural content for tourism marketing and provide input into regional destination marketing and event development.

Over the many years of working with CVEDS within the confines of the MOU, CVA has been successful in delivering:

Marketing Collateral Development:

Each year, CVA has produced the <u>Central Island Arts Guide</u>, and associated studio tour. To make this happen each year, CVA takes on or contracts out the design and layout, advertising and sponsorship opportunities, an up-to-date membership roster and the printing and the distribution of over 25,000 copies throughout Vancouver Island and the Lower Mainland.

• Online Marketing Content:

CVA works in partnership with CVEDS in the development of <u>Discover Comox Valley</u>. CVA regularly provides content and resources to enhance Arts, Culture, and Heritage weekly, such as the review of existing outgoing marketing and providing insights and resources, we collaborated on purchased content in the BC Guide to Arts & Culture 2019 bi-annual. CVA offers an RSS feed from our ongoing content, provides up-to-date overview static descriptions of cultural organizations and Arts, Culture and Heritage in the Comox Valley, as well as outreach to sector professionals and organizations on where and how to submit information to CVEDS.

Arts and Culture Business Enhancement Sessions:

CVA routinely offers <u>professional development workshops</u> and courses to our members and the public. Courses are planned and offered throughout the year with topics ranging from *Facebook for beginners* to *Music Licensing and Song writing for Film and TV*. CVA also provides links and information

to other skill sharing being offered across Vancouver Island and province wide through the CVA website and Discover Comox Valley.

• Arts and Culture Tourism Event Development:

In person engagement is key to the success of our cultural economy. Successful event planning is the culmination of partnerships and effective visioning. Bringing art to the people and people to the arts is at the backbone of what CVA does. We have provided high level support for events like Filberg Festival, Cumberland Wild, Woodstove Festival, Comox Valley Fall Fair and Arts in Bloom which are some of the Comox Valley's most popular and attractive events.

Destination Marketing and Management Planning Session(s):

CVA participated in a strategic planning session held October 2019 as representatives of the arts, culture, and heritage sector. As well as participating in the <u>Economic Recovery Task Force</u> as a sector providing feedback from our State of the Arts survey.

• Visitor Centre Consignment Program & Retail Store:

CVA did extensive outreach on behalf of the <u>retail store</u> to transition the quality of inventory to locally created products and created informational material and support to the creative community to participate in these services. As well CVA has provided guidance and opportunity around online sales systems, product capturing including photographing inventory, marketing artists created content.

Advisory Groups:

CVA has actively engaged with both Destination BC, Tourism Vancouver Island, including several publications such as BC Guide to Arts & Culture. All with the goal to drive opportunities in our sector. In addition, CVA participated in the information and input sessions held during the Innovate 2030 planning in 2019.

While CVA has been instrumental in supporting CVEDS throughout this process and ensuring that the CV's cultural community is represented and supported within the parameters of our current partnerships and agreements. It has become apparent that as the valley continues to grow at an unprecedented rate and hosts more tourists each year, the current models and partnerships are not adequate to meet the present and future needs of either our civic or community cultural partners.

A PROBLEM OF SCALE AND SCOPE

It is anticipated that the CV will grow by 5000 residents over the next 5-10 years. With the ongoing effects of the Covid -19 pandemic international travel has been replaced by more local regional travel. Many seasonal vacationers (snowbirds) are now calling Vancouver Island home this winter, and some may look to make the move permanent. With this growth, comes the inevitable need to expand and enhance the current models of targeted marketing and promotional efforts when it comes to Cultural Tourism. Within the last two years it has become clear that the scale and scope of the current Tourism model is not adequate to fully support the CV arts, culture, and heritage community.

These concerns have been identified and through ongoing discussions and engagement it has become apparent that these concerns are shared by other cultural proponents such as Vancouver Island MusicFest, Downtown Courtenay Business Improvement Association, Cumberland Village Works (Cumberland Wild Festival and other large events), Filberg Lodge & Festival, and the Courtenay Little Theatre.

While the success of a region as a tourist destination depends on many factors, when applying a cultural lens to the issue there are a few key areas that can be identified. One such item is the effectiveness of an organization to include its members and partners in effective funding and support. It had been identified that CVEDS in its current role as the tourism service provider to deliver tourism and economic development opportunities within the CV, had not met its obligations in relation to the Arts, Culture and Heritage Sector. Given the recent changes to the most recent economic development service contract and as we delineate a path forward with new and existing community partners, some of the key issues with the previous relationship should be identified in an effort to make sure they are not repeated in the future.

1- A lack of engagement with key Cultural Partners

The CVEDS led Destination Marketing Advisory Committee had not met since 2019. This lack of engagement with the community has led to some mistrust as well as a lack of confidence in their ability to deliver on key cultural outcomes. With this engagement comes transparency, and the lack of transparency has been a strain on many sectors working within the CV.

