



TOWN OF LAKE COWICHAN

Parks, Recreation and Culture Committee
Tuesday, June 18th, 2019 at 7:15 p.m. – Council Chambers

AGENDA

- | 1. | CALL TO ORDER | Page # |
|-----|--|---------------|
| | INTRODUCTION OF LATE ITEMS (if applicable) | |
| 2. | APPROVAL OF AGENDA | |
| 3. | BUSINESS ARISING AND UNFINISHED BUSINESS | |
| (a) | (i) 75 th Birthday Celebration for Town of Lake Cowichan in 2019 – Update. | |
| (b) | Ongoing Items Still Being Addressed: | |
| (i) | Riverfront Walkway and Trail Connections – Update. | |
| 4. | DELEGATIONS AND REPRESENTATIONS | |
| (a) | Ken Traynor, Cowichan Lake and River Stewardship Society re: CLRSS activities. | |
| 5. | CORRESPONDENCE | |
| (a) | Deborah Apps, President and CEO, Trans Canada Trail Foundation re: Financial Support for the Trail. | 3 |
| 6. | VERBAL COMMENT FROM THE PUBLIC ON A SUBSEQUENT ITEM ON THE AGENDA – (maximum 3 minutes per speaker and maximum time allotted 15 minutes.) | |
| 7. | REPORTS | |
| | None. | |
| 8. | NEW BUSINESS | |
| | None. | |
| 9. | NOTICES OF MOTION | |
| 10. | PUBLIC RELATIONS ITEMS | |
| 11. | QUESTION PERIOD (maximum 3 minutes per speaker and maximum time allotted 15 minutes)
- Limited to items on the agenda | |
| 12. | ADJOURNMENT | |

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THE GREAT LE GRAND TRAIL SENTIER



May 31, 2019

Town of Cowichan Lake
39 South Shore Road
P.O. Box 860
Cowichan Lake, BC V0R 2G0

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Viceregal Patron
Her Excellency the Right Honourable
Julie Payette
Governor General of Canada

Présidente d'honneur vice-royale
Son Excellence la très honorable
Julie Payette
Gouverneure générale du Canada

Board of Directors
Conseil d'administration

Trans Canada Trail
Sentier Transcanadien

Neil Yeates
(Chair/Président)
Japman Bajaj
Eric Gionet
James Goulden
Graham Green
Ron Hicks
Michael Lindsay
(Vice-chair/vice-président)
Carolyn Mackay
Michele McKenzie
Emma Mohns
Valerie Pringle
Patrice Ryan
Robyn Seetal
Gillian Winckler
Kim Wynn

Trans Canada Trail Foundation
Fondation du sentier Transcanadien
Valerie Pringle, C.M., LL.D.
(Chair/Présidente)
David Cotttingham
Kirby Gavelin
Laureen Harper
Amanda Lang
Michael Lindsay
Ian Pearce
Aidan Richardson
Ed Steeves
Neil Yeates

President & CEO
Présidente et chef de la direction
Deborah Apps

Dear Friends of the Trail,

Before we get started on another busy trail-building season and the many projects being undertaken across the country, we would like to take a moment to share with you some of the highlights and successes of the past few months.

Support for the Trail

We would like to extend, once again, our gratitude to the Government of Canada for its ongoing support. The federal government's support allows us to leverage others to give, which continues to boost our fundraising efforts in support of our national trail.

We were fortunate to receive a number of special gifts in the final quarter of 2018/19. TECK – a previous *Chapter 150* donor – renewed their commitment with a \$1M gift in support of ongoing Trail development in the East Kootenays, BC. A generous gift of \$100,000 from Sherritt International will help make the Trail safer with the construction of a new underslung pedestrian bridge over the North Saskatchewan River.

Stalwarts of the Canadian philanthropic scene, a number of foundations also renewed their commitment to The Great Trail. The T.R. Meighen Family Foundation and Senator Michael Meighen made a combined \$75,000 gift to fund a major bridge repair on the Caledon Trailway, as well as a study in New Brunswick for a 'hands across the border' connection with the East Coast Trail at Calais, Maine. The Crabtree and W. Garfield Weston Foundations renewed their support for the Trail in New Brunswick and for the repair of a historic bridge in Tiny, Ontario, respectively.

