

SILVER STAR MARKETING TASK FORCE

NEWSLETTER 5

INTRODUCTION

This is the fifth newsletter from the Silver Star Task Force, which was established to explore alternative approaches to marketing the resort and creating a stronger resort community. A non-profit alternative was sought to the status quo; an alternative that would include all facets of the resort, from the residents to the lift company to the commercial interests.

After an evaluation process, the Task Force unanimously decided to explore further the formation of a Silver Star Resort Association (SSRA), with the core purpose being to enhance marketing/sales of the resort and increase brand awareness such that the Silver Star is seen and heard in the market place. Key additional benefits of the proposed SSRA model include being eligible to access grants and other funding for village events and activities, providing a collective voice for the resort community and a lobby group that can advocate on behalf of the resort community with regional, provincial and federal governments.



SURVEY RESULTS

Thank you to the 144 people who took the online survey, which took place between January 21st and 31st. The results are being compiled and will be presented at Open House 2.

The primary goal of the Task Force's stakeholder engagement program is to receive as much input as possible. All input received is very much appreciated – it has led to important changes in the proposed SSRA model and will continue to do so.

WHAT WE'VE HEARD

Significant changes have already been made to the SSRA model based on stakeholder input, which is summarized in the 'Newsletter 3 and Fact Sheet' document that is available online at goo.gl/8QyZZE.

At Open House 1 on January 21st, the Task Force received additional input from stakeholders, which has been considered and as a result, some new changes are proposed to the SSRA model. These new proposed changes are included on the next page.

Please join us at OPEN HOUSE 2

February 8, 2017 from 6:00-9:00pm
National Altitude Training Centre

Stakeholder survey results and the proposed directional changes to the model will be presented for comment.

6:00pm	Doors open
6:30pm	Presentation and Q&A
7:15pm	Informal discussion and display review
9:00pm	End

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INPUT RECEIVED: There is an inequity in the member assessment between a one-bedroom property being rented and a larger property with multiple bedrooms.

PROPOSED CHANGE: The Task Force is proposing to move from a flat assessment rate for properties offered for rent to a sliding assessment scale based on the number of rooms in order to address the inequity that has been raised. The Task Force is reviewing the financial implications and will bring forward a sliding assessment scale for consideration prior to Open House 3.

INPUT RECEIVED: The term 'offered for rent' should be defined. Is it reasonable to include long-term rentals in the 'offered for rent' category? Long-term rentals are not catering to the tourist and in some cases can assist the resort by providing accommodation for employees working at the resort.

PROPOSED CHANGE: The Task Force is proposing to amend the bylaws to distinguish between short-term (nightly) rental and long-term rental. As a result, Task Force is reviewing possible definitions for short term and long-term rentals. The Task Force will bring definitions for consideration prior to Open House 3.

INPUT RECEIVED: The member assessment for a residential property, in which the property is offered rent and also contains a home-based business, is too expensive.

PROPOSED CHANGE: The Task Force is proposing to amend the bylaws to establish a maximum assessment on a residential property whether or not the property is being offered for rent and/or conducting one or more home-based business. The maximum assessment will be proposed once the sliding assessment scale (mentioned above) for properties offered for rent is brought forward.

INPUT RECEIVED: There is some concern that not-for-profit organizations would be subject to a member assessment fee.

RESPONSE: The proposed bylaws do not provide for an assessment for not-for-profits.

The Task Force appreciates all of the input it has been receiving. This input is allowing the Task Force to reshape the proposed model. During this busy engagement period we may not be able to respond to comments and questions as quickly as we would like. We encourage community members to attend Open House 2 as the next formal opportunity to provide input and ask questions.



NEXT STEPS

Stakeholder input from the online survey is being compiled and will be shared at Open House 2, along with the proposed directional changes to the SSRA model.

Following Open House 2, the Task Force will meet with the Regional District of North Okanagan's Committee of the Whole to share information about the Task Force process and the proposed SSRA model.

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Further changes will then be made to the SSRA model and the draft bylaws to reflect the input heard through the online survey, Open House No. 2 and the meeting with the Regional District.

Open House 3 (date/time TBD) will then be held to present the revised model and updated bylaws. After Open House 3, another online survey will be used to gather broad stakeholder input and gauge support for the revised model.



THE APPROVAL PROCESS

The approval process for creating a resort association requires the approval of the Province and the Regional District of North Okanagan, as well as property owners through a successful property owner petition.

