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## AGENDA

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### PUBLIC INPUT

#### 1. CALL TO ORDER

#### 2. ADOPTION OF AGENDA

#### 3. DECLARATION OF INTEREST

#### 4. ANNOUNCEMENTS, AWARDS, CEREMONIES & PRESENTATIONS

#### 5. DELEGATIONS

- a. 2020 Tourism Development Plan – Tourism and Economic Development Committee – page 2-17

#### 6. COUNCILLOR LIAISON REPORT

- a. Council Committee Reports

#### 7. ADMINISTRATIVE ENQUIRIES

#### 8. NEW BUSINESS

- a. Public Works Monthly Report for February – page 18-21
- b. Tourism and Economic Development Report for February – page 22-25
- c. Mayors Monthly Report for February – page 26-27
- d. Letter of Support for Hay River Museum Society – page 28
- e. Letter of Support for Cheetah Resources – page 29-30
- f. 2020 Tourism Development Plan – page 31-32

#### 9. IN CAMERA

- a. **Matters under Consideration** - pursuant to Cities, Towns & Villages Act, S.N.W.T. 2003 c. 22, Section 23. (3), (e)

#### 10. ADJOURNMENT

ALEXANDRA FALLS, NORTHWEST TERRITORIES



# 2020 HAY RIVER TOURISM DEVELOPMENT PLAN

March 9, 2020 • [Hayriver.com](http://Hayriver.com) • [Facebook.com/TownOfHayRiver](https://Facebook.com/TownOfHayRiver)





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As a transportation hub with several natural attractions and long-standing organized community events, the town of Hay River has a rich history of attracting visitors to the town.

With NWT visitation numbers at an all-time high and projecting to increase, Hay River can further capitalize on the tourism demand by identifying and developing its tourism product. The Town of Hay River and the Tourism and Economic Development Committee recognized the value of an updated tourism development plan that analyzes today's tourism environment and outlines strategic opportunities. Through this interest, a 3 year plan has been developed to set the course of tourism development for the Town of Hay River and to provide insight to the local tourism stakeholders.

The 2020 Hay River Tourism Development Plan builds upon the research, goals and strategies conducted and identified in the community's last approved tourism plan, the 2012 Town of Hay River Tourism Development Plan. The 2012 plan was developed through a thorough analysis of the Hay River area tourism environment and incorporated many data inputs. To build on the work completed through the 2012 plan, more recent key inputs were considered and appropriately integrated into the 2020 version.

A refined vision and complementary set of goals relevant to tourism development for the town of Hay River sets the general direction and focus for tourism improvement. In order to achieve the defined goals and the ultimate vision of tourism for Hay River, a strong understanding of the community's environment is essential. Identified key strengths must be leveraged and opportunities seized while current weaknesses and threats are mitigated. Through this reflection tourism strategies are formed that are realistic and achievable.

The 2020 Tourism Development Plan incorporates a set of yearly initiatives for each strategy presented. Initiatives are prioritized and will be assigned to Town of Hay River staff as objectives for completion. Important to achieving the initiatives is securing necessary financial resources. With a strong competition for limited dollars, it will be important to access contribution funding from outside sources.



## 1. Plan Forecast

The 2020 Hay River Tourism Development Plan defines a long-term tourism vision and accompanying goals while emphasising short-term strategies and initiatives. The vision and goals are intended to stand the test of time while the strategic initiatives are presented over a shorter period in attempts to focus on more immediate operational action. Initiatives are allocated through a 3 year schedule with an indication of what success through implementation will look like.

## 2. Product Development Versus Marketing

A key factor in successfully executing a tourism product is marketing. The 2020 Hay River Tourism Development Plan focuses on identifying and setting a path for development of Hay River's tourism product. In some cases, the 2020 plan may highlight the need for marketing activities, but it will not get into the specifics of how to market. A separate tourism marketing plan will be developed to outline how to best market and support the "sale" of the tourism product identified through the tourism development plan.

### 3. Researching the Tourism Environment

The 2020 Hay River Tourism Development Plan considers several key inputs and sources of information. This information provides prospective on the tourism environment for Hay River and insight for setting strategies and direction for the community to take in developing its tourism product.

#### 2012 TOWN OF HAY RIVER TOURISM DEVELOPMENT PLAN

The 2012 Town of Hay River Tourism Development Plan was built upon a diverse array of research which included surveys, interviews, and content reviews. Key observations, suggestions and conclusions were identified and formed the basis for a five year strategic plan.

##### Building a Solid Foundation

This plan identified the need to build a solid foundation that included hiring a full time Tourism Coordinator, developing the Town website to include tourism packages, and developing a marina that provides access to Hay River's water based assets.

##### Coordinating, Collaborating and Developing

The 2012 plan stressed the importance of partnerships to develop packages and move the community from a day-tripper destination to a weekend or 2-3 day destination. Enhancing the Visitor Information Centre, developing a community brand, expanding relationships with Katlodeeche First Nations, and building community support for tourism were identified priorities.

##### Assessing Development and Setting Your Sights Higher

Improving the understanding of visitation was thought to be needed to elevate tourism in the community. Development of visitation data and monitoring indicators would be important first steps towards making informed decisions on marketing and future tourism development.

#### 2019 TOWN OF HAY RIVER TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE PLANNING SESSION

In October 2019 the Town's Tourism and Economic Development Committee (T&EDC) held a strategic planning session to develop goals and strategies that they felt were pertinent to developing tourism within Hay River.

