



**TOWN OF CRESTON
REGULAR COMMITTEE OF THE WHOLE MEETING AGENDA**

Tuesday, December 15, 2020, 4:00 P.M.

Held Electronically via Webex In Accordance with Ministerial Order No. M192

Webex Login: <https://creston.webex.com/creston/j.php?MTID=madbadac8ef1be1a96a20757e5095b0de>

Meeting Number: 177 427 6994 Password: TownCouncil

1. CALL TO ORDER

2. ADOPTION OF AGENDA (and additional items if necessary)

3. DELEGATIONS

None

4. BUSINESS

- a. Proposed Regular Council and Committee of the Whole Meeting Schedule for 2021
- b. Proposed Town of Creston Council, Board, Committee and Commission Appointments for 2021
- c. City of Fort St. John, correspondence regarding the Union of BC Municipalities Convention Schedule (requesting that Minister's Meetings be scheduled in advance of the UBCM Convention)
- d. Council Direction Request from the Chief Administrative Officer regarding communication and branding of the Revitalization Tax Exemption Program







5. QUESTION PERIOD

6. ADJOURN AND MOVE TO A CLOSED COMMITTEE OF THE WHOLE MEETING

Pursuant to Sub-Section 90(1)(c) labour relations and (1)(k) negotiations respecting the proposed provision of a municipal service of the *Community Charter*.

Council & COTW Meeting Schedule

2021

 Council Meetings	 Committee of the Whole Meetings	 Stat Holidays	 AKBLG Convention	 FCM Annual Conference	 UBCM Convention
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January

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31						

February

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May

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June

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July

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November

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December

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26	27	28	29	30	31	



Town of Creston 2021 Council, Board, Committee and Commission Appointments

Government Related Agencies – 2021

Arrow Creek Water Treatment & Supply Commission

Representative..... Councillor Elford
Alternate Councillor DeBoon

Creston Valley Services Committee

Representative..... Councillor Comer
Alternate Councillor Elford

Creston Valley Health Working Group

Representative..... Councillors Unruh
Alternate Mayor Toyota

East Resource Recovery Commission (RDCK)

Representative..... Councillor DeBoon
Alternate Councillor Comer

Economic Action Partnership (EAP)

Representative..... Councillor Comer
Alternate Councillor Elford

Kootenay East Regional Hospital District

Director Councillor Unruh
Alternate Director Mayor Toyota

Emergency Operations Centre

EOC Director Chief Administrative Officer
Member Fire Chief
Resource RDCK Emergency Coordinator, Creston, Areas A, B & C
Council Liaisons..... Mayor Toyota & Councillor Elford

Municipal Insurance Association of BC

Representative..... Councillor Elford
Alternate Councillor Wilson

Regional District of Central Kootenay

Director Councillor Comer
Alternate Director Councillor Elford

Community Organizations

<u>Creston & District Library Board</u>	
Representative.....	Councillor Wilson
<u>Community Arts Council of Creston</u>	
Representative.....	Councillor Wilson
<u>Creston-Kaminoho Friendship Society</u>	
Representative.....	Councillor Wilson
<u>Creston Valley Blossom Festival Association</u>	
Representative.....	Councillors Unruh
<u>Creston Valley Chamber of Commerce</u>	
Representative.....	Councillor Tzakis
<u>Creston Valley Community Housing Society</u>	
Representative.....	Councillor Tzakis
Alternate	Councillor Wilson
<u>Creston Valley Community Network Society</u>	
Representative.....	Councillor Tzakis
<u>Creston Valley Trails Society</u>	
Representative.....	Councillor DeBoon

Other Organizations

<u>Creston Valley Forest Corporation</u>	
Director	Councillor Elford
<u>BC Transit</u>	
Representative	Mayor Toyota
Representative	Councillor Wilson
<u>Creston Valley Regional Airport Society</u>	
Liaison	Councillor DeBoon
<u>Kootenay Forest Sector Collaborative</u>	
Representative.....	Councillor Elford

