

**The Corporation of the Village of Cumberland  
Committee of the Whole Meeting Minutes**



**August 8, 2022, 2:00 p.m.  
Council Chamber, 2675 Dunsmuir Avenue**

Council Present: Mayor Leslie Baird  
Councillor Jesse Ketter  
Councillor Vickey Brown  
Councillor Sean Sullivan  
Councillor Gwyn Sproule

Staff Present: Michelle Mason, Interim Chief Administrative Officer/CFO  
Kevin McPhedran, Interim Deputy Administrative Officer  
Kaelin Chambers, Economic Development Officer  
Rachel Parker, Corporate Officer

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**1. Agenda**

1.1 Agenda for Committee of the Whole meeting, August 8, 2022

**Moved by:** Brown  
**Seconded by:** Sproule

THAT the Committee approve the Agenda for the August 8, 2022 Committee of the Whole meeting.

**Carried Unanimously**

**2. Delegations**

2.1 Regional Tourism Service - Comox Valley Regional District

**Moved by:** Sullivan  
**Seconded by:** Brown

THAT the Committee receive the delegation of James Warren, Deputy Chief Administrative Officer and Lisa Kilpatrick, Economic Recovery and Community Resilience Coordinator from the Comox Valley Regional District regarding the Regional Tourism Service.

**Carried Unanimously**

Mr. Warren reviewed the regional service option and why a service for tourism service was considered as it is beneficial to have the service at a regional-wide level. Intent is that there is collaboration to brand and represent the Valley and for support and leverage of grant funding opportunities, and coordination of the regional hotel tax. From a governance perspective, tourism service is currently electoral areas and the City of Courtenay and service participation would add to strategic direction, regional MRDT or hotel tax expansion, Comox is participating through fee for service contract for four years which coincides with mortgage payment on Visitor Centre. Cumberland has approved one year agreement.

Service funding would be through a tax requisition for participants, and fee for service through contract, plus other sources of revenues including the regional MRDT hotel tax, and possible facility rental or disposition of property, decision-making by the service participants.

Ms. Kirkpatrick advised that the requisition rate for Cumberland from 2023-2026 is estimated from \$13,000 to \$20,000 depending on grants and revenues received. Goal is to fully repay mortgage by 2026, establishment of capital reserve fund for Visitor Centre. The service delivery through CVRD staff and tourism contract to 2023 is Tourism Vancouver Island (4VI), which works with tourism stakeholders, targets destination marketing and management for promotion and control capacity of particular sites, Destination BC and MRDT tax work plan, and administers the Tourism Advisory Committee (TAC). Next steps for the tourism service include managing visitors in sustainable way, destination development, service stability, and the future of the Visitor Centre, and review the regional MRDT tax.

Council members discussed the benefit of tourism management and to maximum tourism dollars through destination marketing funds, the benefit of having contractor TVI to reach out to Cumberland business community. Further comments were made on the acknowledgement that tourism is happening and how it would be managed by the Tourism Advisory Committee and how the Village can influence the destination management. Part of the mandate of the contractor is sustainable tourism, which will be discussed soon at a presentation, and will be part of the TAC meeting conversations, and the regional tourism master plan may address as it will be determined by service participants.

Understanding of the regional MRDT tax and how Cumberland would participate without any hotels. A key piece is the 'online accommodators' which could be used for tourism purposes and affordable housing. Further comments were made to ensure all members input into the service and interest in administration of the MRDT tax where visitors are using accommodation in Courtenay and recreational resources in Cumberland. Discussion took place on commitments from CVEDS to fund not for profits and moving forward with commitments and decision-making through the Board. The service will be moving forward and look at community support opportunities later this year. Discussion took place that

the Village will no longer receive property taxes from the Visitor Centre property, and discussion on service membership with the ability to vote through the Board on budget and service plans, and future assets.

2.2 United Riders of Cumberland (UROC) - Strategic Trails Plan 2022

**Moved by:** Ketler

**Seconded by:** Brown

THAT the Committee receive the delegation of Dougal Browne, Executive Director and Adam Spiegel President from United Riders of Cumberland regarding the Strategic Trails Plan 2022.

**Carried Unanimously**

Mr. Browne introduced the United Riders of Cumberland (UROC) new president Adam Spiegel and introduced the 2022 Strategic Trails Plan as a progressive document developed by the UROC Board collaboratively with the Village, which will guide a new memorandum of understanding for trail management with the Village. UROC has a strong membership and sponsorship, and strong relationships with landowners.

Mr. Browne reviewed the three primary goals of the Strategic Trails Plan to address the different uses and interests to create positive experiences. Focus on maintaining positive relationship with trail builders to guide planned trail building to protect sensitive areas and build in sustainable manner and reducing risk of user conflicts through design and focused uses through trail designations and design. Mr. Browne further discussed addressing initial access points and pinch points to reduce heavy traffic access points and address more efficient ways of travelling into network. The Plan has a 3-5 year vision to guide UROC.

Discussion took place with Committee members on the potential end to expansion of the network through the improvement and links of the existing network through strategic and planned trail building of linked, connector, and climbing trails. Discussion also took place on building higher terrain with more gradient towards to the Beaufort Range with signature epic destination trails by linking existing trails. The impact of banked corners on walking users was discussed and the trail designations as 'gravity', 'multi-use' and 'nature' trails. Further discussion was the increased capacity of UROC and relationship with the Village, as well as messaging in the community, and addressing the congested access points, and continued messaging about multi-use trails and collaboration with the Forest Society on the toad migration and habitat. Discussion on the memorandum of understanding that will include values through trail planning and UROC's role as stewards of the land, and territorial land acknowledgement and building reconciliation through language and signage. the cost of the liability insurance coverage and costs are significant and are not expected to be reduced with the Village taking on liability for trails on Village-land along the watershed.

UROC is working on an internal sustainability strategy for operations and events.  
Community concerns about dogs

**3. Reports**

3.1 Quarterly Reports - April - June 2022

**Moved by:** Sullivan

**Seconded by:** Ketler

THAT the Committee receive the second quarter reports for information.

**Carried Unanimously**

**4. Question Period**

No questions were received.

**5. Closed Portion**

**Moved by:** Ketler

**Seconded by:** Brown

THAT Council close the meeting to the public at 3:23 p.m. pursuant to Section 90 of the *Community Charter* to consider:

(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;

**Carried Unanimously**

**6. Adjournment**

The meeting adjourned at 4:07 p.m.

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Mayor

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Certified Correct by Corporate Officer