##### Tourism Goals

Through analysis of results of a T&EDC SWOT exercise, participants were asked to reflect on some of the key messages they felt were being presented and transpose them into goals related to the general tourism components of accommodations, accessibility, and attractions. The goals would not be actionable as themselves but would rely on development and execution of specific strategies or initiatives in order to achieve. The resulting top goals agreed upon through the group were:

- Enhanced Variety of Food Service Options in Hay River
- Improved Online Tourism Presence and Booking Services
- Developed Look, Theme and Beautification of Hay River
- Improved Signage for Local Services, Accommodations, Facilities and Attractions

## Strategies

With the tourism goals defined, the T&EDC worked to identify realistic strategies to achieve them. Strategies were voted on for thought relevance and to prioritize for any implementation. The top results are presented for each goal.

- **Enhanced Variety of Food Service Options in Hay River**
  1. Promote a Multi-Cultural Food Festival
  2. Promote Local Cuisine and Food Ingredients
  3. Promote Dene Food Culture and Interactive Experiences
- **Improved Online Tourism Presence and Booking Services**
  1. Offer Social Media Training for All Local Businesses
  2. Improve Overall Reach of Audience for Hay River Tourism Facebook Page
  3. Encourage Tourists to Post & Share Photos of Local Attractions
- **Developed Look, Theme and Beautification of Hay River**
  1. Incorporate Green Design and Building Standards into Development Bylaws
  2. Enhance Trails / Boardwalk Along River
  3. Implement a Theme for the Town to Incorporate into Infrastructure, Signage and Promotions
- **Improved Signage for Local Services, Accommodations, Facilities and Attractions**
  1. Implement Key Interpretive and Wayfinding Signage for Local Attractions that Incorporate the Established Theme of the Town



## 2019-23 TOWN OF HAY RIVER STRATEGIC PLAN

The current Town of Hay River Council recognized the importance of taking a strategic approach to outlining priorities that would form the focus of their term of Council. In 2019 Council met with Town management and key representatives to develop a 4-year strategic plan. The result of the session was a high-level strategy document that set a new vision, mission, goals and strategies for the term through consideration of key pillars of Governance, Economy, Social and Culture, and Environment.

One of the goals identified in the 2019-23 Plan was to Promote Hay River as a Tourism Destination. The goal set the tone for the importance of tourism for the Town of Hay River and represents a commitment to ensuring appropriate resources are in place for developing the tourism product. Strategies for achieving the goal were identified as:



K'AMBA CARNIVAL DOG MUSHING

## 2020 TOWN OF HAY RIVER TOURISM AND ECONOMIC DEVELOPMENT DEPARTMENT ANNUAL BUSINESS PLAN

The 2020 Tourism and Economic Development Department (T&EDD) Annual Business Plan was developed in consideration of several planning documents and operational needs. It outlines key activities planned to be executed by the Tourism and Economic Development Department in 2020.

- **Develop Tourism Related Infrastructure**  
Facilities such as the Visitor Information Centre, Fisherman's Wharf, beach and Porritt Landing are attractive to tourists.
- **Develop and Implement a Tourism Marketing Strategy**  
Tourism focuses on Hay River's competitive advantages in areas such as summer tourism and athletic events.
- **Partner with external groups and regional partners to support events and ideas that bring tourists to Hay River**  
Hay River is known as a willing partner in local and regional events that attract people to the town and region.

*Other goals and strategies are presented in the 2019-23 that can serve to indirectly improve tourism or could be achieved through tourism related initiatives. These should be considered in any tourism planning.*

- **Strengthen Relationships between Hay River and Local Indigenous Groups**
- **Promote and Celebrate Local Culture**

### Update the Tourism Plan

Through consultation with various local tourism operators, the Tourism and Economic Development Committee of Council, NWT tourism agencies, and Town Council, develop a multi-year Tourism Plan that outlines key initiatives and resources required to support implementation.

### Develop a Marketing Plan

Development and execution of a multiyear plan for advertising and promoting core elements of the Tourism Plan. This includes, in coordination with regional municipalities, outfitters, ITI, and NWT Tourism, a strategy and materials to promote tourism within the South Slave Region.

### Install Highway Signage

In conjunction with the implementation of the Marketing Plan, the specific design and implementation of highway signage intended to attract rubber tire traffic to the community.

### Support Outfitters and Guides

Advocate for development of outfitters and guides, provide general support, and market available services. Encourage and support the development of marketable tourist packages.

### Improve the Visitor Information Centre

Complete the final phase of improvements to the Visitor Information Centre. This includes landscaping, parking plan, and window covers.



ANNUAL POLAR POND HOCKEY TOURNAMENT

## TOURISM 2020 – INDUSTRY, TOURISM AND INVESTMENT - GOVERNMENT OF THE NORTHWEST TERRITORIES

The GNWT department responsible for planning and managing tourism activity at the Territorial level is Industry, Tourism and Investment (ITI). The current version of ITI's strategic planning document, Tourism 2020, outlines key focus areas the Territorial Government will invest in to develop and increase the tourism product for the whole of the NWT. Hay River's alignment with ITI's direction can improve the strength of its own tourism plan and better ensure GNWT financial resources are available to execute it.

### Focus Areas

Tourism 2020 concentrates on five focus areas that serve as the foundation for development of the tourism economy. The five focus areas and their key objectives contribute toward the development of products that appeal to visitors. ITI has committed to developing and investing in programs that support the attainment of the five focus areas.