Select Committees

<u>Parcel Tax Roll Review Panel (Foot Frontage)</u>	
Chair	Councillor Unruh
Member	Councillor Wilson
Member	Director of Finance & Corporate Services
<u>Cemetery Advisory Committee</u>	
Members.....	Mayor Toyota and Councillor DeBoon



City of Fort St. John
10631 100 Street | Fort St. John, BC | V1J 3Z5
250 787 8150 City Hall
250 787 8181 Facsimile

December 1, 2020

File # 0230-20

Email: jjustason@ubcm.ca

Union of BC Municipalities
Suite 60 - 10551 Shellbridge Way
Richmond, BC V6X 2W9

Attention: Jamee Justason

Dear Ms. Justason,

Reference: **UBCM Convention Schedule**

City Council has been reviewing its memberships in various organizations, taking into consideration the value provided by the organization versus the expense to be a member. At the July 27, 2020 Council meeting, Council had a robust discussion regarding this topic as well as the current format of the annual UBCM Convention.

The resolutions session, in which many municipalities contribute submissions for discussion, are debated at the same time as individual local government Minister meetings are scheduled. Both are important to attend which leaves local government elected officials conflicted with competing priorities since their resolution submission(s) may be discussed at the same time as they are scheduled to meet with a Minister.

Since the 2020 UBCM convention is virtual, this allowed the Ministers meetings to be scheduled from September 14 to 18 with the convention itself taking place from September 21 to 24. It is recognized that the alternate format was developed due to the pandemic although this change may bode well to incorporate as part of the regular convention schedule moving forward. This would allow local government elected officials to participate in the convention as well as attend requested Minister meetings.

It is acknowledged that UBCM is undertaking a review of its existing resolution process to streamline the number and content of submissions which may result in the number of resolutions being reduced.

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December 1, 2020 Letter to UBCM

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It would be appreciated if UBCM could provide an update on members' response to the resolution submission process changes and the change in Minister meeting scheduling.

If you have any questions, please contact me at (250) 787-8160 or by email at lackerman@fortstjohn.ca.

Yours truly,



Lori Ackerman
Mayor

cc member municipalities

COUNCIL DIRECTION REQUEST (CDR)

Town of Creston

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ACTION DATE: December 15, 2020

SUBJECT: RTE Bylaw Branding and Communications

SUGGESTED FOLLOW-UP ACTION: THAT Council APPROVES that the Revitalization Tax Exemption Bylaw No. 1918, 2020 be branded as Business Investment Incentive Program AND FURTHER THAT Council DIRECTS Staff to implement a communication plan on promoting the Business Investment Incentive Program.

CAO COMMENTS: Report is provided by CAO.

BACKGROUND

Staff Briefing Note:

Attached ☒

Available ☐

Nil ☐

1. DEFINE THE TOPIC

KEY INFORMATION: The vast majority of municipalities do not provide additional branding to adopted Revitalization Tax Exemption Bylaws. Most alterations to the generic RTE bylaw name refer to either “Heritage” or “Downtown” with the exception of the City of Kimberly which promotes their RTE as the “Investment Incentive Program”. Staff recommend to consider using the “Business Investment Incentive Program” which clearly identifies the intent of businesses in appropriately zoned areas of the municipality.

RELEVANT OBSERVATIONS: With the first and second reading completed, the actual name of the bylaw will not be changed, only the branding and communication associated with the RTE bylaw.

STRATEGIC QUESTIONS: Does Council wish to encourage economic, environmental and social investments within the municipality?

ESSENTIAL QUESTION: Does Council wish to increase promotion and communication of the Revitalization Tax Exemption Bylaw No. 1918, 2020 through branding?

2. DETERMINE DESIRED OUTCOMES if the essential question is addressed.

KEY RESULT: Branding of RTE bylaw may increase interest in program.