2- Imbalanced focus on CVEDS-produced events

Rather than supporting arts, culture, and heritage organizations in their programming, CVEDS would typically ask to add or leverage Cultural assets (talent, planning, volunteers, marketing etc.) to events like Dine Around or Shellfish Festival which are CVEDS initiatives. Other world class events like Vancouver Island Music Fest, the Cumberland Wild and Filberg Festival are on equal footing if not above some of the CVEDS initiatives and would benefit from additional marketing and promotional efforts and funding. These events typically do not receive the attention or support from CVEDS that they require or deserve. Leading to an overall impression and reality is that over the years many opportunities were lost to broaden the scope and reach of our tourism marketing strategy by not looking beyond the preferences and limits of any single organization.

3- Leveraging of existing events for the benefit of CVEDS

Building upon the success of other events and attractions can be an effective approach, especially if those new events can occur during shoulder seasons, but the effort must be made to ensure that the "parent event" does not suffer. A recent example of this challenge would be Winterfest. It was developed by CVEDS as a winter counterpart to the popular and successful Music Fest, but the mismanagement of event funds and lack of communication ended up stressing relationships with Music Fest staff and organizers. https://decafnation.net/tag/vancouver-island-music-fest/

4- Inadequate support for local events

Ensuring local events with massive draw and potential that could encourage an increase in tourism to the CV if marketing occurred outside of the CV. There are many examples including the Central Island Studio Tour that occurs during the shoulder season annually in May and has an attendance of over 5000 many from outside the Comox Valley. This event continues to grow but each year received little to no focus on behalf of CVEDS in reaching an audience beyond the valley. As well, most events that have been presented at the other Civic Partners (SWT, CVAG, CMPC) venues, did so without much or any support from CVEDS. Our community also holds hundreds of events annually from the Downtown Courtenay Summer Markets, Cumberland's Woodstove Festival, Comox's Nautical Days, to smaller outlying event like the music series at the Merville Hall, Black Creek Fall Fair, or Fanny Bay Days each

supporting the Comox Valley's thriving arts, culture, and heritage scene. This again resulted in missed opportunities in reach and scope for each event, as well as the valley as a whole.

5- Low-level grants with too much focus on MRDT revenue

Granting opportunities with guidelines that may be too restrictive combined with low funding amounts become an issue for several community groups as the years went on. For example the Sport & Event Attraction Fund, whose goal is "creating existing or attracting new events that have the ability to bring overnight stays to the Comox Valley". With more of a focus on overnight stays, and such small amounts of funding based on the criteria, the type of events that qualify may be limited. Instead focus seems to be on collecting the revenue of the tax applied to sales of short-term accommodation (up to 3%) often known as 'hotel bed nights'.

6- Lack of focus on Arts & Culture

Starting almost 15 years ago with the Comox Valley Cultural Development Plan and it's follow up marketing documents, a roadmap had been created in an attempt to enhance the cultural sector through economic development. While some of the "Cultural Products" identified in the report have received support such as culinary experiences and festivals, many other of the recommendations and areas of the cultural sector have been neglected if not forgotten in subsequent development plans. In fact the 2018 Strategic Priorities Plan makes no reference to any arts, culture or heritage initiatives or areas of focus, only to have arts and culture come back again in the Innovate 2030 Masterplan.

This has resulted in a community consensus that the cultural marketing campaigns in the CV are not all encompassing of the sector, tend to only pick the events and initiatives that favour CVEDS based events and have been extremely inconsistent over the years.

The CV is fortunate to have an amazing array of both natural and cultural assets that make it the perfect four-season tourist destination. Arts, Culture and Heritage plays a key role in the current and future success of the Valley and the scale of funding and overall reach needs to match the growth of the valley. As highlighted in this report the current model of tourism funding and leadership through CVEDS is not operating in a balanced and equitable way in relation to the cultural community.

To ensure that our cultural leaders, artisans, artists, musicians, actors, creatives, and makers feel supported and are given the opportunity to showcase their talents to the world, a better system of cultural representation, participation and advocacy needs to be developed. Partnerships need to be re-evaluated and funding dispersal should be addressed to allow the most competent and best equipped groups to be able to effectively reach and support their members where possible.

PUTTING COMOX VALLEY ON THE MAP

A Collaborative Approach

It has been established through the results of the CSR, engagement with local cultural collaborators and this report that the decision making and funding around the marketing and promotion of cultural tourism should be directed by its sector to ensure a more balanced, efficient, and authentic approach to arts and culture tourism and marketing though the CV.

The CVA has in many ways been acting in a similar role to what is described above for many years but without the high level of engagement from adjacent community leaders or financial support. As proposed in the CSR as well as with the support of other key cultural partners it would be proposed that the CVA undertake a more active and direct role by acting as Cultural Tourism Advisors. This role would ensure a more balanced approach to engagement and funding as CVA would be able to liaise between the tourism service provider and the greater culturally creative community, with more purpose, passion, and direction.

This role would require direct funding to CVA and would help in the establishment of some long-needed benchmarks and deliverables in Arts, Culture and Heritage tourism for the cultural sector across the entire CV. With both short and long-term goals CVA would be able to meet immediate needs as well as future needs by planning, developing, and supporting a more robust and encompassing cultural approach to tourism.