- **Visitor Attraction and Experience**
  1. Increase Visitor Volume and Visitor Spending
  2. Increase Supply and Diversity of Tourism Products
  3. Sustain Demand through Visitor Experience Excellence
- **Aboriginal Cultural Tourism**
  1. Support and Encourage the Development of Aboriginal Cultural Tourism
  2. Increase Capacity to offer Aboriginal Cultural Tourism
  3. Strengthen Aboriginal Cultural Tourism through Partnerships
- **Community Tourism Development**
  1. Build the Foundation for Community Tourism
  2. Engage Stakeholders and Build Capacity for Tourism
- **Skills Development**
  1. Develop and Support the Tourism Workforce
- **Tourism Research and Planning**
  1. Focused Research
  2. Gather, Assess, Report and Monitor
  3. Support Research through Partnerships and Engagement

## 4. Forming the 2020 Hay River Tourism Development Plan

By analyzing the key findings, conclusions and strategies presented through the research, a new strategic plan starts to take shape. An important first step is to establish a common understanding of what tourism should look like for the future, what goals will be needed to meet the vision, and what strategic actions can be taken to meet its tourism goals. Specific strategic initiatives that the Town will undertake and support through the 3-year perspective of the strategic plan can then be articulated.

### VISION

The Town of Hay River's tourism vision serves to act as an inspirational driver for developing its tourism product. It is defined through understanding the Town's strategic position within the local tourism environment and its inherent strengths as a community. Thousands of visitors travel by road each year either to visit Hay River specifically or as part of a journey through the NWT. As the NWT continues to market travel and tourism within the Territory, Hay River can capture an increasing portion of the traffic and entice visitors to spend time in the community through an array of developed products and services.

*To be recognized as an essential tourism hub and destination of choice for diversified rubber-tire based tourism within the Northwest Territories.*



### GOALS

Goals are set as tangible elements that if achieved will make Hay River's tourism Vision a reality. Through analyzing the various inputs considered in building Hay River's 2020 Tourism Development Plan, several goals become apparent. It is important to recognize that the goals can only be achieved through a collaborative approach among the various tourism stakeholders and partners within the community. Communication and coordination between these stakeholders and alignment of business plans is critical.

- Attract more rubber tire tourists
- Become an indispensable component of travel to the NWT
- Extend visitors stay in the community
- Celebrate our history, natural environment, and culture
- Develop a diversified, sustainable catalogue of tourism products and services

### STRATEGIES

To achieve the defined tourism development Goals, Hay River's tourism strengths must be leveraged, and weaknesses reduced to capitalize on development opportunities made apparent through the research conducted and presented in this plan. The following are the key tourism strategies that Hay River should focus on during the 3-year outlook of the plan.

- **Develop Infrastructure That Will Showcase Hay River's Natural Environment and Culture**

Hay River has an abundant supply of natural features that are attractive to prospective visitors. These are primarily based around Hay River's remarkable water features. Cascading waterfalls at the outskirts of the community, a large river that runs beside and through the community, and kilometers of sandy beach nestled along one of the largest lakes in the world, the Great Slave Lake, are attractions that differentiate the community from most. Developing infrastructure that takes advantage of these features and improves usability and access is a critical strategy for developing Hay River's tourism product.

- **Support and Encourage Market Ready Tourism Product and Services Through Strategic Partnerships**

Perhaps the biggest weakness facing Hay River for attracting and retaining visitors is its lack of market ready tourism products and services. There are very few organized tours and services currently setup and marketed. With an anticipated increase in tourism demand in the area it will be important to support the development of new and enhanced tourism products available. Strategic partnerships can mitigate the risks inherent with any organization or event start-up and help ensure a better product can be delivered to customers.

- **Entice Visitors to the Community Through Improved Town Beautification**

A common theme presented through the research is that improved beautification is thought to be needed to attract and retain visitors in the community. It is also thought to help with peer promotion of the community especially through online social media channels. Beautification is



FISHERMAN'S WHARF PAVILLION - HANNAH EDEN/NWTT

thought to be highly controllable through Town of Hay River bylaws and procedures and at a relatively low expense. Town beautification helps showcase the natural features of the community and create interest in local tourism infrastructure, products and services.

- **Advance Marketing to Improve Awareness of and Demand for Local Tourism**

While this strategy does not serve to develop a specific tourism product or service, it was felt that awareness of the importance of marketing could not be overlooked in the 2020 tourism development plan. General initiatives are suggested for marketing areas that the town should undertake. Specific marketing initiatives will be presented through a tourism marketing plan.

## STRATEGIC INITIATIVES

Defining specific initiatives, the result that is expected through their execution, and the timeline needed for completion sets a tangible operational plan for achieving the defined tourism strategies. Again, our research helps guide and suggest what activities are desirable for the community. The defined results and completion timelines for the initiatives consider a logical prioritization and limited resources available to the Town over a 3-year plan.

