

Quesnel 2020 Project Meeting

December 6, 2004

Attendance

Dora Macmillan
Tracy Bond
Bob Simpson
Adam Schaan
Jim Savage
Ronda Wilkins
Simon Turner
Glenys Rutledge
Blanca Schortch
Kit Collins
Nate Bello
Carol McGregor
Robert Stoldt
Karen Borsato
Paddy Doherty
Betsy Ives
Bernice Heinzelman

Welcome Quesnel 2020 Team

Quesnel – Green – Connected – Active

Agenda Review

1. Phase 1 Review
2. Phase 2 Overview
3. Proposed Project Groupings
4. Narrowing Project List
5. Next Steps

Introductions

1. Review

Jim Savage

- Facing serious economic challenges, have missed some funding opportunities – belief that there hasn't been consensus on what major public projects should be for Quesnel
- Public projects focus
- Out of this team work will come some great proposals for submitting on funding opportunities
- Community Futures, Mayor Nate Bello, Western Economic Diversification instrumental in this process
- Team has generated more than 140 ideas during the sessions, tonight will bring that number down to two categories

2. Phase 2 - Overview

Marti

- Reviewed past meeting discussion, what people liked about Quesnel, where will Quesnel be in 100 years, 20 years
- Meetings talked about the passion behind projects in the community
- We need to think about what Quesnel can be and look at some of the project ideas and matching those to the criteria to narrowing the project list down to a few
- Between now and March 31, the projects narrowed tonight will be researched and analysed based on best practices and what the likely outcome for Quesnel would be, information will come back to group, then based on that information, we will continue to narrow the list for Phase 2, two or three things we will focus on, then go back to another community café – this must be a community effort, team will meet again and agree on the couple of projects that will have business development work completed for the end of March

3. Proposed Project Groupings

- Reviewed projects under the QCEDC umbrella, see hand out
- January, QCEDC will convene a forum in community on beetle problem, challenges and also look at initiatives we can take or are already being taken to mitigate possible impacts of those challenges
- Reviewed Quesnel 2020 Projects - proposal for short listing – see hand out
- Criteria for short list -
 - o Clearly driven by funding opportunities like the Northern Development Initiative, potential federal dollars
 - o Apparent opportunity to integrate some projects
 - o Didn't include projects if they are already in the works, e.g. Campus project, Air quality project, or more advocacy related
 - o No demonstrated commitment to proceed, e.g. neighbourhood community centres
 - o Clearly in other groups' core responsibilities, e.g. highway upgrades
- Two project groupings proposed:
 - o Greening/beautification/commercial area revitalization improvements
 - o Public assembly/culture/arts/recreation
- Next steps – clear approach going forward from this meeting – allows QCEDC to focus funding on development of two major proposals
- The team would not be eliminating other projects, but would rather table them until after Phase 2

Discussion – 1. Does it make sense for us as group to whittle down the list before we start applying criteria, into the two categories outlined in the short list proposal paper?

2. Are there projects that should be added back to list?

- Agreement around the room with the short list and segregation of projects
- Remain open to changes and additions to decision criteria
- Understanding that this is ground work

- Two categories do not supersede other projects, if funding came forward for other projects, application could occur
- Need to check back to vision to keep team focused
- Team may choose to be advocate voice for important projects "belonging" to other groups

Nate – Resources

- Investment in North Cariboo – two projects – Northern Development Initiative – funds from the sale of BC Rail, \$135M for Northern BC, put aside for Northern Development, \$25M for administration office, developed four regions, each region has \$15M, Mayors for regions, plus Regional Districts have met in our area twice – our region has decided to break the funds up, North Cariboo \$4M, Clinton-South, \$3.5, Lillooet – Logan Lake - \$3.5M, Williams Lake/South Central \$4M
 - o North Cariboo will receive \$4M – City of Quesnel, 4 Northern Directors, Village of Wells – no process developed to date – potential for an endowment fund with funds distributed annually, incur a debt and do a big project or spend it all on a great project
 - o \$50M in cross regional fund – directed our representatives to say we would like another \$5M for our region
- Provincial response to the beetle situation, called for Legacy Fund and invest that back into our economy, allowing for economic rejuvenation in our regions
- We must be prepared to make compelling suggestions and provide proposals and business plans

Grouping #1

Greening, community beautification, commercial area revitalization

- Commercial area beautification and infill
- Visual improvements – greening in main transportation corridors
- Trail system extensions (two mile flat, dragon lake, south Quesnel, 10 Mile Lake, West Quesnel, Nature Education and Resource Centre) including bike lanes, National Hiking Trail link up
- Community gardens
- Farmer’s Market development linked with Downtown revitalization

Group work – to develop input for integrated plan/business plan – not limited to list of items

- Definite walking route – linking various subdivisions e.g. Johnson, Carson, Campus to Downtown/Farmer’s Market, to west and north Quesnel
- Signage – similar to river walk
- Improved/brighter street lighting
- “lifestyle” – affordable, get more out of time away from work, immediate recreation choice, no hour commute – imaging – employee gets up to leave the office and then is immediately on skis or hiking or riding a horse
- comprehensive map developed with criteria developed for which region or section should be improved – priority list – main corridor and CN Rail corridor – looking

