

MEETING NO. 3 – March 17, 2026

A Regular North Cariboo Joint Advisory Committee meeting was held on the 17th day of March, 2026, commencing at 5:30 p.m. at Council Chambers, City Hall, 410 Kinchant Street, Quesnel, B.C.

PRESENT FROM CITY: Co-Chair Laurey-Anne Roodenburg, Mayor Ron Paull, Councillors Tony Goulet, and Scott Elliott.

Staff: Community Services Director Jeff Norburn, Economic Development Manager Amy Reid, Executive Assistant Laura Long [Recorder]

PRESENT FROM CRD: Co-chair Jim Glassford (CHAIR), Directors Barb Bachmeier, John Massier and Nicole Audet

Staff:

REGRETS: Councillors Debra McKelvie, Martin Runge, and Mitch Vik

GUEST(s): CRD Economic & Community Development Officer – Beth Holden, and NCSC President, Colleen Gauthier

MEDIA: The Goat

GALLERY: There were two (2) members of the public in attendance in the gallery for portions of the meeting.

A. CALL TO ORDER - CO-CHAIR GLASSFORD

Co-Chair Glassford called the March 17, 2026, North Cariboo Joint Advisory Committee meeting to order at 5:30 p.m.

B. ADOPTION OF AGENDA

26-03-17 MOVED Mayor Paull, Seconded Councillor Roodenburg and resolved: THAT the North Cariboo Joint Advisory Committee approve the March 17, 2026, meeting agenda as presented.

CARRIED
UNANIMOUSLY

C. DELEGATION(S):

1. ***Regional Workforce Retention and Expansion Project***
- CRD Economic & Community Development Officer – Beth Holden

- Cariboo Regional District (CRD) Economic & Community Development Officer Beth Holden provided the North Cariboo Joint Advisory Committee (NCJAC) with an update on the regional workforce retention and expansion project.
- The "Make the Move" website, hosting interactive features, has been created with the intent of engaging employers and newcomers to the community.
- Will Creative has been hired to aid in the brand identity and creative development of the website and supporting materials.
- The key branding concept has been chosen as "Cariboo. It's True.", featuring a colourful logo, typography, and graphics, and interactive concepts.
- Next steps incorporate content acquisition, advertising campaigns and the development of social media strategies, including the possibility of partnering with community tourism platforms to host the social media campaigns and messaging.
- The North Cariboo Joint Advisory Committee suggested that the Economic & Community Development Officer include additional

messaging and imagery of gold, heritage, First Nations, rivers/landscapes, wildlife, and fishing, and to consider engaging with the local Mills, Work BC, and Business Improvement Area Associations.

**2. North Cariboo Seniors' Council 2025 Report
- NCSC President, Colleen Gauthier**

- North Cariboo Seniors' Council President, Colleen Gauthier, provided the North Cariboo Joint Advisory Committee (NCJAC) with an update on the Council's utilization of funding it receives from the City of Quesnel and Cariboo Regional District.
- Since starting in 2019, the North Cariboo Seniors Council has grown to 45 members, including 7 board members, and one part-time Executive Director.
- The North Cariboo Seniors' Council has moved into a new location, sharing the space with Better at Home and Community Connector, allowing for one-on-one support.
- Along with additional collaborations, the North Cariboo Seniors' Council oversees United Way programs, including Better at Home, Social Prescribing Community Connector, Social Meals, and Emergency Transport Assistance Program.
- The North Cariboo Joint Advisory Committee suggested that the North Cariboo Seniors' Council to engage with the ManShed program, Christmas Bells, Seniors Advocacy Group, Literacy Quesnel, the Golden Centre, and the Seniors Centre for additional options for collaboration and community support.

D. ADOPTION OF MINUTES

1. Minutes of February 10, 2026

26-03-18 MOVED Director Bachmeier, Seconded Director Massier and resolved: THAT the North Cariboo Joint Advisory Committee adopt the February 10, 2026 Minutes, as presented.

CARRIED
UNANIMOUSLY

E. STAFF REPORT(S):

1. Staff Report - Administrative Report #10/26 - North Cariboo Recreation and Parks 2025 Year End Budget Summary - Director Norburn to Report

(Brought forward for informational purposes)

26-03-19 MOVED Councillor Elliott, Seconded Director Audet and resolved: THAT the North Cariboo Joint Advisory Committee direct staff to undertake an analysis of the financial impacts associated with reducing the Quesnel and District Arts and Recreation Centre admission rates for individuals aged 70 years and older by fifty percent (50%) and report the findings back to the Committee.

CARRIED
UNANIMOUSLY

2. Staff Report - Administrative Report #11/26 - Visitor Information Centre Statistics - Director Norburn to Report

(Brought forward for informational purposes only; no Committee resolution(s) considered for this agenda item.)

3. Staff Report - Administration Report #5/26 - Virtual streaming and recording options for NCJAC meetings - Committee Discussion

Requested to be brought back for discussion as the following resolution from the February 10, 2026, North Cariboo Joint Advisory Committee meeting was not endorsed by the Cariboo Regional District Board: Resolution: 26-02-11 - THAT the North Cariboo Joint Advisory Committee direct staff to implement recording and posting of Joint Advisory Committee meetings on the City of Quesnel website. Defeated

26-03-20 MOVED Councillor Elliott, Seconded Director Bachmeier and resolved: THAT the North Cariboo Joint Advisory Committee refer Resolution 26-02-11, regarding recording and posting North Cariboo Joint Advisory Committee meetings on the City of Quesnel website, back to the Cariboo Regional District Board for reconsideration.

AND THAT the North Cariboo Joint Advisory Committee Co-Chairs forward a letter addressing the concerns raised by the Board and clarifying the Committee's rationale.

CARRIED (CITY:
4:0/CRD: 2:2)

F. NEW BUSINESS:

G. CORRESPONDENCE

H. NEXT MEETING

April 14, 2026

I. GALLERY QUESTIONS:

There were no gallery questions.

J. MOVE TO SPECIAL CLOSED

K. RELEASE ITEM(S) FROM SPECIAL CLOSED TO SPECIAL OPEN OR TO AN IN-CAMERA CARIBOO REGIONAL DISTRICT MEETING

L. ADJOURN SPECIAL CLOSED AND RESUME SPECIAL OPEN

M. ADJOURNMENT:

With there being no further business to discuss, the March 17, 2026, North Cariboo Joint Advisory Committee meeting ended at 7:25 p.m.

CERTIFIED CORRECT

Jim Glassford (Chair)
Cariboo Regional District

Laurey-Anne Roodenburg
City of Quesnel