

**Quesnel 2020 Project  
Meeting Notes  
May 26, 2004**

**Agenda**

- Welcome, Intros, Purpose
- Background/Overview
- Economic Development
- Liabilities & Assets
- Vision

**Facilitators**

Brenda Snyder & Marti Hamlen

**Attendance**

1. John Bowman, College of New Caledonia
2. Tracey Bond, Baker Creek Enhancement Society
3. Dora McMillian, Quesnel Airshed Management Project
4. Jim Savage, Quesnel Community and Economic Development Corp.
5. Simon Turner, Quesnel Youth Soccer Association
6. Mike Miller, E-NorthernBC
7. Glenys Rutledge, Alex Fraser Park Society
8. Ed Coleman, School District #28
9. Robert Stoldt, Quesnel & District Chamber of Commerce
10. Ronda Wilkins, Cariboo Regional District
11. Bernice Heinzelman, Quesnel & District Arts Council
12. Adam Schaan, Quesnel Secondary School
13. Kit Collins, Quesnel Minor Hockey Association
14. Carol McGregor, South Quesnel Business Association
15. Paddy Doherty, BC Agricultural Council
16. Bob Simpson, Weldwood of Canada
17. Victor Johnson, Quesnel and District Labour Council
18. Greg Halseth, University of Northern British Columbia
19. Sonya Hunt, West Quesnel Business Association
20. John Knoch, Northern Health Authority
21. Nate Bello, City of Quesnel
22. Wylie Bystedt, Quesnel Downtown Association

### Quesnel – What we like

- volunteers
- green spaces
- outdoors and horses
- lifestyle and community

### Jim – Why we are meeting

- bring together cross section of community leaders
- talk about future, with specific things in mind
- resource towns are facing challenges – QCEDC board could see that Quesnel needed to focus on things that could directly effected – public investment can happen – lots of examples of communities having impact on the direction of their community by taking actions
- Ed Coleman suggested that QCEDC bring together groups who are interested in larger process – there aren't resources to come up with multiple projects – we need to focus our attention on one or two projects
- Concluded that collaboration needed to happen with a vision for Quesnel
- Public investment focus is very useful, vision for expenditure of Quesnel as X in the future – take a business approach and pick the one thing we are going to work on
- We need to be looking at how to maintain and attract investment to Quesnel, while maintaining and improving the quality of life - retirement is an investment in Quesnel, tourism and small business, large investment are investments in Quesnel
- Develop collaboration between organizations, allowing us to move forward out of this aggressively
- Thinking outside of the box

### Brenda

- discuss backgrounder paper and come up with three key points that are a takeaway from this document, also identify what is missing from this document

## Key points/Missing Items from the Background Paper in Quesnel2020

- determine what priorities are with a focus on community wide vision
- speak with one voice
- understand what kind of funding is available – levels of govt
- sense that we are behind in the arts and sports facilities – losing opportunities
- can we, should we - attract an aging population? Infrastructure requirement
- will we have a future orientation – with dramatic changes that are occurring – will not be a linear change
- controlling our destiny's – through local leadership, local re-investment
- developing local markets – access to local products
- tourism – not good at recognizing our assets – capitalize on what's here – keep it clean and enhance
- 100 businesses with 100 jobs might be low wage jobs
- we are facing challenges that we have not faced before – clear need for pro-activity
- the natural resources in our region will be in demand for decades “don't throw baby out with the bath”

## Marti – Team Roles & Responsibilities

- team roles and responsibilities – craft a compelling vision for the future of Quesnel, propose aggressive projects, help facilitate process all the way through – team is cross section of leadership of Quesnel – all members of the community – volunteering your expertise and your thoughts on how you can help Quesnel grow to the year 2020
- propose community vision
- establish criteria that will make decisions happen
- recommendations will be made on those projects
- communicate options to the community
- maintain commitment
- help facilitate meeting with public
  
- project plan and overview – Phase 1
  - i. in progress – best practices, getting information out – print, radio, presentations in community forums, website – putting meetings together – getting input and support from the community
  - ii. activities – may 26 – Q2020 Project Team meeting, June 9 – additional Q2020 meeting – apply criteria for projects, June 25 or 26 – 100 people together in community – more the better – present group with crafted vision – with priority projects – get feedback and input – start really spreading support base for where we are going – “Networking Café” – meeting after – July

- expectation is that members will contribute and be open with thoughts and ideas and be responsible with “air” time – allowing for collaborative discussion
- members will be making specific recommendations to the community – decisions need to be made – decision making model suggestion – conditional consensus – I agree to go along with the majority, “I can live with it” – if feel strongly – discussion will occur – to allow for additional consideration (recommendations will be presented to “Networking Café”)

#### Jim – Economic Development

- economic development is happening by local people – last 10 to 15 years C& C Wood Products, Tower Inn & Pellet plant – multi million dollar investments in Quesnel – primary sector – 66% of primary jobs were sparked by families who live in Quesnel – logging families – local people power – are factors that led to this investments will in Quesnel or do we need to create new factors – is quality of life a real factor?
- What makes Quesnel special/interesting – everything was started by people locally –groups of volunteers – Hallis Lake, Rod & Gun Club, Kart Track, Barkerville Historic Town, Farmers Market, Business Improvement Areas – quality of life is created by the people of our community