Trail Projects

We were thrilled to have been able to support many amazing projects this year. Among these projects were a new greenway connecting the village of Chemainus to Ladysmith in the Cowichan Valley, BC; a roadway conversion to greenway around Lake Diefenbaker, SK; and an upgrade to a Trailway Bridge in Caledon, ON.

During the latest request for funding applications, we received over 150 new proposals for projects. These will result in more greenways and active transportation routes, improved accessibility, more signage and trailheads, and repairs to sections that have been damaged by natural disasters. We are also working with several groups across Canada to encourage projects that improve trail accessibility for all users.

We continued to forge positive connections with Indigenous communities and organizations across the country, with a number of projects connected to or spearheaded by Indigenous communities. The launch of Phase II of an ongoing tourism project led by Beardy's & Okemasis' Cree Nation in Saskatchewan will take place this season. We installed Trail signage and markers in the Inuvialuit and Gwich'in languages along the Boot Lake Trail in the Northwest Territories; and continue to make improvements to the Goat Island access point at the Eskasoni First Nation in Nova Scotia.

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321, de la Commune Ouest
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Connecting with Canadians

This year we grew our reach and our base of followers thanks to many successful initiatives, including our successful partnership with the Globe and Mail, and new special projects that resulted in reaching new audiences:

- We launched the first Great Trail Treasure Hunt last year on August 26 in partnership with the Royal Canadian Geographical Society (RCGS), to commemorate the one-year anniversary of connection and to encourage usage of The Great Trail. One hundred treasure boxes were hidden on the Trail with clues unveiled on an ongoing basis. Many of our Trail *Champions* participated by creating a videotaped clue, including Ray Zahab, George Kourounis, George Canyon, Jay Ingram, Adam Creek, Minister Catherine McKenna, Senator Colin Deacon, Mercedes Nicholl, Valerie Pringle, Paul Nichols and Rick Hansen
- We collaborated with Canadian Country Music Hall of Famer and TCT *Champion* Paul Brandt on his *Journey Tour*. This partnership helped raise awareness and funds for the Trail through Paul's authentic endorsement of The Great Trail, reaching up to 60,000 fans over 22 concerts

Our tourism marketing campaigns continued to garner interest within and outside of Canada through successful partnerships, and the development of stories, itineraries and videos. We also created a new travel section on our website called The Great Tales. The platform currently features Manitoba, Quebec and PEI, and it is designed to attract tourists within and outside of Canada to The Great Trail.

We also launched a corporate and fundraising awareness campaign around the thematic, *Deeply Connected*. The campaign included five videos shot in different locations that featured a diverse group of people articulating their personal connection to the Trail.

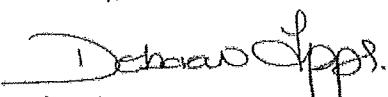
And, the coming year is shaping up to be just as exciting.

- We will be developing new video content to establish a stronger presence on YouTube and reach a younger demographic. The revamped channel will be a hub for outdoor enthusiasts worldwide, providing immersive experiences on the Trail and a diversity of content including videos, personal stories, and how-to clips
- We are once more entering into a partnership with RCGS on a second Treasure Hunt. We will increase the caches to two hundred, and will work with RCGS to develop a bilingual, curriculum-linked set of classroom activities for students, focusing on The Great Trail and the Treasure Hunt. Through the Canadian Geographic Education program, we will directly reach nearly 22,000 Canadian classrooms, getting the students excited about participating in the Treasure Hunt and encouraging them to get their whole family involved
- We will also be collaborating with the Robert Bateman Foundation to host a Nature Sketch on The Great Trail. Launching in the fall of 2019, the program will involve a one-day event where families can engage in learning how to sketch based on the teachings of world-renowned Canadian artist and naturalist, Robert Bateman. Naturalists and artists will be on site at six locations along the Trail to implement the program.

We look forward to updating you in a few months on these projects and programs.

If you have any questions, or would like additional information on the Trail, please feel free to contact my office at ceo@tctrail.ca or at 800-465-3636 x. 4341.

Sincerely,



Deborah Apps
President & CEO

P.S. I am very pleased to share with you the first of this year's Trans Canada Trail Globe and Mail inserts, which was published on April 13.