Timeline

Short Term (1-2 years)

- 1- Convene an advisory committee that involves the creative community in telling their story.
 - A grass roots artist led initiative to ensure all voices are heard.
- 2- Convene Arts, Culture, and Heritage roundtable discussions.

Bringing the main voices of civic led partners to the table on a regular basis the discuss relevant issues and set outcomes. This has already been convened with many positive aspects already being noted.

3- The collection of art and culture economic data

To be used as a guide to where the biggest gains can be made immediately, and where growth could be attained with little extra effort.

4- Develop a real time Events Calendar and source

A list of resources and calendar of upcoming events, opportunities, and content to be made available to the tourism service provider

Mid - Long Term (3-5 years)

- 5- CVA to become the leading figure and organization in the marketing, development, and tourism within with the cultural sector for the CV.
- 6- Develop an Arts, Culture, and Heritage Tourism Strategy
- 7- Assist in development of local and valley wide cultural plans
- 8- Begin feasibility studies and advisory panel looking into the creation of a Community Arts Centre

With over 15 years of community input, reporting and analysis there is an immense list of actionable items that have been identified as cultural opportunities. This is a great resource that can and will be used in future discussion and plans. A more robust list of the items is listed within. (Appendix B.)

Once established, an Arts, Culture, and Heritage Tourism Strategy, in collaboration and guided by the advisory and cultural partners committees, can be implemented through measurable and effective actions.

SUMMARY

Many of the arts, culture, and heritage community members believe this is an opportunity to use the power of our sector to support the overall wellbeing of our community in the long term. Tourism and economic development dedicated to our industry and its audiences will contribute to a thriving, connected, and engaged CV. Thousands of citizens, groups, organizations have built this prosperous industry and they deserve support in both development aspects and in direct funding.

With the unprecedented challenges that are being put on the global community and CV with Covid 19 - we need to adapt the tourism, service, and cultural sectors to be able to engage quickly and at all levels of the community as well as plan for a future that has taken these lessons and provides an outlook that will empower and entrust our cultural community for years to come.

It is with great gratitude that we thank all our partners and community leaders that have gotten the CV to where it is today and the vision for our community that will ensure a legacy of cultural leadership and creativity.

APPENDIX A

REFERENCES

The following are several of the resources and initiatives that have been referenced in this report.

1- 2007 CVRD/CVEDS plan partly funded by the Cultural Capitals grant and input taken through the regional growth strategy consultations:

https://discovercomoxvalley.com/wp-content/uploads/2016/06/Comox-Valley-Cultural-Development-Plan-Draft.pdf

This included a complete marketing plan:

https://www.dropbox.com/s/nqybazcu2yc6bsd/Comox%20Valley%20Cultural%20Development% 20Marketing%20Plan.pdf?dl=0

2- 2017 Parks & Recreation Plan that included Culture pg. 104-108,

https://www.courtenay.ca/assets/Departments/Rec~and~Culture/Parks~and~Rec~Master~Plan/2019-07-02-Parks-Rec-Master-PlanFINAL.pdf

3- 2019 Cultural Service Report

https://www.courtenay.ca/assets/Community/Documents/Courtenay Cultural-Services-Report-Final2019.pdf

4- 2019 Innovate 2030 sessions conducted by MDB Insights

https://discovercomoxvalley.com/wp-content/uploads/2019/11/CVRD-Presentation-Nov.-26-Final.pdf

- 5- 2020 Economic Recovery Task Force Industry Advisor Business Case Action Plan https://discovercomoxvalley.com/wp-content/uploads/2020/11/Industry-Advisor-BCAP-Submission-Summary-Report-Nov-24.pdf
- 6- The draft Strategic Plan for Municipal & Regional District Tax (MRDT) includes growth of Arts, Culture & Heritage tourism marketing, as well as service offerings (e.g., Bookable tours). This draft was presented at the CVRD in January 2021; however, it is not yet available for public viewing.
- 7- City of Courtenay Annual Report 2019

https://www.courtenay.ca/assets/City~Hall/Annual~Reports/Courtenay_Annual_Report_2019.pd f

APPENDIX B

CULTURAL OPPORTUNITIES

Arts, Culture and Heritage sector members need to be engaged in the decision making around how their industry and their audiences need to be supported. There are incredibly progressive ideas brewing about how to develop tourism externally as well as regionally. People want to visit communities that are diverse and strong. Support for the growth and promotion of a diverse creative community will help us build a healthy and thriving community where our proven interest in Arts, Culture, and Heritage are valued and invested in.