- to air shed management plan as reference points for priorities, will it help with dust control
- expansion of trails and map – more than walking – multi-use trails – broader area – North Cariboo region
 - community gardens option to combine with farmers market
 - outdoor family area – park development, maintenance and safety
 - new infrastructure for farmers market
 - community garden location in west Quesnel – plan looking at population for locations
 - marketing plan for positioning Quesnel should be part of business plan
 - signage plan
 - bypass – transportation strategy – as part of plan – evaluate dangerous goods issues, road/rail adjustment options
 - integrated planning of BIA's
 - capitalize on footbridge – development of downtown-west corridor
 - encouragement of entrepreneurial ideas through city and crd support/incentives – green transportation – Nate's trolley idea
 - utilization of existing historical/regional trails – Grease trail, regional “secret” trails, bowron lake, wells, Quesnel local trails
 - encourage green travel/transportation – receive incentives as part of north cariboo program, collect “green miles”
 - develop stronger recycling program in communities – look at similar size community for strategies and plans
 - trail system improvements – importance of and emphasis on rivers – transportation, salmon, commercial history, access to development of natural recreational opportunity
 - cultural/historical – gold panning allowed, aboriginal/Chinese populations, orienteering trails – 10 Mile
 - infrastructure – parking, trail upkeep/maintenance, transportation alternatives – bike lanes, livery stable (horses), extensions (detail/buy in)- outside Quesnel,
 - marketing – better/info out
 - farmers market – recruit other specialty products, enhance events
 - downtown develop/beautification
 - pursue development plan
 - rebranding of downtown – isle d'quesnelle
 - rebranding retail specialty market (truck dealers)
 - “outfill” river banks – increase riparian zone
 - public works yard – farmer's market new home
 - the beautiful city project – be bold and visionary, links to small business, how to complement what we have?, how to position Quesnel? – e.g. position for bypass, green look and green values, tie into public assembly/cultural projects, commercial area in fill, connections with trails, pedestrian bridge over Quesnel river, river course (kayaks/canoes) in front of campus, make sure east west connector has pedestrian access (if), connecting areas together, safety a key consideration, consistent theme through all seasons through four seasons, theme across commercial zones and connections between commercial zones
 - public art along trails, bridges, etc

- opportunities for adventure racing
- The main themes resulting from this discussion were:
 - o Trail development and extension
 - o Marketing uniqueness of Quesnel
 - o Developing a strong, attractive "look" for Quesnel, common across business areas
 - o Common signage

Group 2

Public assembly, cultural and recreation facilities

- Alex Fraser Park development, especially equine facilities
- Multi purpose facility – the multiplex to house a new skating rink(s) and possibility other facilities
- Soccer facilities, indoor (new)
- Conference centre facilities (possibly integrate with one of the above)
- Performing arts centre (possibly integrate with one of the above)
- New arts centre/museum linked with move of tourism visitor centre to old train station
- CD Hoy collection integrated to library?

Does it fit criteria, if it does fit, does it make sense to combine any of the projects?
Come up with three projects that make sense for Quesnel for Phase 2 based on decision criteria.

Decision Criteria

- The project likely has a strong business case
- The project would likely have a strong economic impact
- The project already has a project proposal
- Where public capital is required, is likely within Quesnel's capability
- Where public capital is required, the project likely has, or would get, broad community support – "Yes" at referendum
- The project is consistent with the community vision
- It is your "gut feel" that this project is what Quesnel needs to help it diversity
- There is likely to be imminent funding opportunity for this project
- Can integrate with other projects

Group 1 – 1) Community beautification - meets most criteria, 2) Alex Fraser Park Multiplex – theatre 3) conference centre

Group 2 – 1) Greening 2) Soccer-Indoor sports facility, won't be exclusive to soccer 3) Theatre/Museum Alex Fraser Park with CD Hoy Collection (Develop rec centre area)

Group 3 – 1) Greening, community beautification 2) public assembly facility/multi-centre – home to arts events: cd hoy collection, local artists, performing arts – agriculture – animals and feed, recreation – hockey, skating, lacrosse, ringette, etc –

commercial/commerce – conference, convention centre, education – college participation
3) utilization of existing buildings as tied to 2)

Group 4 – 1) Greening 2) Alex Fraser 3) Sports Facility

Noted that CD Hoy location will in part be located with the new campus, thanks to Rotary Club.

Research on following options:

- 1) Community beautification – greening – integrated plan
- 2) Soccer/indoor sports facility
- 3) Alex Fraser development – rodeo, equine facilities, educational facilities
- 4) Multiplex/conference centre
- 5) Performing Arts Theatre – possible to combine with other options

Retaining consultants to do analysis on these 5 projects, we will bring those back to the meeting in January – results of analysis – we will forward some criteria for review to Q2020 team. Best practice research will occur in reviewing projects.

Next meeting: January 19th, 2005, 4-8, Best Western Tower Inn

Parking Lot

- Should remember to still be involved in advocacy – education and health
- Don't lose sight of "whole community vision" – implication of vision beyond "funded projects" – role of this team/QCEDC
- Agreement in room to investigate the role of the team or the QCEDC – keeping to connectedness of our vision – to discuss this role and how it will be dealt with at a future meeting
- 10 unique attractive features
- make trails and other elements of greening proposal attractive for all ages, youth – seniors
- what variables can connect our plans globally – Shiraoui twinning, China, international student program