DESIRED BENEFITS OF KEY RESULT: Increased investment in commercial buildings.

REQUISITES: Implementation of communication plan to promote the “Business Investment Program”

UNINTENDED OUTCOMES: N/A – Continuation of past RTE programs under a new name.

3. EXPLORE RESPONSE OPTIONS to achieve the key result (Pros & Cons)

1.	Council approve the branding of RTE bylaw to “Business Investment Incentive Program”
2.	Council suggest an alternative name to promote Revitalization Tax Exemption Program.
3.	Council direct staff to not change the name of the existing program – Status Quo.

Submitted by:


Michael Moore, CAO

Reviewed by:

CAO


Michael Moore, CAO

STAFF BRIEFING NOTE

Town of Creston

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date.

DATE:

TO: Mayor and Council

CC: Ross Beddoes, Director of Community Services

FROM: Michael Moore, Chief Administrative Officer

DEPARTMENT: Administration

SUBJECT: Branding and communication of Revitalization Tax Exemption Program

APPENDIX: ☐ ATTACHED ☐ OTHER DOCUMENT ☐ NOT APPLICABLE

PURPOSE / ISSUE:

To provide Council with the option of branding (renaming) existing Revitalization Tax Exemption (RTE) Program to increase community awareness of program.

BACKGROUND:

Council directed staff to consider branding (renaming) the RTE program during a COTW meeting in November.

Revitalization tax exemptions are a tool that Councils may use to encourage various types of revitalization to achieve a range of environmental, economic or social objectives. A revitalization program may apply to a small area or areas, a certain type of property or properties, a particular activity or circumstance related to a property or properties, or an entire municipality.

The proposed RTE bylaw is designed to provide municipal property tax exemptions for new or upgraded buildings on commercial zoned property within the municipality.

A review of a number of revitalization tax exemptions programs offered by other British Columbia municipalities include:

- Revitalization Tax Exemption Program
- Heritage Revitalization Tax Exemption Program
- Downtown Revitalization or Downtown Revitalization Tax Exemption Program
- Commercial Core Revitalization
- Town Centre Revitalization
- Investment Incentive Program

It would appear that municipalities do alter the name of bylaw and/or program to better reflect the intent of the program.

City of Kimberley promotes their RTE Bylaw as "Investment Incentive Program". Their program promotes not only commercial development, but also environmental property clean up and some mixed residential. This is a significantly expanded scope than the Town of Creston's proposed bylaw.

STAFF BRIEFING NOTE

Town of Creston

CURRENT SITUATION:

Council has already provided 1st and 2nd reading to Revitalization Tax Exemption Bylaw No. 1918, 2020. To change the actual name of the bylaw would require Council to rescind those readings and staff to re-submit the renamed bylaw for Council's consideration.

Staff recommend that promoting the proposed RTE bylaw as "Business Investment Incentive Program" which would more accurately reflect the program intent in the name. Promoting the bylaw through communications, social media, website, etc., does not require Council to rescind the 1st and 2nd readings but allow for 3rd reading and adoption.

Staff will implement a communication strategy to improve awareness of the Business Investment Incentive Program to include:

- Business mail out of program information
- Improved website information
- Social media posts
- Earned media through press release with local news outlets

KEY CONSIDERATIONS:

There are minimal pros and cons to branding and promoting the RTE bylaw except potential increased interest and applications.


Staff can develop the communication strategy in conjunction with other planned communications to limit financial implications associated with communicating the newly branded RTE program.

OPTIONS FOR FOLLOW-UP ACTION:

Council may choose one of the following options:

1. Approve the branding of the proposed "Business Investment Incentive Program" and authorize staff to implement a communication strategy on the program.
2. Council may suggest an alternative name to promote the Revitalization Tax Exemption Program.
3. Council can direct staff to remain status quo

Submitted by:


Michael Moore, CAO

Reviewed by:

CAO


Michael Moore, CAO