- Develop a cultural brand to be used in all communications
- Create something like the "Island Good" campaign
- Develop a marketing/media strategy for year-round local and external promotion of ACH Activity in the region,
- Focus on stronger coordination, collaboration, and communication between ACH members and tourism properties
- Embrace and promote a contemporary and progressive vision of heritage in the community
- Strengthen awareness of cultural activities through integrated tourism packages
- Improve community awareness and understanding of the range of programs and activities within the community
- Develop a central community calendar (or redevelop existing) that allows for easy central submission and distribution of information (e.g., Promote RSS feed distribution to other calendars, newsletters, event listing websites) This could include an interactive cultural map or cultural portal as a "one-window" tool for access to information on cultural activities and experiences
- Develop a calendar for planning & resource sharing to streamline and systematize year-round
 ACH activity
- Encourage and support community cultural organizations in increasing of programs and activities and increase funding opportunities
- Support and empower the development of an annual Heritage event
- Incorporate values and vision of official community planning components such as equity, climate action, healthy neighbours, and strong agency, into ACH planning
- Strive to integrate culture into all planning processes including land-use planning, economic development, tourism, and planning for new civic facilities,
- Understand and use the communication channels of diverse communities,
- Promote youth, cultural diversity and interculturalism in programming delivered,
- Transform the current advisory committees to the Culture Working Group to support integration of culture across departments

- Address ongoing accessibility needs at all municipal venues, from the perspective of attending or participating in cultural events
- Consider establishing an ASL requirement for municipally supported events
- Expand efforts to increase visibility and understanding of Aboriginal culture through and seek participation from Aboriginal communities in new initiatives
- Establish a youth arts council to liaise with organizations and government to address the needs and ideas of our youth
- Support and empower the establishment of an annual valley-wide multi-cultural event
- Seek to establish the Comox Valley as a "Market City"
- Establish a public art policy & fund, acknowledging that public art is an attraction in and of itself.
 Increase investment in public art to bring cultural vibrancy and identity to the City Centre as a cultural hub. Consider a sculpture walk, or light-art installations, art kiosks, painted sidewalks, street banners, bridge decoration, shade cloth art at parks
- Work to create attractive and memorable outdoor spaces in the City Centre (and other neighbourhood hubs in the region), including covered performance/meeting space
- Build and promote cultural and heritage site maps for easy mobile access and user interaction.
- Establish core funding to activate ongoing research, consultation, access, and analysis of cultural needs
- Mapping, facilities, preservation, costing, and key finding reporting is important to the future of a thriving cultural community
- Evaluate the feasibility to establish facilities and spaces to attract individuals working in the creative cultural sector.

APPENDIX C

LETTERS OF SUPPORT

Dallas Stevenson
Executive Director
Comox Valley Community Arts Council
Re: Comox Valley Arts and Converge Proposal
2021.03.18



Dear Dallas,

Please accept this as a letter of support and appreciation for the Comox Valley Community Arts Council's (Comox Valley Arts) creation of the Converge report.

The Courtenay and District Museum and Palaeontology Centre (CDM), now celebrating its 60th year, has a mandate of preserving and interpreting cultural and natural history of the Comox Valley region.

The CDM manages substantial regional collections, interpretive exhibits, and programmes of social and natural history. Discoveries of Cretaceous marine reptiles provide a unique lens through which the museum can merge interpretation of cultural and natural history. A broad audience responds well to this and visits the museum as well as other regional attractions and businesses. The museum and other arts, culture and heritage organizations are significant in driving regional economic development.

Community builders in British Columbia and across Canada created organizations, such as museums, theatres, interpretive centres, and galleries with mandates to enrich community life. Today, arts, cultural and heritage professionals, working with boards and staff, continue to realize these legacy mandates while adapting and growing towards the future.

The keys to success for these organizations, and for the community, are public engagement and participation. This requires genuine, direct, messaging. As in any sector, engaging people who know and can convey the worth of a service or product is most effective for economic development.

For this reason, the following deliverables outlined in the Converge report are critical to the CDM:

- "Promote Tourism & Economic Development Through the Arts and Culture Lens
- Development of our community's Cultural Industry profile through tourism and economic development resources.
- Assess and centralize Arts, Culture & Heritage tourism, and marketing efforts for the region, establish a Cultural Tourism advisory committee."

Thank you to Comox Valley Arts, for your significant collaboration and for proposing these critical steps.

Sincerely,

Deborah Griffiths Deborah A. Griffiths M.A.

Executive Director



Dallas Stevenson
Executive Director, Comox Valley Community Arts Council

Re: support for the CONVERGE proposal prepared CV/Arts

Hello Dallas,

I am writing to express the Comox Valley Art Gallery's support for the proposal outlined in CONVERGE, a report created by the Comox Valley Arts – the community arts council - in consultation with arts, culture and heritage stakeholders.

We believe that that the arts, culture and heritage sector are vital to the community's well-being and economic health. There is tremendous untapped potential for attracting visitors, supporting local artists, and strengthening cultural organizations, and generating economic activity in the Comox Valley. This could be remedied by a strategic, well-planned, and unified approach to marketing and promotion, guided by people who have a deep understanding of the sector and a constructive, collaborative working relationship with the Comox Valley's arts, culture and heritage organizations.

