

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



**April 24, 2023, 2:00 p.m.  
Council Chamber, 2675 Dunsmuir Avenue**

Council Present: Mayor Vickey Brown  
Councillor Neil Borecky  
Councillor Jesse Ketler  
Councillor Sean Sullivan  
Councillor Troy Therrien

Staff Present: Michelle Mason, Chief Administrative Officer  
Rachel Parker, Corporate Officer  
Kevin McPhedran, Manager of Parks and Recreation  
Kaelin Chambers, Economic Development Officer  
Ryan Parton, Recreation and Culture Supervisor

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**1. Call to Order**

Mayor Brown called the meeting to order at 2:00 p.m. and recognized the unceded traditional territory of the K'ómoks First Nation and offered gratitude for the care and stewardship of this land since time immemorial.

**2. Agenda**

2.1 Agenda for Committee of the Whole meeting, April 24, 2023

**Moved by:** Borecky

**Seconded by:** Therrien

THAT the Committee approve the Agenda for the April 24, 2023 Committee of the Whole meeting.

**Carried Unanimously**

**3. Delegations**

3.1 Experience Comox Valley, powered by 4VI (formally Tourism Vancouver Island).  
Delegation of Tanya Massa, Comox Valley Marketing Coordinator and  
Calum Matthews, VP of Sustainability and Strategy at 4VI

Mr. Matthews shared updates on 4VI. 4VI has a new organizational structure as a social enterprise, and focus serving residents, businesses and community partners. The current three year business plan areas of focus include:

- Post COVID-19 pandemic tourism resiliency
- Mountain biking support and trail enhancements
- Supporting communities by investing in projects that benefit residents and tourism

Mr. Matthews noted the recent 4VI publication of a climate action report on emissions from the tourism industry on Vancouver Island and a decarbonization plan.

Ms. Massa, Marketing Coordinator, reviewed the Experience Comox Valley strategic plan and objectives, including:

- Increasing revenue from visitation,
- Managing growth,
- Increasing competitiveness of Comox Valley as desired destination,
- supporting sustainable tourism,

Ms. Massa noted audiences are targeted based on geography location, age, explore quotient type, and interests.

Highlights in 2022 included establishment of the Technical Advisory Committee, print marketing, broadcast marketing, promotional campaigns, new website, social media, visitor servicing, future focus on continued asset development, sustainable planning, events and experience support.

**Moved by:** Sullivan

**Seconded by:** Borecky

THAT the Committee receive the delegation of Experience Comox Valley, powered by 4VI (formally Tourism Vancouver Island).

**Carried Unanimously**

#### **4. Reports**

##### **4.1 Cumberland Events Society Memorandum of Understanding**

**Moved by:** Sullivan

**Seconded by:** Borecky

THAT the Committee recommend that Council enter in the Memorandum of Understanding with the Cumberland Events Society and authorize the Mayor and Chief Administrative Officer to execute the agreement;

AND FURTHERMORE, that the Manager of Parks and Recreation be authorized to make changes to the MOU, upon mutual agreement with the Cumberland Events Society, providing said changes are strictly operational in nature and do not change the Village's financial commitment or level of service provision.

**Carried Unanimously**

4.2 Accessibility Plan

**Moved by:** Therrien

**Seconded by:** Sullivan

THAT the Committee recommend that Council participate in the collaborative development of a regional accessibility framework provided that socio-economic and political inclusion and diversity are not excluded by the framework and enter into an agreement with Comox Valley Social Planning Society for the services of a regional Accessibility Committee along with other regional local government partners.

**Carried Unanimously**

4.3 Strategic Priorities, First Quarter Report, January to March 2023

**Moved by:** Borecky

**Seconded by:** Sullivan

THAT the Committee receive the Strategic Priorities First Quarter Report, January to March 2023.

**Carried Unanimously**

5. **Question Period**

There were no questions.

6. **Closed Portion**

**Moved by:** Borecky

**Seconded by:** Therrien

THAT the Committee close the meeting to the public pursuant to Section 90 of the Community Charter to consider:

(c) labour relations or other employee relations;

(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality;

(i) the receipt of advice that is subject to solicitor-client privilege, including communications necessary for that purpose;

(j) information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under section 21 of the [Freedom of Information and Protection of Privacy Act](#); and,

(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];

**Carried Unanimously**

**7. Adjournment**

**Moved by:** Borecky

**Seconded by:** Therrien

THAT Council adjourn the meeting at 4:09 p.m.

**Carried Unanimously**

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Mayor

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Certified Correct by Corporate Officer