

# **SOUTH CARIBOO RURAL DIRECTORS CAUCUS**

## **AGENDA**

Cariboo Regional District Office  
100 Mile House, BC

June 20, 2011  
4:00 pm

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### **A. Minutes**

1. Minutes from a meeting held March 14, 2011

### **B. Reports and Correspondence**

1. Lac La Hache Community Club  
--sponsorship – South Cariboo Garlic Festival

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**CARIBOO REGIONAL DISTRICT**  
**SOUTH CARIBOO RURAL DIRECTORS CAUCUS**  
**MONDAY MARCH 14, 2011 - MINUTES**

A meeting of the South Cariboo Rural Directors Caucus was held on Monday, March 14, 2011 at 4:00 pm, at the Cariboo Regional District Office in 100 Mile House.

**PRESENT** Directors A. Richmond, B. Rattray, and A. Dumaresq

**STAFF** R. Bastien, Manger of Protective Services

**Res. A Minutes**

By Consensus:

“That the December 16, 2010 South Cariboo Rural Directors Caucus minutes, be received.”

**Delegation**

Roy Allan, President of the Watch Lake-North Green Lake Volunteer Fire Association requested that the Cariboo Regional District consider collecting annual association dues from property owners through taxation. Various options to this specific request were discussed some of which were not viable at this time. Staff will however investigate the ability to provide mailing list information to the Association so they can at least continue to collect their own dues in a viable manner.

**Election of Chair**

First call for nominations, by the Manager of Protective Services, for the position of Chair of the South Cariboo Rural Directors Caucus for the year 2011.

That Director Art Dumaresq be nominated for the position of Chair of the South Cariboo Rural Directors Caucus for the year 2011.

Second call for nominations.

Third and final call for nominations.

There being no further nominations, Director Art Dumaresq was declared Chair of the South Cariboo Rural Directors Caucus for the year 2011.

**Res. B South Cariboo Chamber of Commerce Appointment**

By Consensus:

“That memorandum dated January 4, 2011 from Bernice Crowe, Executive Assistant regarding appointing a representative to the South Cariboo Chamber of Commerce, be received. Further, that Director Bruce Rattray be appointed to the South Cariboo Chamber of Commerce as the Cariboo Regional Districts representative at no cost to the Board.”

**Res. C 45<sup>th</sup> Annual Little Britches Rodeo**

By Consensus:

“That the memorandum dated February 28, 2011 from Shelly Burich, Manager of Communications regarding sponsorship of the Little Britches Rodeo, be received. Further, that \$60 in Opportunity Funds be approved for sponsorship of the event and to be allocated equally from Electoral Areas G, H, and L.”

**Res. D Adjournment**

By Consensus:

“That the meeting of the South Cariboo Rural Directors Caucus adjourn at 5:30 pm, Monday, March 14, 2011.”

CERTIFIED CORRECT:

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CHAIR



## 2011 SPONSORSHIP PROGRAM

South Cariboo Garlic Festival

Each year, The Lac La Hache Community Club (LLHCC) pays cash expenses in advance to prepare for the annual South Cariboo Garlic Festival. In order to facilitate and support this effort, the LLHCC has created a Sponsorship Program. The club will solicit and accept donations of cash and/or services or materials in kind from businesses in return for promotion of the contributors.

The following categories of sponsorship intended to encourage businesses of any size to participate in this worthwhile event in return for high value advertising exposure.

Sponsor Category	Minimum Contribution	Advertising/Promotion
PLATINUM	\$1,000	<ul style="list-style-type: none"> <li>■ Listing on Website Home Page with web link, plus listing on one other page at the discretion of the Festival. Runs from sign-up to Dec. 31</li> <li>■ Newspaper</li> <li>■ Signs at Festival</li> </ul>
GOLD	\$750	<ul style="list-style-type: none"> <li>■ Listing on Website Home Page with web link, plus listing on one other page at the discretion of the Festival. Runs from sign-up to Dec. 31</li> <li>■ Newspaper</li> <li>■ Signs at Festival</li> </ul>
SILVER	\$500	<ul style="list-style-type: none"> <li>■ Listing on Website Home Page with web link, plus listing on one other page at the discretion of the Festival. Runs from sign-up to Dec. 31</li> <li>■ Newspaper</li> <li>■ Signs at Festival</li> </ul>
BRONZE	\$250	<ul style="list-style-type: none"> <li>■ Listing on Website Home Page with web link. Runs from sign-up to Dec. 31</li> <li>■ Newspaper</li> <li>■ Signs at Festival</li> </ul>
EVENT SPONSOR	\$175	<ul style="list-style-type: none"> <li>■ Listing on Event Page with web link. Runs from sign-up to Dec. 31 (Master Garlic Chef or Entertainment)</li> <li>■ Signs at Festival</li> </ul>

Website hits on [www.garlicfestival.ca](http://www.garlicfestival.ca) reached a total of 341,777 in 2010. That was an average of 936 hits each and every calendar day!

The website works all year as an advertising tool. In January 2011, a traditionally slow month, the hits numbered over 20,000, or 661 hits per day.

One of our strategies to keep the website active all year long is to make frequent updates and changes such as "seasonal messages" and other items of interest. Although the majority of hits come from Canada and the U.S., we do enjoy a substantial number of visits from up to 22 countries throughout the year.