Thank you for your work on developing this proposal. You have our full support.

Sincerely,

Glen Sanford

Executive Director, Comox Valley Art Gallery



To: Mayor and Council: City of Courtenay, Town of Comox, Village of Cumberland. Chief and Council, K'omoks First Nation, Comox Valley Regional District Board.

March 15, 2021 – Regarding CONVERGE Report/Proposal from Comox Valley Arts.

The Sid Williams Theatre Society looks forward to any new opportunities resulting from CV Arts taking a larger role in tourism marketing for our valley's cultural sector. The SWTS has experienced all the issues noted on pages 7-8 of the CONVERGE Report, especially the negative impact and loss of revenue for our established events and those of our many rental-clients. We look forward to a new day.

Performing Arts and Film are major industries in British Columbia and on Vancouver Island, COVID notwithstanding. Both are also complex industries with widely varying disciplines and needs. Timing is always critical. We believe that CV Arts, being an active cultural participant and service provider, is in a better position to understand how this multi-layered economy flows through our valley, Island, and province. External marketing that appropriately supports our diverse cultural products and services would be a big step forward. Internal product and service development (a behind-the-scenes aspect of any good marketing) is another way to re-envision using the MRDT, as a sidebar (p. 2).

The persistent CVEDS/DMAC focus on "destination events" and hotel room bookings never worked for the SWTS. The Sid is a mid-sized regional facility <u>not</u> a concert-capacity arena. Most of our out-of-town patrons (8300 in 2019) are Islanders who return home after an event. *This is still valid tourism* considering the hospitality and retail spinoff. A key example of where the Sid *does* generate "room nights" is our 'Blue Circle' series: visiting talent and their "roadies." We are optimistic that CV Arts will work with us to boost this type of activity.

Another 2007-2019 disconnect was around the facility itself as an "attraction." The SWT is a multi-million-dollar facility serving Sid-presented events and <u>many</u> local and out-of-town rental clients. Over the last 20 years, we have (with the help of the City of Courtenay and others) invested further millions in our equipment, services, systems, and personnel, including our full-service Box Office. BUT we are also constantly *in competition with larger and better-funded facilities on Vancouver Island*. To help us compete successfully, a tactical approach is needed, derived from industry expertise. CONVERGE references such an approach: a "synergistic relationship between business and culture" (p. 3) and a "collaborative approach between stakeholders" (p. 9).

The only item we would flag in the proposal is the placement of "feasibility studies". Whether for a single *Comox Valley Arts and Cultural Centre*, or the expansion/development of the facilities providing cultural services now; feasibility studies need to be ready much sooner than 3-5 years (p. 10). Otherwise, Federal funding windows will close before we get there.

In conclusion, we support many aspects of this proposal and hope that working with CVA, local government and other cultural partners will help us showcase our facility, its latest technology, and our high-quality events and services regionally and beyond.

Deborah Renz, Brian Mather

Management and Board – Sid Williams Theatre Society



To: Council File No.: 5335-20

From: Chief Administrative Officer Date: October 25, 2021

Subject: Ryan Road Sidewalk (Back Rd to Sandwick Rd) Project Update

PURPOSE:

The purpose of this report is to provide Council with an update on the Ryan Road Sidewalk (Back Rd to Sandwick Rd) Project, and to seek direction from Council to proceed with permitting this year, for a sidewalk and expanded bus pull-out, based on stakeholder engagement with the Ministry of Transportation and Infrastructure (MoTI). Pending budget and financial plan approval, and Council direction, staff would proceed into detailed design and construction in 2022.

EXECUTIVE SUMMARY:

Per Council's 2017 resolution, improved safety for active transportation along Ryan Road between North Island Highway and Lerwick Road had been identified.

This project addresses the north side of Ryan Road between Back Road and Sandwick Road, which currently has a paved shoulder with ditch and bus stop. This portion of Ryan Road is under MoTI jurisdiction, and proposed improvements will require their support.

In 2020, per the direction of senior leadership, the City engaged an engineering consultant to develop preliminary design options and cost estimates as a basis for discussion and budget purposes. The two options developed represented a minimized (sidewalk only) and maximized (sidewalk, boulevard, and bike lane) option.

In 2021, these preliminary design options were submitted to MoTI for comment and a review meeting. The feedback received from MoTI was that they supported the need for a sidewalk, and requested an expanded bus pull-out at or near the existing stop. They did not support the proposed bike lane as they don't allow buffered bike lanes on MoTI roads, and felt the west end of the project (Ryan Rd at Sandwick Rd) would leave the bike lane orphaned, with no connection to existing or proposed cycling infrastructure, potentially leading to safety issues.

Based on MoTl's feedback, we are proposing to advance permitting in 2021, to support a sidewalk and expanded bus pull-out. Pending budget and funding approval, and Council direction, staff would proceed into detailed design and construction in 2022.