## Strategy: Develop Infrastructure That Will Showcase Hay River's Natural Environment and Culture

Initiatives (We Will...)		Desired Result(s) or Achievement(s)	Target Completion Time
a)	Increase Capacity of Porritt Landing	Capacity for 20+ seasonal rental slips	2020
		8+ slips for short term mooring by tourists	2020
		Safe gateway to waterways	2021
b)	Develop Fisherman's Wharf Pavilion	Increased capacity of Fisherman's Wharf market to 17+ booths	2020
		Fisherman's Wharf market season extended by at least 4 weeks	2020
		3 to 4 events and festivals hosted per year	2021
		On site watercraft mooring facilities in place	2021
		Tourism operators using facility as a meeting place	2022
c)	Improve Usability of Local Beaches	Public Beach encourages full-day activities for families through new infrastructure and programming	2020
		Increased actions are taken to help ensure beaches are accessible and clean	2021
d)	Enhance Trail Systems	Trail signage provides direction and interpretive information for all sections of the Great Trail within main town boundaries	2020
		A new trail guide is developed and published	2021
		Trail system supports winter activity such as snowmobiling, dogsledding, snowshoeing and x-country skiing	2021
		The Great Trail is accessible year-round and is in good condition for a variety of uses	2022
e)	Support Development of Unique Accommodations that Showcase Natural Attractions	Bylaws and policies are in place to support the development and operation of unique tourism accommodations	2021
		Multiple accommodation options are made available and promoted as offering natural attractions such as Aurora viewing and water access.	2023

## Strategy: Support and Encourage Market Ready Tourism Product and Services

Initiatives (We Will...)		Desired Result(s) or Achievement(s)	Target Completion Time
a)	Support Development of Indigenous Tourism Offerings	An Indigenous Culture Tourism Plan is developed in partnership with local indigenous groups	2020
		Traditional foods and products are more readily available for purchase through local vendors	2022
		Interpretive cultural tours are being offered	2022
		Reliable dogsledding tour operations available	2022
b)	Support Development of Community Tourism Packages	4 to 6 tourism packages are established for summer and winter seasons	2022
		Packages are marketed through several channels and payment available online	2022
		Tourism packages have acceptable level of guarantee	2023
c)	Support Further Development of Sports Tourism	Legislation and policies are put in place to increase support for organizations hosting multi-community sporting events	2020
		One new Territorial championship is hosted	2021
		One new National / multi province sporting tournament is hosted	2022
		Recreation facilities are enhanced to host new tournaments and championships	2022
d)	Increase Hosting of Conferences and Large Business Meetings	Appropriate conferencing equipment and supplies are available for Town facilities	2020
		Roles defined and Town employees trained on conference hosting and event support	2020
		4 to 5 large business or conferences held per year within the town	2022
e)	Support Development of Tour Operators	Support offered to prospective tourism operators through education, awareness, and lobbying for business development	2020
		Formalized tours are offered such as interpretive waterfall tours, boat trips to waterfalls, fossil tours, Aurora tours, industry tours of transportation facilities (ie. MTS), industry and cultural tours of fishing facilities (ie. Fish Processing Plant)	2023

Continued on next page...

f)	Support Development of Festivals and Events	In-kind support provided to increase feasibility of existing or new festivals and events that attract tourists to the community	2020
		1 new annual festival is formed that showcases culture, local foods and uses new tourism infrastructure	2021
g)	Help Build the Foundation for Community Tourism	Hay River Tourism social media accounts followed/liked by 20% more local accounts	2020
		Town of Hay River's event calendar used by 30% of registered local community groups. The event calendar is considered the main source of information on local events and activities	2021
		NorthernMost Host courses offered to all local hospitality and service businesses	2021
		Program in place to support development of an integrated tourism culture within the community.	2023

## Strategy: Entice Visitors to the Community Through Improved Town Beautification

Initiatives (We Will...)		Desired Result(s) or Achievement(s)	Target Completion Time
a)	Develop Urban Beautification and Landscaping Design Guidelines	Guidelines developed outlining beautification and landscaping requirements for public and private entities	2021
b)	Develop a Community Theme	Theme developed that showcases culture and history of the community	2021
		Evidence that theme incorporated into Town communication, marketing and development	2023
c)	Enhance Landscaping of Public Areas	Trees planted at Recreation Centre greenspace	2021
		Plan developed for enhancing landscaping of existing parks and open spaces	2021
		Trees planted to shade downtown industrial area along highway	2023
		Downtown buildings' designs and upkeep are in accordance with Town theme and beautification guidelines	2023
d)	Increase Visibility and Access to River	Access to and visibility of the forks section (West Channel Bridge) of river improved	2021
		Brushing completed for areas that block viewing access of features and attractions including the river	2022

## Strategy: Advance Marketing to Improve Awareness of and Demand for Local Tourism

Initiatives (We Will...)		Desired Result(s) or Achievement(s)	Target Completion Time
a)	Development and Implementation of a Tourism Marketing Plan	Detailed operational plan that supports marketing of strategies identified in the 2020 Tourism Development plan	2020
		Increased face-to-face marketing through attendance at 5-6 relevant tradeshow	2020
		Development of relevant electronic and print marketing material using local artist content where applicable	2021
		Promotional material developed for use at tradeshow and sponsored events	2021
b)	Improve Identification of Local Attractions and Amenities	Highway signage erected to entice rubber tire traffic	2020
		Wayfinding signage throughout town to direct visitors and indicate points of interest	2021
		Consistently branded signage designed and installed for trails, parks, amenities and attractions. Inclusion of "selfie" inspired signage.	2021
c)	Improve Marketing Material Targeting for Key Visitor Demographics	In consultation and alignment with ITI, gather, assess, report and monitor key visitation data from the Visitor Information Centre, local accommodations, and local tourism services	2020
d)	Improve Online Presence and Reach	Campaigns undertaken to increase Town social media account followers by 50%	2020
		Improve Town website's visitor information on events, attractions, activities and services	2021
		TripAdvisor pages developed for all community tourism related organizations	2021
		Online sales of tourism services and packages established	2021
e)	Develop Strategic Partnerships with Regional / Territorial	Conferences and meetings held in Hay River as a result of established relationship with NWT Tourism Conference Board	2020
		Marketing material developed that promotes the South Slave Region as a tourism destination	2021
		Increased rubber tire traffic to Hay River a result of a partnership with Mackenzie Frontier Tourism Board	2021
		Increased rubber tire traffic to Hay River a result of a partnerships with Western Arctic, North Slave Region, Deh Cho Region	2022