#### Discussion

- attracting investment – profits don’t always stay in the community – how many of these kind of processes have created the economic development drivers in the community
- how can we make a process like this relevant – communities have succeeded by completing this kind of process
- what will Quesnel look like in 2020 if we don’t get together – “we are better off because we had a session in 2004?”
- Quesnel a global economy now – new factors to face
- Profits leave to retirement investment funds
- Franchise influence is heavy – decisions they make have large impacts on communities – part of global economy
- Local level business losing competitiveness due to global economy and franchise
- Primary engines create spin off for smaller industries – assisting in serving local population
- What primary economic engines can help the community grow? We need to go after – whatever that might be – other communities are doing the same
- Strategies will emerge and re-bundle must occur
- Scaling up in communities – communities need to work together
- Landscape of Quesnel is the attractive feature, not the city boundaries

- Global economy will change twice between now and 2020 – we must be able to adapt to change and be flexible
- Community must come together – that is what attracts people to the community

### Projects Ongoing in Quesnel

Simon – Soccer fields and facility

Robert – Nechako basin exploration

Jim – Dead pine – OSB (Oriented Strand Board Plant)

Sonya – Information Tourist Centre in West Quesnel

Carol – Establishment of South Quesnel Business Association

Ronda – Bowron Connection – circle route tours

Tracey – trail development – west fraser timber park

Glenys - Alex Fraser Park Development – arena, theatre, washrooms

Dora – Air shed management plan

Victor – increased mining

Paddy – national hiking trail – across Canada – BC section starting in Bella Coola – through

Quesnel out to jasper – Quesnel only city of any size

Mike – Quesnel Hockey Academy

John – Community Campus

Ed – Cottonwood House Historic Site, advanced landing technology at airport

Bob – International student program – School District

Bernice – performing arts theatre

Kit – Multi centre – tying to arena, 40yr Quesnel Hixon Rd – being repaved

Greg – CNC UNBC campus, Alex Fraser Research forest – Williams Lake/Likely

John – Health care redevelopment, assisted living

General discussion: Community Forest project, Secondary school capital investment, second Fraser crossing – truck route, West Fraser new plant, events management office, attract investment for energy production – waste heat utilization – greenhouses, library investment, second phase of the community campus, city hall building, franchise investment

\*\*Individuals need to provide information about the items that they brought up and provide that to the facilitators.

## Community Assets & Liabilities

Assets : advantages opportunities – existing things that could be built upon

Liabilities: disadvantages obstacles

(Review page 7-8 from Backgrounder, groups come up with 3 Assets (A) and 3 Liabilities (L))

- Primary industry diverse - A
- People - A
- Community Campus - A
- Natural Resources – variety - A
- Existing infrastructure – encouraging tourism - A
- Level of social responsibility- A
- Availability of real estate, good price - A
- Understandable development – industrial area, auto area, west side residential – comprehensive set up - A
- Diverse land base – tourism resources - A
- Primary industry – complacency - L
- Sub regional/City Council disputes - L
- Limitations in air shed - L
- Air quality - L
- Distance from markets - L
- Small population in trading areas - L
- Government and community attitudes – centralization – L
- Transportation – L
- Pine Beetle – L
- Quality of Life limitations – limited culture, education, art – L
- Lack of distinct identity – L
- Lack of comparative studies - L
- Lack of air travel in to Quesnel - L
- Lack of investment in small/med business - L
- Lack of beautiful areas in Quesnel – L

## Marti - Vision

- Answer this question – ‘You are in Quesnel 2020 – Quesnel is known as the “\_\_\_\_\_” city. Themes are around our people, tourism, lifestyle/outdoors, resources, land and culture. Themes can be built into “lovely” dream for 2020. It must also fit the following criteria: purpose for being here, capitalize on our assets, minimize liabilities, compelling, doable, things we can achieve and have influence over, compatible with what Quesnelites hold dear

Groups – fill in the blank – not being limiting – think about group that you are representing as well. After filling in the blank – everyone at table, write down descriptors – what would you see in Quesnel – what projects – what people would be attracted to it.

- Quesnel is the resourceful city – human, magnetic, natural, clean, bite size, human resource city,
- Quesnel, the city of global opportunity, global tourism, global forest products, global living, global network/communications, global education, global heritage, global environmental/diversity, global resources, global human resources, global industry, global recreation & sports, global arts & culture, global caring community, global spiritual community, globally smart community
- Quesnel is the active community: healthy, culture & arts, sports & recreation, learning, business, training, seniors groups, industrial training, tourism, arts & writers, without limitations, city of opportunity, without limits
- Quesnel is the green city, speaks to Quesnel historically, forest industry – job opportunities, creates big and small investment, natural beauty, eco tourism – Bowron Lake, Dragon Lake, national trail, provincial and forestry parks, history of Barkerville
- Quesnel is BC's best kept secret, Quesnel is the place for space and pace, low cost housing, natural elements, wildlife, active lifestyle, lifestyle, nature, natural, conserving what is good about Quesnel
- Heard at all tables, lifestyle, community, outdoors, natural environment, opportunity, vital – vitality

Consider Quesnel “\_\_\_\_\_” City come up with brief vision statement for Quesnel in 2020 based on what is believed and what you have heard – what Quesnel needs to be in 2020.