CAO RECOMMENDATIONS:

THAT based on the October 25th, 2021 staff report "**Ryan Road Sidewalk (Back Rd to Sandwick Rd) Project Update**" Council approve OPTION 1, and direct staff to:

- Advance permitting in 2021, supporting the design of a sidewalk and expanded bus pull-out, based on MoTI's feedback.
- 2. Pending budget and funding approval, through the 2022-2026 financial planning process, proceed into detailed design and construction in 2022.

Respectfully submitted,

Geoff Garbutt, MCIP, RPP Chief Administrative Officer

BACKGROUND:

Per the resolution carried by Council on September 5th, 2017:

"...that the City engage with the Ministry of Transportation & Infrastructure to engineer a safe crossing of Ryan Road between North Island College and Cowichan Avenue, and to enhance pedestrian, scooter and cycling safe access along Ryan Road between the North Island Highway and Lerwick Road."

The portion of Ryan Road, between Back Road and Sandwick Road, currently has no sidewalk on the north side of the road, leaving pedestrians to share the shoulder with cyclists. Meanwhile, the sidewalk on the south side of Ryan Road is not wide enough to safely accommodate wheelchairs, strollers, and scooters traveling in both directions.

With a significant number of new and existing multi-family and senior housing north of Ryan Road, and commercial area and major transit routes to the south, this is an active transportation safety issue of increasing concern.

The Connecting Courtenay Transportation Plan recommends new sidewalks on urban area highways, arterial roads, and collector roads that currently have one or no sidewalks and are in areas around schools, in commercial areas, and along transit routes.

Ryan Road is under the jurisdiction of the MoTI and any work along Ryan Road will ultimately require their approval and permitting.

DISCUSSION:

Appended to this staff report as Attachment #1 is the Ryan RD Upgrades Concept drawings (September 15, 2020). These drawings present the minimized and maximized preliminary designs, which were used for discussion and review with MoTI.

<u>Schedule</u>

The schedule presented below is pending Council, budget, and permit approval.

SCHEDULE								
		20	21			20	22	
Deliverable	Jan – Mar	Apr- Jun	Jul- Sept	Oct- Dec	Jan – Mar	Apr- Jun	Jul- Sept	Oct- Dec
MoTl Stakeholder Engagement								
Staff Report to Council								
Permitting								
Procurement for Detailed Design								
Detailed Design								
Tender Process								
Construction								

Considering this aggressive schedule, the need to confirm a design direction is required immediately, to facilitate the possibility of construction in 2022. Without a confirmed design direction, critical path items such as permitting cannot proceed.

Permitting

The table below outlines some of the major permits required as well as their lead times.

Permit Required	Estimated Approval
	Duration
Heritage Inspection Permit – Province of BC Archaeology Branch	9 months
2. Site Alteration Permit – Province of BC Archaeology Branch	9 months
3. Changes in and about a stream – Ministry of Forests, Lands, Natural	6 months
Resource Operations & Rural Development	
4. Cultural Heritage Investigation Permit – K'ómoks First Nation	1 month

There is a documented archaeological area near the west end of this project that will require provincial and K'ómoks First Nation permitting. With the potential of a 9 month approval process for the provincial archaeological permits, these applications will need to be submitted in 2021 in order to allow for the possibility of construction in 2022. The potential for environmental permitting is also present, due to the alteration of a storm water ditch that flows into fish bearing watercourses.

Consultation will also be required with:

FortisBC - due to the project's proximity to a natural gas main

- RCMP due to the project's proximity to the Comox Valley detachment
- BC Transit consultation for modifications to the existing bus stop

FINANCIAL IMPLICATIONS:

The below table presents the budget available in 2021 and the requested budget for 2022 based on cost estimates for detailed design, construction, and engineering construction services.

Budget Year	Amount
2021	\$75,000
2022	\$1,550,500

The current budget of \$75,000 for 2021 would cover the cost of preparing the permit application package and submission, estimated at \$5,000 - \$10,000.

Pending budget and funding approval through the 2022-2026 financial planning process staff would then proceed into detailed design and construction in 2022.

The project team will continue to explore the potential for grant opportunities as the project moves into detailed design.

ADMINISTRATIVE IMPLICATIONS:

The Ryan Road Sidewalk Project will be led by Engineering Services, with support from most other City Departments. Consultants with technical knowledge specific to this work will be utilized to develop and implement detailed designs and processes. Estimated costs associated with external consultants are included in the project capital budget.

ASSET MANAGEMENT IMPLICATIONS:

Courtenay practices advanced asset management principles and is recognised as a leader in the field. Within this context, the Ryan Road Sidewalk would become one of the City's assets. On-going maintenance would be periodically required to maintain the asset at its intended level of service.

STRATEGIC PRIORITIES REFERENCE:

As part of the 2019 Strategic Priorities Chart a list of Council's NOW/NEXT priorities were adopted.

