



## MAY 16 BOARD MEETING HIGHLIGHTS

**Cultural marketing program update; Survey results from Robson Valley Rebroadcasting review; Update on composting in the Regional District**

### **Cultural marketing program update**

The Regional District's cultural marketing program has a new name and a new look. The program markets cultural attractions within the Regional District and formerly came under the Golden Raven brand. A brand review and assessment was completed and as a result, the program is now the Northern Routes Cultural Experience. To launch Northern Routes the marketing plan includes developing a new website, brochure, facility signage and giveaway items. There is also a strong social media emphasis utilizing Facebook and Instagram.

### **Survey results from Robson Valley Rebroadcasting review**

Last month the Regional District conducted a survey to gauge the value of the Robson Valley TV Rebroadcasting Service 783 surveys were mailed out and 249 were completed and submitted. The survey results identify that the majority of respondents receive their television and radio signals through the rebroadcasting service, though a number of respondents are also getting satellite tv.

More than 80% indicated that they had an issue with television or radio reception. When asked how they would rate their satisfaction with the television reception, it was a near even split between satisfied and unsatisfied and a further 12% of respondents indicating they were very satisfied. About 85% were satisfied or very satisfied with radio reception. Respondents were split evenly about their support for increased taxes for the service, with some respondents indicating they needed more information before they could make a determination. When asked how they would be affected if the service discontinued, most respondents indicated it would have a negative effect on them, though some respondents said they have other options for television and radio so losing the service would have minimal impact.

### **Update on composting in the Regional District**

An overview of compost and composting was provided to Directors. The Regional district has been diverting yard waste from the landfill for nearly 25 years. Each year, approximately 6000 tonnes of waste grass and yard and garden waste is diverted and composted at the Foothills Landfill. The Regional District produces and sells NorGrow, a Class A compost that meets the Provincial Organic Matter Recycling Regulation. In addition, the Regional District offers Earth Machine backyard composters, with the potential to divert 200 kg of household organic waste (kitchen scraps and yard waste) each year. More details about composting is available on the Regional District website at [www.rdffg.bc.ca](http://www.rdffg.bc.ca).

### **Community Grants**

The Board approved the following requests for Community and Recreation Grants:

- \$7000 to the Pilot Mountain Recreation Commission for insurance, events and maintenance
- \$932 to the Salmon Valley Gymkhana Club for insurance

**Community Grants cntd.**

- \$7256 to the Miworth Community Association for insurance utility expenses and fireworks
- \$3528 to the Pineview Recreation Commission for furnace repairs and computer expenses
- \$3600 to the Buckhorn Recreation Commission for insurance, bursaries and operating expenses
- \$1000 to the McBride Elks Lodge #247 for insurance and event costs
- \$1000 to the Robson Valley Arts and Culture Council for festival expenses
- \$250 to Robson Valley Community Services for youth mental health contest support
- \$2000 to the Robson Valley Music Society for emergency health services
- \$3000 to the Robson Valley Spay and Neuter Society for program expenses

**For further information, please contact**

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**REGIONAL DISTRICT  
of Fraser-Fort George**