AURORA OVER THE TOWN OF HAY RIVER





# STANDING COMMITTEE OF COUNCIL

DEPARTMENT: PUBLIC WORKS

DATE: MARCH 9, 2020

SUBJECT: PUBLIC WORKS MONTHLY REPORT FOR FEBRUARY 2020

## RECOMMENDATION:

THAT THE COUNCIL OF THE TOWN OF HAY RIVER accepts the Public Works Monthly Report for February 2020.

## BACKGROUND:

### Public Works Daily Operations:

Public Works staff continued with regular operations and maintenance work on the Town's water, sewer, roads & sidewalks, vehicles, and infrastructure. The following is a summary of the work completed this month:

Regular Operations and Maintenance Items	
Item	Monthly Activity
Water & Sewer	Water shut offs and turn ons as requested Water and Sewer inspections of areas of concern Water and Sewer locates as required Meter readings taken Flushing of lines Meter replacements Month end water report Thawing of frozen lines, installation of bleeders
Water & Sewer Facilities	Daily inspections of facilities
Roads	Snow clearing work Sanding activities Sign repairs as needed
Other	Snow clearing at the Pavilion

### Landfill Operations:

The Landfill continued regular operations and monitoring activities throughout the month.

The ICIP funding agreement for removal of tires has been finalized. Currently working with GNWT to develop plan to have tires removed from site as soon as possible in 2020.

### Water Licence Activities:

Regular monitoring programs continue as per the requirements of the Town's water licence.

The Town's water licence renewal application was submitted to the Mackenzie Valley Land and Water Board on September 16<sup>th</sup>.



## STANDING COMMITTEE OF COUNCIL

DEPARTMENT: PUBLIC WORKS

DATE: MARCH 9, 2020

SUBJECT: PUBLIC WORKS MONTHLY REPORT FOR FEBRUARY 2020

Technical Sessions were held on February 11<sup>th</sup> – 13<sup>th</sup> in Town with people from MVLWB, KFN, GNWT – ENR, ECCC, AECOM, and the Town of Hay River in attendance. Outstanding concerns that had been brought forward during the review timeframe were addressed by the Town and future plans were agreed to. Information requests arising from the sessions along with Town reports are currently out for review. A public meeting on the licence renewal is currently planned for June 2020.

The renewal process is on schedule and expected to continue well into 2020.

### **Capital Projects 2020:**

A list of 2020 Capital Projects along with an update of the status of these projects is included below. Any capital projects from 2019 that were not completed have been carried over and are included on this list.

2020 Capital Projects	
Project	Update
Lift Station System Upgrade	Working on acquisition of property. Design work is ongoing.
Fraser Place Development	Plans have been revised to use a smaller drill for the geotechnical investigation in order to avoid the need for a LUP. An updated timeline will be provided by the contractor in early March.
Caribou Crescent Water, Sewer, and Drainage	Design drawings and tender package being finalized by consultant. Tender to go out mid-March.
Water Treatment Plant and Reservoir Roof Upgrades	Project substantially complete. Final walk through inspection to take place in March, grounds clean-up to occur this summer.
Water Licence Renewal	Ongoing - See Water Licence section
Commercial Water Meter upgrade	Majority of meters have been purchased and a portion have been installed. Remainder to be done as time permits.
Landfill Waste Projects (Tires and others)	Working with GNWT to determine best approach and destination for tires from the landfill. Work expected to take place this summer.
Paradise Road Realignment	Scheduled for summer 2020.
Lift Station #2 Demolition	Work completed for 2019, some minor landscaping work to be completed in the spring
Sewer Flusher (Equipment)	Tender being finalized to go out in March.
Beaver Crescent Water, Sewer, and Drainage	Surveying and design to be completed in 2020, construction in 2021
Riverview Drive Upgrade	Surveying and design to be done in 2020
Capital Drive Watermain	Design work to be completed in 2020.



# STANDING COMMITTEE OF COUNCIL

DEPARTMENT: PUBLIC WORKS

DATE: MARCH 9, 2020

SUBJECT: PUBLIC WORKS MONTHLY REPORT FOR FEBRUARY 2020

Treatment Plant Intake Inspection	Work to take place in August 2020.
Old Town Hall Demolition	Final removal of items to occur before demolition work begins.

## **Planning:**

6 Development Permits and 1 Building Permit have been approved for February 2020. In the month of February 2019, there were 3 Development Permit and 2 Building Permits signed out. The monthly Development and Building report is as follows:

DATE	DEV #	CIVIC ADDRESS	DESC. OF WORK
Jan 31/20	DH20-011	10-103 <sup>rd</sup> Street	Home Occupation (Small Engine Repair).
Feb 12/20	DH20-012	8-101 <sup>st</sup> Street	Home Occupation (Construction).
Feb 18/20	B20-001	328 Miron Drive	Interior Renovations some structural work.
Feb 19/20	DH20-013	40 John Mapes Crescent	Home Occupation (Electrical Contracting).
Feb 20/20	D20-014	13 Lepine Street	Construct new 997 m2 single story Commercial Office Building.
Feb 21/20	D20-015	11 Pine Crescent	Demolish existing fire damaged trailer and set up new Mobile Home.
Feb 27/20	D20-016	12 Studney Drive	Construct New Sewage Lift Station.