Strategic Priorities 2019 - 2022

As part of the Strategic Priorities for 2019 - 2022 the following are relevant to the Ryan Road Sidewalk (Back Rd to Sandwick Rd) Project:

We proactively plan and invest in our natural and built environment

- Focus on asset management for sustainable service delivery
- ▲ Look for regional infrastructure solutions for shared services

We plan and invest in methods of multi-modal transportation

Move forward with implementing the City's Transportation Master Plan

▲ Collaborate with regional and senior government partners to provide cost-effective transportation solutions

OFFICIAL COMMUNITY PLAN REFERENCE:

The OCP sets out the following policies in Part 5 Transportation:

5.3 Policies

6. The City will pursue the development of a continuous pedestrian system and will continue to ensure that walkways and pedestrian linkages are provided in all new developments, particularly for major destination points, and are provided by the developer at the time of subdivision.

REGIONAL GROWTH STRATEGY REFERENCE:

The Ryan Road Sidewalk (Back Rd to Sandwick Rd) Project is aligned with "Goal 4: TRANSPORTATION" of the RGS.

Supporting Policies:

- 4B-3 Ministry of Transportation and Infrastructure should work with local governments to review road standards and subdivision design so that the Subdivision Approvals process prioritizes pedestrians, cyclists and transit use and also support longer term regional transportation networks.
- 4B-5 Local governments should develop consistent, region-wide street, sidewalk and intersection standards to manage automobile traffic speeds, improve pedestrian and cyclist safety, accessibility, and support healthier, and more active transportation choices.

CITIZEN/PUBLIC ENGAGEMENT:

Pending budget and funding approval, through the 2022-2026 financial planning process, staff would be directed to proceed into detailed design in 2022, when we would continue stakeholder engagement, and inform the public of the project via social media and a project website. Advanced notice of traffic impacts will be communicated to the community prior to construction.

Staff will Inform the public and key stakeholder groups based on the IAP2 Spectrum of Public Participation:

Increasing Level of Public Impact

Public participation goal

Inform Cons

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult Involve

To obtain public

and/or decisions.

feedback on

alternatives

analysis,

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate Empower

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution. To place final decision-making in the hands of the public.

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OPTIONS:

Option 1: THAT based on the October 25th, 2021 staff report "Ryan Road Sidewalk (Back Rd to Sandwick Rd) Project Update" Council approve OPTION 1 and direct staff to:

- 1. Advance permitting in 2021, supporting the design of a sidewalk and expanded bus pull-out, based on MoTl's feedback.
- 2. Pending budget and funding approval, through the 2022-2026 financial planning process, proceed into detailed design and construction in 2022.

Option 2: THAT Council refer this item back to Staff for further consideration.

Prepared By:

Brandon Donais, CTech, PMP Engineering Technologist

Reviewed By:

Chris Davidson, P.Eng, PMP Director of Engineering Services Reviewed by:

Jennifer Nelson, CPA, CGA Director of Financial Services Concurrence by:

Geoff Garbutt, MCIP RPP Chief Administrative Officer

ATTACHMENT(S):

Attachment #1: Preliminary Design Drawings - Ryan RD Upgrades_concept_2020-09-15

	TITLE 2				STA: 0+000 TO 0+170	STA: 0+170 TO 0+350	STA: 0+000 TO 0+170	STA: 0+170 TO 0+350	STA: 0+000 TO 0+170	STA: 0+180 TO 0+340	STA: 0+000 TO 0+160	STA: 0+170 TO 0+340	OPTIONS 1 AND 2	OPTION 1 ALTERNATIVES
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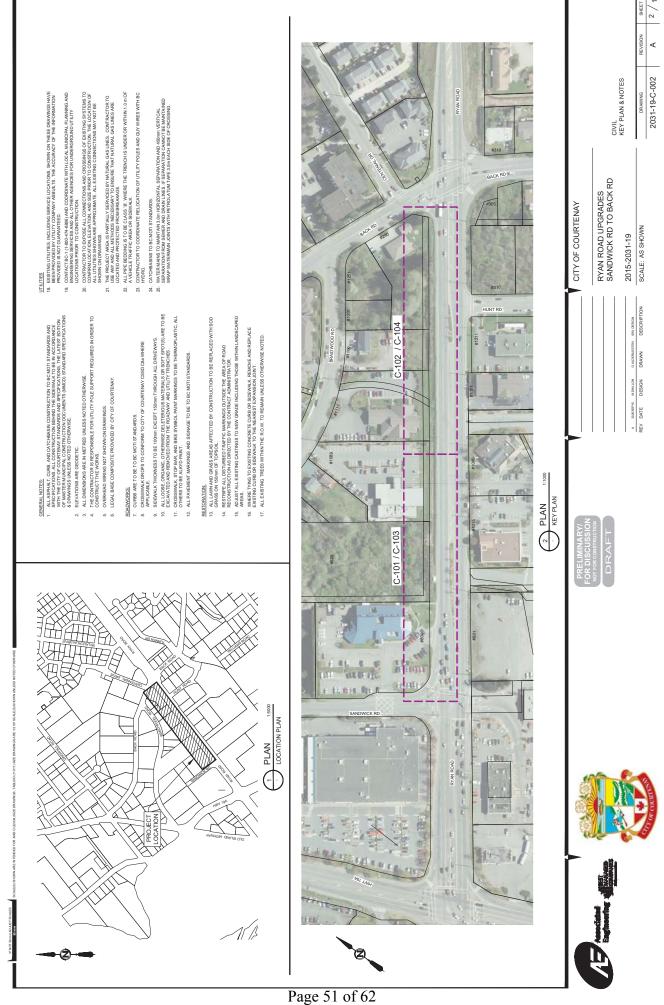


