

MINUTES
GOVERNANCE AND PRIORITIES COMMITTEE MEETING
BOARDROOM, SERVICE AND RESOURCE CENTRE,
411 DUNSMUIR STREET, NANAIMO, BC
MONDAY, 2019-JUN-10, AT 3:00 P.M.

Present: Councillor Hemmens, Chair
Mayor L. Krog
Councillor S. D. Armstrong
Councillor D. Bonner
Councillor T. Brown
Councillor B. Geselbracht
Councillor Z. Maartman
Councillor I. W. Thorpe
Councillor J. Turley

Staff: J. Rudolph, Chief Administrative Officer
R. J. Harding, Director of Parks and Recreation
D. Lindsay, Director of Community Development
B. Sims, Director of Engineering and Public Works
J. Van Horne, Director of Human Resources
K. Fry, Fire Chief
L. Mercer, Acting Director of Financial Services (arrived 3:08 p.m.)
E. Williams, Manager of Recreation Services (vacated 3:38 p.m.)
D. Blackwood, Client Support Specialist (vacated 3:04 p.m.)
S. Gurrie, City Clerk
G. Whitters, Recording Secretary

1. CALL THE GOVERNANCE AND PRIORITIES COMMITTEE MEETING TO ORDER:

The Governance and Priorities Committee Meeting was called to order at 2:59 p.m.

2. INTRODUCTION OF LATE ITEMS:

- (a) Agenda Item 5(b)(1) - Results of eTown Hall - Update first summary point to show 45 questions submitted for eTown Hall instead of 25.

3. ADOPTION OF THE MINUTES:

It was moved and seconded that the following minutes be adopted as circulated:

- Minutes of the Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC on Monday, 2019-MAY-13 at 10:00 a.m.

- Minutes of the Governance and Priorities Committee Meeting held in the Boardroom, Service and Resource Centre, 411 Dunsmuir Street, Nanaimo, BC on Tuesday, 2019-MAY-21 at 9:00 a.m.

The motion carried unanimously.

4. APPROVAL OF THE AGENDA:

It was moved and seconded that the Agenda, as amended, be adopted. The motion carried unanimously.

5. REPORTS:

a. ECONOMIC HEALTH:

1. Update on Tourism Services in Nanaimo

D. Blackwood vacated the Boardroom at 3:04 p.m.

Introduced by Richard Harding, Director, Parks and Recreation.

Karen Bannister, Executive Director, Tourism Nanaimo and Anthony Everett, President and CEO, Tourism Vancouver Island, provided a presentation regarding tourism in Nanaimo which included the following information:

- Engaged by City of Nanaimo in February 2017, two one-year contracts, currently on a five-year contract that began April 1, 2019
- Measuring tourism performance based on engagements and impressions
- Key successes including: collaboration on the formation of tourism round table, mountain biking campaign, website improvements, increase to the email subscriber list, move to data driven marketing initiatives and the Nanaimo ambassador program

L. Mercer entered the Boardroom at 3:08 p.m.

- Top challenges include: community engagement, resident pride, unified processes in business and sports tourism, brand awareness and technological impacts on visit servicing
- Developing a five-year strategic plan for tourism that includes: conversations with consumers, exceptional care, customer engagement, building community pride, remarkable experiences and community collaboration
- Learning partnership with Vancouver Island University
- Welcome committee for the Tourism Vancouver Island 56th Annual Conference and Annual General Meeting
- Working with the Nanaimo Port Authority to attract cruise ships

- Marketing partnership with Snuneymuxw First Nation for Saisutshun Island
- Key takeaways include: tourism economy is growing in BC, island dispersion presents an opportunity for Nanaimo, address priorities for development, improve resident pride and focus on off-season opportunities

Committee discussion took place regarding:

- Impacts of crime on tourism in Nanaimo
- Positive feedback received from visitors
- What experiences in Nanaimo attract visitors
- Hotel occupancy
- Attracting responsible travellers
- Resident pride of place
- Nanaimo Ambassador Program
- Regular updates from Tourism Nanaimo

It was moved and seconded that the Update on Tourism Services in Nanaimo report, dated 2019-JUN-10, be received for information. The motion carried unanimously.

b. GOVERNANCE AND MANAGEMENT EXCELLENCE:

E. Williams vacated the Boardroom at 3:38 p.m.

1. Results of eTown Hall

Introduced by Sheila Gurrie, City Clerk.

Committee discussion took place regarding:

- Number of people that attended in-person
- Potential for Facebook livestream

It was moved and seconded that the report titled “Results of the 2019-MAY-23 eTown Hall”, dated 2019-JUN-10, be received for information. The motion carried unanimously.

2. Strategic Plan Action Timelines

Introduced by Jake Rudolph, Chief Administrative Officer.

Committee discussion took place regarding:

- Preferred format of the Strategic Plan
- Ways that Council can be held accountable for timelines

It was moved and seconded that Governance and Priorities Committee recommend that Council direct Staff to embed the timelines as outlined in Attachment C of the report titled “Strategic Plan Action Timelines” dated 2019-JUN-10, in the Strategic Plan. The motion carried.

Opposed: Councillor Brown

It was moved and seconded that the Governance and Priorities Committee recommend that Council include the appendix outlined in Attachment B of the report titled “Strategic Plan Action Timelines” dated 2019-JUN-10 in the Strategic Plan. The motion carried.

Opposed: *Councillor Brown*

It was moved and seconded that the Governance and Priorities Committee recommend that Council approve the 2019-2022 Strategic Plan.

It was moved and seconded that the motion be amended to include changing bullet number seven on the Environmental Responsibility page of the Strategic Plan to “Work with the Regional District of Nanaimo and other community organizations to develop food security for the region.” The motion carried unanimously.

The vote was taken on the main motion as amended as follows:

It was moved and seconded that the Governance and Priorities Committee recommend that Council approve the 2019-2022 Strategic Plan including the change to bullet number seven on the Environmental Responsibility page of the Strategic Plan to “Work with the Regional District of Nanaimo and other community organizations to develop food security for the region. The motion carried unanimously.

6. QUESTION PERIOD:

No one in attendance wished to ask questions.

7. ADJOURNMENT:

It was moved and seconded at 4:06 p.m. that the meeting terminate. The motion carried unanimously.

CHAIR

CERTIFIED CORRECT:

CORPORATE OFFICER