## **COUNCIL POLICY / STRATEGY OR GOAL:**

N/A

## **APPLICABLE LEGISLATION, BYLAWS, STUDIES, PLANS:**

- Mackenzie Valley Land and Water Board Town of Hay River License #MV2009L3-0005
- Bylaw 1812 Zoning and Building Bylaw

## **FINANCIAL IMPLICATIONS:**

N/A

## **ALTERNATIVES TO RECOMMENDATIONS:**

N/A



## STANDING COMMITTEE OF COUNCIL

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**DEPARTMENT:** PUBLIC WORKS

**DATE:** MARCH 9, 2020

**SUBJECT:** PUBLIC WORKS MONTHLY REPORT FOR FEBRUARY 2020

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<b>ATTACHMENTS:</b>
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N/A

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**Prepared by:** Mike Auge  
Director of Public Works  
March 4, 2020

**Reviewed by:** Judy Goucher  
SAO  
March 5, 2020



# STANDING COMMITTEE OF COUNCIL

DEPARTMENT: TOURISM AND ECONOMIC DEVELOPMENT DATE: March 9, 2020

SUBJECT: TOURISM AND ECONOMIC DEVELOPMENT REPORT

## RECOMMENDATION:

THAT THE COUNCIL OF THE TOWN OF HAY RIVER accepts the Tourism and Economic Development Report for the month of February 2020.

## BACKGROUND:

### Tourism Activity:

- Promoted events in Hay River and the South Slave Region on social media: Polar Pond Hockey Tournament, Aurora Ford Classic Dog Sled Races, K'amba Carnival, Fort Smith Ice & Snow Annual Races.
- A draft version of the 2020 Hay River Tourism Development Plan was developed and will be submitted to Council for approval in March.
- Coordinated March industry engagement sessions that will provide input into the creation of the 2020 Tourism Marketing Plan.
- Initiated design discussions for the Highway Signage project. A public call for local attraction photographs was completed.
- Provided guides and business cards to ITI staff attending the Edmonton RV show and the Peace River Trade Show
- Discussion with ITI and NWTT to create an NWT passport that would contain all communities that have VICs and could be stamped by staff when visited.
- Purchased a third page ad for the March/April issue of Up Here Magazine.
- NWT Tourism executive and staff will be meeting with members of Town Administration and the Tourism and Economic Development Committee March 10<sup>th</sup> as preparation for the Town of Hay River hosting the NWT Tourism Conference (November 2020).

### Economic Development Activity:

- A meeting was held with NT Chamber Executive Director, Renee Comeau and Director, Jenni Bruce. Discussion on how to improve and grow businesses in Hay River and provide some understanding of data collection and economic analysis in NWT communities.
- A working copy of an intercept survey and hotel guest questionnaire were supplied for review in the hopes of gathering more data on community visitation.
- Meetings are scheduled March 11<sup>th</sup> with NWT Tourism's Conference Board to discussion promoting conference and business tourism in Hay River.

### Other Activity:

- Content and design work was completed for interpretive signage to be installed on various sections of The Great Trail.



# STANDING COMMITTEE OF COUNCIL

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**DEPARTMENT:** TOURISM AND ECONOMIC DEVELOPMENT      **DATE:** March 9, 2020

**SUBJECT:** TOURISM AND ECONOMIC DEVELOPMENT REPORT

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## Key Performance Indicators:

### *External Funding Success*

- A \$775,000 multifaceted tourism development application was submitted through CANNOR's call for expressions of interest.
- Healthy Choices funding application for \$75,000 was submitted to support multiyear Summer HEAT program.
- Expression of interest applications submitted in December 2019 through ITI's Tourism Product Diversification Marketing Program (TPDMP) and the Community Tourism Infrastructure Contribution Program (CTICP) were not selected.





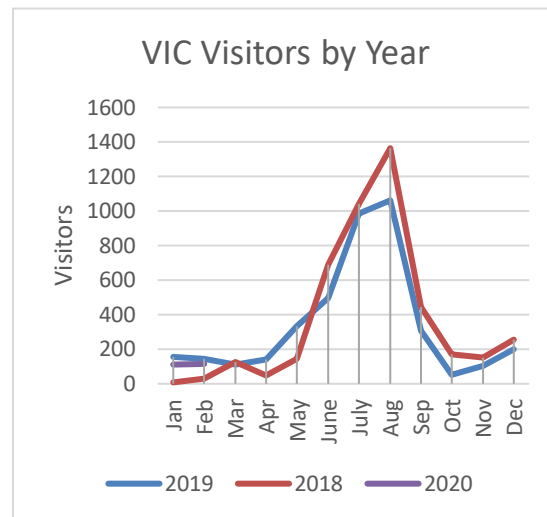
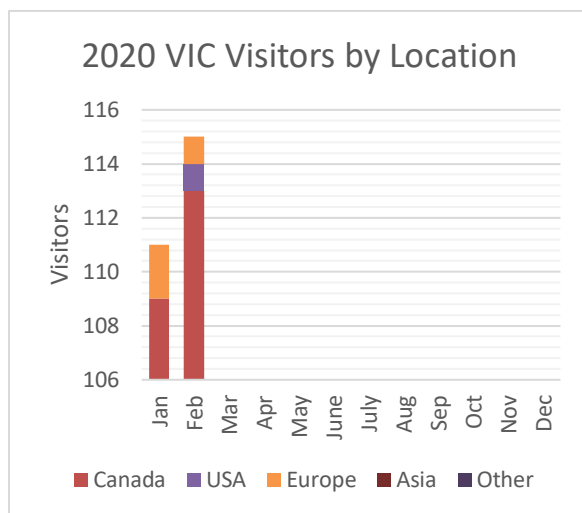
# STANDING COMMITTEE OF COUNCIL