CITY OF COURTENAY

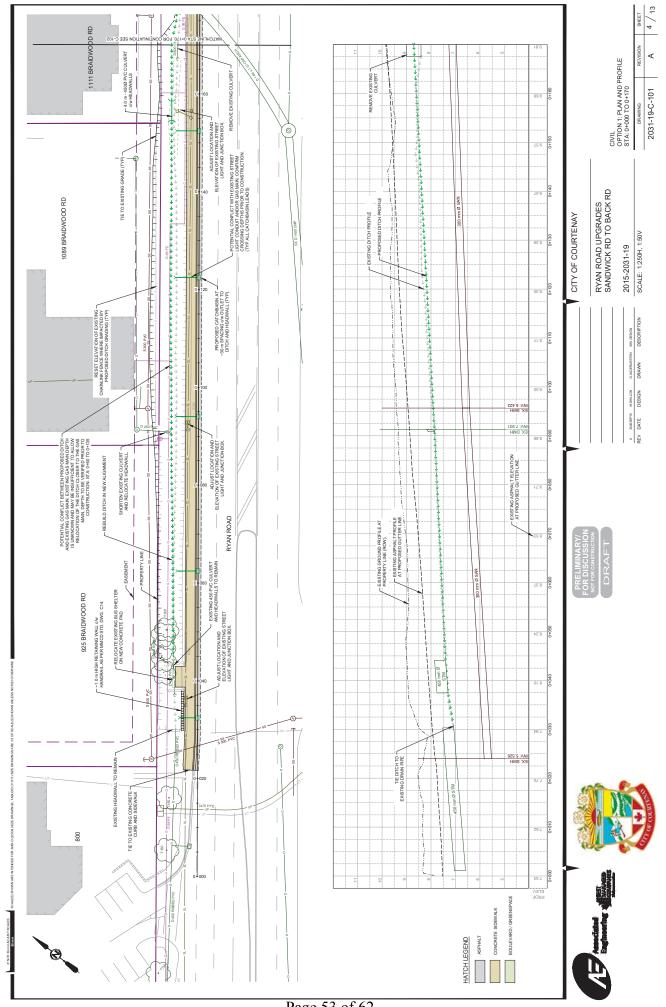
RYAN ROAD UPGRADES SANDWICK RD TO BACK RD



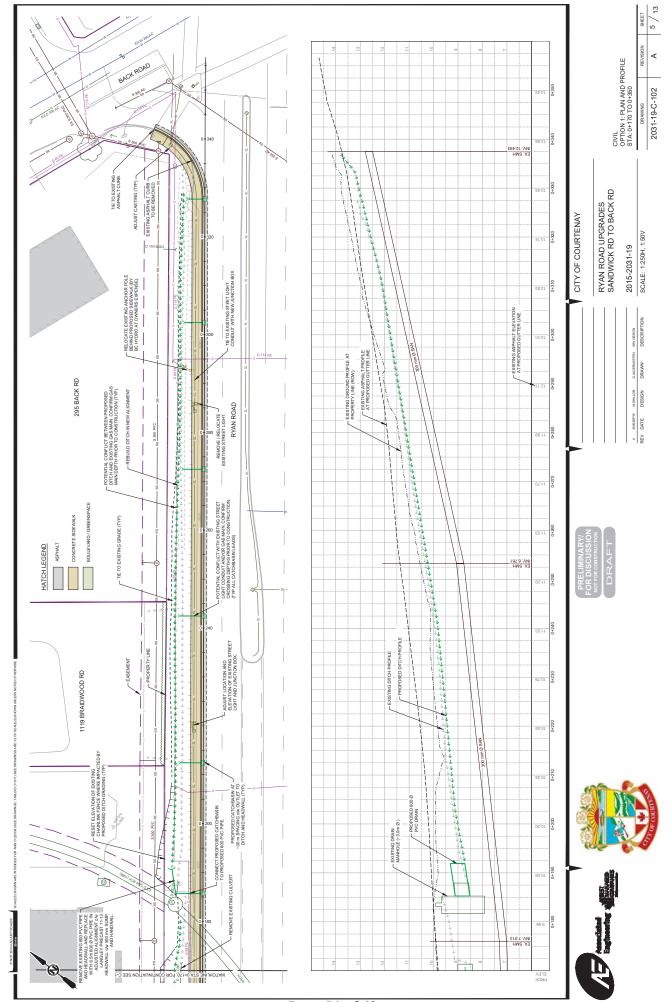
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