



Date: 14/03/2019

AGENDA ITEM SUMMARY

To: Chair and Directors, Cariboo Regional District Board

And To: John MacLean, Chief Administrative Officer

From: Emily Epp, Manager of Communications

Date of Meeting: Cariboo Regional District Board_Mar22_2019

File: 550-01

Short Summary:

2019 Info Fairs

Voting:

Corporate Vote - Unweighted

Memorandum:

In January, the Central, South and North Rural Directors Caucuses discussed hosting info fairs in the north, central and south areas.

- The South Rural Directors Caucus decided to hold their event in Forest Grove in the summer of 2019.
- The North Rural Directors Caucus decided to hold their event in Barlow Creek in April or May 2019.
- The Central Rural Directors Caucus deferred their discussion of when and where to host their event until after the Area F by-election.

For background, every year the Cariboo Regional District budgets for one Information Fair in the north, central and south areas, for a total of three per year. These events are an informal tradeshow-style event where residents can meet with their electoral area directors, CRD staff and other agencies to discuss issues specific to their community. This format was selected by the Board in 2015 to replace the previous Town Halls, which had very low public attendance.

Staff would like to bring these information fair events to the Board for discussion about whether these events are still a priority. We have had low to moderate turnout at these events and the format requires the participation of our partner agencies, who are increasingly busy.

- In 2018, we hosted two info fairs. 13 members of the public attended the one in Nazko and 26 people attended the one in Lone Butte. In 2017, we hosted one event in Kersley that 19 people attended.
- We invite agency representatives to attend and host a booth – typically we have about 11 agency reps attend. This is a busy time of year for a lot of these agencies.

- When we surveyed the agency reps following our Kersley event in 2017, 7 of the 11 reps expressed disappointment at the low public turnout; although they did say they would be interested in attending again.
- Each info fair takes about 25 hours of staff time to coordinate.

Broadly speaking, events that are not tied to a specific project, issue or initiative have typically had low public participation. For example, the 2019 budget consultation meeting about the tax increase in the 150 Mile VFD budget saw better turnout than general budget meetings did in the past. This year's 150 VFD budget meeting had 41 attendees; whereas the 2015 budget open house in the Central Cariboo had 6 attendees. To this end, staff would like to have a more fulsome discussion around public engagement at the 2019 strategic planning sessions.

In the meantime, staff are seeking clarification about whether these info fair events are still a priority of the Board in 2019.

Attachments:

N/A

Financial Implications:

The 2019 Provisional Budget includes funding for three information fairs. Each information fair costs about \$1,500-\$2,000.

Policy Implications:

N/A

Alignment with Strategic Plan:

- ☐ Ensuring Sufficient and Sustainable Funding
- ☒ Building on our Relationships
- ☒ Providing Cost Effective High Quality Services
- ☐ Focusing on Being Well Governed

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CAO Comments:

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Options:

- 1) Receipt;
- 2) Receipt and further action.

Recommendation:

That the agenda item summary from Emily Epp, Manager of Communications, dated March 14, 2019, regarding the 2019 Info Fairs, be received. *Further action at the discretion of the Board.*