**DEPARTMENT:** TOURISM AND ECONOMIC DEVELOPMENT **DATE:** March 9, 2020

**SUBJECT:** TOURISM AND ECONOMIC DEVELOPMENT REPORT

## Visitor Information Centre Visitation

February's VIC visitation numbers at 115 visitors is down from January's 154 visitors. February saw international visitors from the UK and Texas.



## Gift Shop Sales

Gift shop sales for the month were \$1,633 down from last year \$2,227.





# STANDING COMMITTEE OF COUNCIL

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**DEPARTMENT:** TOURISM AND ECONOMIC DEVELOPMENT    **DATE:** March 9, 2020

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*Inbound Marketing*

- Promotion through social media still remains the focus for marketing. Ad in Up Here Magazine.

*Visitor Satisfaction Rating*

- We have been working with ITI, NWT Parks and Spectacular NWT to create an NWT wide visitor metrics that will be of value to all involved. Currently in discussion.

**COUNCIL POLICY / STRATEGY OR GOAL:**

N/A

**APPLICABLE LEGISLATION, BYLAWS, STUDIES, PLANS:**

N/A

**FINANCIAL IMPLICATIONS:**

N/A

**ALTERNATIVES TO RECOMMENDATIONS:**

N/A

**ATTACHMENTS:**

N/A

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**Prepared by:**  
Peter Magill  
Tourism and Economic Development Coordinator  
Date: March 3, 2020

**Reviewed by:**  
Glenn Smith  
ASAO  
Date: March 3, 2020



# STANDING COMMITTEE OF COUNCIL

DEPARTMENT: GOVERNANCE

DATE: March 9<sup>th</sup>, 2020

SUBJECT: MAYORS MONTHLY REPORT

## RECOMMENDATION:

THAT THE COUNCIL OF THE TOWN OF HAY RIVER accepts the “Mayors Report” for February 2020 as presented.

## BACKGROUND:

### Mayor's February 2020 Meetings

<u>Date</u>	<u>Meeting with or Attended</u>	<u>Location</u>
February 3 <sup>rd</sup> 2020	Attended a meeting with Royal Bank Replacement for Town of Hay River's Business Accounts	Council Chambers
February 12 <sup>th</sup> 2020	Met with Tom Colosimo from ITI	Mayors Office
February 14 <sup>th</sup> 2020	Lunch with MLA North and Council for monthly update	Council Chambers
February 18 <sup>th</sup> 2020	Council met with the GNWT Cabinet	Hay River Community Centre
February 19 <sup>th</sup> 2020	Hosted Ms. Reid's grade 2 class visit to learn about the Mayor	Council Chambers
February 24 <sup>th</sup> 2020	Met with Tom Colosimo and SAO Goucher Met with Hay River Metis President – Trevor Beck	Mayors Office Metis Office
February 25 <sup>th</sup> -26 <sup>th</sup> 2020	Attended the Mayors Bootcamp Training	Inuvik, NT
February 27 <sup>th</sup> -28 <sup>th</sup> 2020	Attended the NWT Association of Communities AGM with DM Bouchard and SAO Goucher.	Inuvik, NT

## COUNCIL POLICY / STRATEGY OR GOAL:



## STANDING COMMITTEE OF COUNCIL

N/A

### APPLICABLE LEGISLATION, BYLAWS, STUDIES, PLANS:

N/A

### FINANCIAL IMPLICATIONS:

N/A

### ALTERNATIVES TO RECOMMENDATIONS:

N/A

### ATTACHMENTS:

N/A

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**Prepared by:**

Kandis Jameson

Mayor

Date: March 3<sup>rd</sup>, 2020



## STANDING COMMITTEE OF COUNCIL

DEPARTMENT: ADMINISTRATION

DATE: March 9<sup>th</sup>, 2020

SUBJECT: LETTER OF SUPPORT FOR HAY RIVER MUSEUM SOCIETY

### RECOMMENDATION:

THAT THE COUNCIL OF THE TOWN OF HAY RIVER directs Administration to draft a letter supporting the Hay River Museum Society's application for ITI's Tourism Product Diversity Marketing Program.

### BACKGROUND:

The Hay River Museum Society is applying to a funding program from ITI called Tourism Product Diversity Marketing Program in the amount of \$95,000. The funding they are seeking will be to re-furbish a portion of the Hay River Hotel "Zoo" that was acquired and to make it safe for museum visitors to enter and view photos and artifacts of the community.

There is no conflict with the Town in terms of this funding program as the Town submitted an expression of interest, but it was not approved.

