

# HIGHWAY 3/95 REVITALIZATION COMMITTEE

## TERMS OF REFERENCE

### **MANDATE**

The Highway 3/95 Revitalization Committee is a Select Committee of Council established under Section 142 of the Community Charter.

The Committee will identify opportunities to improve the attractiveness of the highway corridor (Highway 3/95 - Cranbrook St and Van Horne St within City limits) and prepare recommendations for improvement including consideration of the functional requirements of Highway 3/95 and its accesses as well as its relation to adjacent land uses and the broader community.

The Committee's focus will be to make recommendations aimed at making the highway corridor more attractive to the travelling public including consideration of public and private lands.

### **CONTEXT**

Highway 3/95 routes vehicular traffic through the City as well as providing access to businesses and other community destinations. While it is intended to move traffic efficiently and safely through the City, it also visually showcases the community and the adjoining commercial and public realm particularly to non-resident travellers and others new to Cranbrook.

In addition to its function of moving traffic, its form and visual aesthetic contribute to Cranbrook's image as a community. It is the place of first impression and point of departure to attractions within the community.

In recent years, improvements have been made to the appearance of the highway corridor. As the City continues to develop, and travel to and through the East Kootenays increases, the need to manage its role in traffic movement and maintain and enhance the visual qualities of the highway corridor and its viewscapes require assessment and recommendation.

### **SCOPE OF WORK**

The Highway 3/95 Revitalization Committee shall provide advice and recommendations to Council in the following areas:

- Marketing opportunities to promote the community, regional events and attractions including communication media and locational gateways;
- Connection to the downtown core; parks, open spaces and community and tourist facilities;
- Identifying priorities and actions that would enable improvement of the quality of the built environment and travelling experience along Highway 3/95 corridor including consideration of:
  - Public art and open spaces;
  - Tourist information, promotion, direction and facilitation;

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- Safety and modes of travel (e.g. pedestrian, non-pedestrian) and integration with the City's transportation systems (Rotary way, NorthStar trail, road network);
- Communication of a Cranbrook "brand";
- Development regulation;
- Roles of the business community, tourism associations, community groups, the City and the Province including the Ministry of Transportation and Infrastructure;
- Opportunities/ facilities that will encourage travellers to stop and stay longer in Cranbrook.

### **MEMBERSHIP**

The Committee shall consist of ten (10) voting members including the Mayor and one representative from Ministry of Transportation and Infrastructure with the remaining representation selected from:

- One representative from the Chamber of Commerce (Tourism Focus)
- One representative from the ICSP Committee (Cranbrook Connected)
- One representative from the Wellness and Heritage Committee
- One representative from the Downtown Business Association
- One representative from Kootenay Rockies Tourism
- One representative from the public-at-large preferably a youth representative
- Two business owners of businesses located on Highway 3/95 in Cranbrook.

All members must be residents of the City of Cranbrook.

### **APPOINTMENT AND TERM**

Council members and representatives are appointed for a term of one year.

Council may, at any time, remove any member of the Committee and any member of the Committee may resign at any time upon sending written notice to Council.

Committee members who are absent for three consecutive meetings shall forfeit their appointment unless such absence is authorized by resolution of Council.

Committee members shall serve without remuneration.

### **CHAIR**

The Chair shall be elected by majority vote of Committee members at the first meeting of the calendar year.

### **QUORUM**

Quorum of the committee is 5 voting members.

### **COUNCILLOR'S ATTENDANCE**

As per City of Cranbrook Council Procedure Bylaw No. 3644, 2009, any member of Council not appointed to the select committee may attend the committee meetings, speak if recognized by the Chair, but is not entitled to vote.

### **MEETINGS**

The Committee shall meet as required in order to adequately address Scope of Work in a timely manner.

The Committee shall be responsible for minutes and a copy of approved minutes shall be provided to the Municipal Clerk within 5 days of approval.

### **RULES OF PROCEDURE**

The Committee must follow the City of Cranbrook Council Procedure Bylaw, No. 3644, 2009.

### **VOTING**

All members of the Committee, including the Chair, have a vote. If the votes of the members present at the time of the vote are equal for and against a motion, the motion is defeated. For the purposes of counting the vote, any member who abstains from voting (except for a stated conflict of interest) has their vote counted in the affirmative.

### **REPORTING TO COUNCIL**

The Chair shall report to Council on behalf of the Committee on a quarterly basis.

Recommendations of the Committee must be adopted by the Committee prior to presentation to Council.

Report recommendations to Council will be prepared Corporate Services.

### **AUTHORITY**

The Committee does not have the authority to communicate with other levels of government on behalf of the City of Cranbrook, to pledge the credit of the City, or to authorize any expenditure to be charged against the City.

Members (other than Council Members) do not have the authority to speak publicly (e.g. to the media) on behalf of the Committee unless so directed by City Council.

### **STAFF SUPPORT**

The Committee Administration Liaison will be appointed as non-voting member by the Chief Administrative Officer.

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Other City staff shall be available from time to time and upon request through the Chief Administrative Officer to provide technical and periodic administrative support.