Regional District Approval: The Regional District must approve both the 'Resort Promotion Area' and the resort association bylaws.

Property Owner Petition: A valid property owner petition must have the support of the majority of the property owners representing at least one-half of the assessed value of the parcels within the 'Resort Promotion Area'.

The petition will include:

- A petition statement such as – Pursuant to section 3(2) of the Resort Association Act we petition the Minister of Community, Sport and Cultural Development to create a Resort Association to promote, facilitate and encourage the development, maintenance and operation of the Resort Promotion Area as further described in this Petition;
- The boundaries of the 'Resort Promotion Area' through an attached map;
- The activities the resort association will undertake to promote, facilitate and encourage the development, maintenance and operation of the 'Resort Promotion Area';
- Levies on Members;
- The boundaries of the 'Resort Land' through an attached map;
- A petition statement such as – We the undersigned are owners of land within the Resort Promotion Area and we submit this Petition in favour of establishing the Silver Star Resort Association;
- Property address, legal description and PID; and
- Signature block for property owner(s).

If there are two or more owners of a property, all owners will be listed and a majority of the owners must sign the petition if they are in favour of establishing the resort association. A strata council cannot sign on behalf of the strata. Individual strata members have to sign the petition if they are in favour of establishing the resort association. A company, if it is an owner of land, can have their signing authority sign the petition if they are in favour of establishing the resort association.

Provincial Ministry staff will approve the petition content. The Task Force will undertake the petition process. A third party will independently certify the petitions.

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Provincial Approval: The Province must order the establishment of a 'Resort Promotion Area; it must specify 'Resort Land' with the 'Resort Promotion Area' which will subject to the levies of the resort association; and it must approve the bylaws of the resort association.

Provincial Ministry staff will ensure the package is complete. Provincial Legislative Counsel will review the petition, the approval of the Regional District, the bylaws and the draft Minister's Orders. If all were in order, the package would be sent to the Minister's Office to have the Minister's Orders signed to establish the Resort Promotion Area, specify Resort Land and to incorporate the resort association.'

Any future changes to the bylaws will require a special resolution approved by the members of the resort association and the approval of both the Regional District of North Okanagan and the Province.

Appendix A provides *A Quick Reference Guide to Create a Resort Association*.



LEARN MORE AND STAY CONNECTED

More information about the Task Force process, the proposed Silver Star Resort Association model, the draft SSRA Bylaws and the Open House 1 material is all available online. You can also sign up for project updates and Open House 3 notification. Use the URL or scan the code here.

goo.gl/8QyZZE

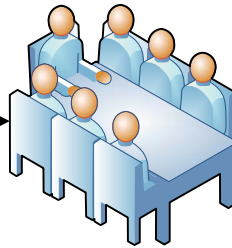


Appendix A

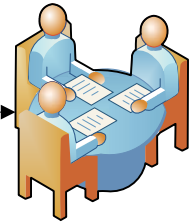
Quick Reference Guide To Creating A Resort Association



Proponents Draft
Resort Association Bylaws



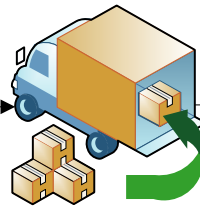
Council Or Board Approves
Resort Promotion Area
And Proposed Bylaws



Proponents Petition
Property Owners
To Establish A
Resort Association



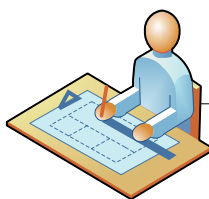
Proponent Determines Petition
To Be Valid And Sufficient



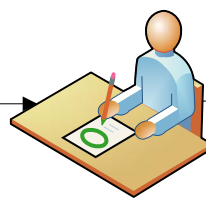
Proposed Resort Promotion Area,
Resort Association Bylaws,
Resort Land And Petition
Sent To Minister for Approval



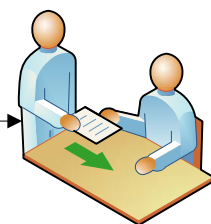
Minister's Order
Establishes A
Resort Promotion Area



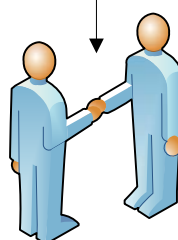
Minister's Order Specifies
Resort Land And
Incorporates Resort Association



Minister Approves
First Bylaws Of
Resort Association



Resort Association Files
Minister's Orders And
Approved Bylaws With
Registrar Of Companies



Resort Association
Comes Into Existence