### COUNCIL POLICY / STRATEGY OR GOAL:

N/A

### APPLICABLE LEGISLATION, BYLAWS, STUDIES, PLANS:

N/A

### FINANCIAL IMPLICATIONS:

N/A

### ALTERNATIVES TO RECOMMENDATIONS:

N/A

### ATTACHMENTS:

Letter from Hay River Museum Society

**Prepared by:**  
Stacey Barnes  
Council Administrator  
March 4<sup>th</sup>, 2020

**Reviewed by:**  
Judy Goucher  
Senior Administrative Officer  
March 4<sup>th</sup>, 2020



# STANDING COMMITTEE OF COUNCIL

DEPARTMENT: ADMINISTRATION

DATE: March 9<sup>th</sup>, 2020

SUBJECT: LETTER OF SUPPORT FOR CHEETAH RESOURCES

## RECOMMENDATION:

**THAT THE COUNCIL OF THE TOWN OF HAY RIVER directs Administration to draft a letter supporting the Cheetah Resources for Nechalacho Rare Earth Demonstration Project Work Plan and Amendments.**

## BACKGROUND:

Cheetah Resources is the proponent for the Nechalacho Rare Earth Demonstration Project and has applied to the Mackenzie Valley Land and Water Board.

Cheetah Resources has engaged with the Town and presented their work plans for the small-scale development of the T Zone to demonstrate the commercial and technological viability and market acceptance of rare earth materials from Nechalacho. This includes proof of concept of sorting technologies new to the Canadian north that eliminate the use of chemicals and water for processing at the site.

Cheetah Resources is asking the Town of Hay River to support their request to the MVLWB to approve the requested amendments to the licences, permits and management plans in a timely manner that allows the Work Plan to fully proceed starting in the spring of 2020. This includes the amendments to Land Use Permit MV2014D0001, Water Licence MV2014L2-0001 and Land Use Permit MV2018C0011.

## COUNCIL POLICY / STRATEGY OR GOAL:

N/A

## APPLICABLE LEGISLATION, BYLAWS, STUDIES, PLANS:

N/A

## FINANCIAL IMPLICATIONS:

N/A

## ALTERNATIVES TO RECOMMENDATIONS:

N/A

## ATTACHMENTS:

Draft Letter of Support from Cheetah Resources  
Presentation from Cheetah Resources

Prepared by:

Reviewed by:



## STANDING COMMITTEE OF COUNCIL

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**DEPARTMENT:** ADMINISTRATION

**DATE:** March 9<sup>th</sup>, 2020

**SUBJECT:** LETTER OF SUPPORT FOR CHEETAH RESOURCES

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Stacey Barnes  
Council Administrator  
March 4<sup>th</sup>, 2020

Judy Goucher  
Senior Administrative Officer  
March 4<sup>th</sup>, 2020



## STANDING COMMITTEE OF COUNCIL

**COMMITTEE:** TOURISM & ECONOMIC DEVELOPMENT

**DATE:** March 9, 2020

**SUBJECT:** 2020 HAY RIVER TOURISM DEVELOPMENT PLAN

### RECOMMENDATION:

**THAT THE COUNCIL OF THE TOWN OF HAY RIVER approves the 2020 Hay River Tourism Development Plan as recommended by the Tourism & Economic Development Committee.**

### BACKGROUND:

The Town of Hay River has historically maintained a tourism plan that serves to guide the direction of Council and Administration with respect to tourism development. The tourism plans provide valuable insight and prospective opportunities for local industry stakeholders and help build a foundation for community tourism. The latest Town of Hay River tourism plan was approved in 2012.

The 2020 Hay River Tourism Development Plan was developed through literature reviews and research that included:

1. 2012 Town of Hay River Tourism Development Plan
2. 2019 Town of Hay River Tourism and Economic Development Committee Planning Session
3. 2019-23 Town of Hay River Strategic Plan
4. 2020 Town of Hay River Tourism and Economic Development Department Annual Business Plan
5. Tourism 2020 – Industry, Tourism and Investment, GNWT

The 2020 plan presents a refined tourism development vision and complementary set of goals relevant to tourism development for the community of Hay River. Realistic strategies that consider the tourism environment are presented to achieve the vision and goals. Specific strategic initiatives with expected outcomes are prioritized over a 3 year period.

The Tourism and Economic Development Committee has reviewed the draft 2020 Hay River Tourism Development Plan and recommends that the Council of the Town of Hay River approve the plan as presented. The Committee looks forward to providing support through its execution.

### COUNCIL POLICY / STRATEGY OR GOAL:

N/A

### APPLICABLE LEGISLATION, BYLAWS, STUDIES, PLANS:

N/A



# STANDING COMMITTEE OF COUNCIL

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**COMMITTEE: TOURISM & ECONOMIC DEVELOPMENT**

**DATE: March 9, 2020**

**SUBJECT: 2020 HAY RIVER TOURISM DEVELOPMENT PLAN**

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## **FINANCIAL IMPLICATIONS:**

- The majority of 2020 initiatives are included in approved 2020 operational and capital budgets. Any initiatives identified in future years that will require additional funding will be presented for approval through the standard budgeting process.

## **ALTERNATIVES TO RECOMMENDATIONS:**

- Do not approve plan – Administration uses existing plans to execute tourism development activities

## **ATTACHMENTS:**

- 2020 Hay River Tourism Development Plan

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**Prepared by:**  
Glenn Smith  
Assistant Senior Administrative Officer  
March 5, 2020

**Approved by:**  
Judy Goucher  
Senior Administrative Officer  
March 5, 2020