- Quesnel: Active – Resourceful - Connected
- Quesnel, the best stop in the universe!
- Quesnel, a resilient city with a global perspective and a local flavour, the jewel on the Fraser
- Opportunistic, anticipation, green and wired, connected, good for you, at home in the world
- Green community with rural frontiers and global opportunities

Reviewed options and following was chosen by the group as top two:

- 1) Quesnel: Active – Resourceful – Connected
- 2) Green community with rural frontiers and global opportunities

Down to two options – group determined a single choice of consensus:

1) Quesnel: Active – Resourceful – Connected

Jim – Review of evening purpose

- Assumption is that there will not be as many high paying forestry jobs as there are today – companies may be able to draw in fibre from far reaching area. Mills may not be as effected by AAC being cut.
- Prudent for Quesnel to look at what we can do to positively effect this – transition from urban to rural – connectivity allowing people to live away from urban centres.

Discussion:

- How will the growing aboriginal community will view Quesnel – will connectivity be an attractive selling point? Strategy needs to include this
- Indo Canadian community overlooked in discussions
- Birth rate of Aboriginal people is 2,3,4x greater than Caucasian population base, 50% aboriginal community
- More visible minority in the community

**Set up for next Q2020 session**

- Will identify decision criteria
  - i. specific consideration to assist prioritization

Come up with one idea about what decision criteria could be: eg. fits the vision, improved quality of life, how do we prioritize projects.

Notes will be accumulated and used in decision criteria process.

Network Café – 100 people attend, buy in from community, June 25 or 26, Fri or Sat – all day session – similar to Nov Infrastructure meeting. Discuss information presented and discuss, as if at a restaurant, chatting. Groups will be asked to capture information – quickly retrieving buy in from people.

Each group will bring two people from their organizations to participate.

4 hours, Thursday, June 24

June 9, next meeting for Q2020, 4pm-8:30pm

June 2, provide the Economic Development office with a description.

Name of project, outcome, brief description, size of group working on project, status of project.

## Parking Lot Issues

- Indo Canadian Representation
- Aboriginal view
- Promoting immigration
- What financial backing will Quesnel 2020 get from both private and public organizations? What press coverage will Quesnel 2020 receive? How will the community know about our brainstorming?

## Decision Criteria, as suggested by participants

- Meet all environmental standards, e.g. airshed plant
- Must be viable
- Increase art & culture initiatives in community
- Increase tourism to community so it becomes a destination place
- Increase the capacity of our community, e.g. human resources
- Brings investment to our community
- Is doable
- Improves quality of life
- Accessible to all individuals
- Elevates people's attitudes from "give me" to "for our children"
- Enhances official community plan objectives
- Protection/consideration of our groundwater
- Leading edge "green" design features
- Low impact development
- Global appeal
- Connectable to various transportation methods: cars, trucks, walkers, bikers, small transport machines
- Replaces an outdated resource
- Complement existing resources
- Innovative capital design – use of wood
- Operating cost efficiency
- Must "speak" to each point of the vision – active, resourceful, connected
- Stimulates employment
- Attracts more visitors to Quesnel
- Has broad community support and use/impact (benefit many people)
- Supports healthy, active lifestyle
- Does not depend on regional support
- Educates the public – need for our youth trained
- Self providing – bush & mill jobs declining – what is next for employment – need for something that will look after us
- Assists in training in trades
- Initiate bringing funding from stumpage back to Quesnel
- Allows for future expansion
- Meets the needs of more than one interest group
- Increases tourism
- Does not degrade the environment
- Return on investment
- Affordable – milestone not a millstone

- Meets a need of today and tomorrow
- Retains and attracts population and investment
- Best bang for the buck
- Community consensus
- Direction of profit flow
- Contribution to environmental sustainability
- Contribution to quality of life
- Economic contribution to local and regional economy
- Contribution to local capacity building via training/education
- Maintain ecological integrity
- Include environmental input at planning stage
- Maintain or enhance natural features
- Does not “explode” population
- Retain wilderness
- Speaks to broad cross section of community
- Meets vision criteria
- Financially viable and responsible, sustainable
- Reduce income disparity
- Brings left and right together
- Revenue generation
- Community and volunteer labour in meeting the goals
- Bring people together
- Increase population
- Doesn't depend on the forest sector at all
- Draws people to town either permanently or temporarily
- Maximize potential of human resources
- Builds capacity for change
- Supports flexibility and resilience
- Increase beauty
- Increase community participation
- Address skilled labour gap
- Global appeal or niche markets
- Improve first nations relationships