

**AGENDA**  
**TOWN OF INUVIK ~ COMMITTEE OF THE WHOLE AND REGULAR COUNCIL MEETINGS**  
**TO BE HELD ON MARCH 20 AND 22, 2023**  
**AT 7:00 P.M. in COUNCIL CHAMBERS**

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Item # 1                    **CALL TO ORDER**

Land Acknowledgement

Item # 2                    **ADOPTION OF THE AGENDA**

Item # 3                    **DECLARATION OF CONFLICT OF INTEREST OR PECUNIARY INTEREST**

Item # 4                    **DELEGATIONS, PRESENTATIONS OR PETITIONS**

Item # 5                    **PUBLIC QUESTION PERIOD**

Item # 6                    **ADOPTION OF THE MINUTES**

6.1                        Minutes of the March 6 and 8, 2023 Council Meetings

Minutes attached. Requires motion to approve.

Item # 7                    **ACTION ITEMS**

7.1                        Action Items List

Document attached.

Item # 8                    **NEW BUSINESS**

8.1                        RFCD 2022-SAO-XXX ~ Muskrat Jamboree Request for Donations

Document attached. Requires motion to approve.

**Item # 9                      BY-LAWS**

**Item # 10                    DEPARTMENT HEAD REPORTS**

10.1                    Economic Development and Tourism Report

Report attached. Requires motion to adopt.

**Item # 11                    INFORMATION ITEMS**

11.1                    Strategic Priorities Chart

Document attached. For information only.

11.2                    Aurora Research Institute ~ Various Research Projects

Document attached. For information only.

**Item # 12                    COUNCIL CONCERNS**

**Item #13                    IN CAMERA ITEMS**

**Item # 14                    ADJOURNMENT**

**MINUTES**  
**TOWN OF INUVIK ~ COMMITTEE OF THE WHOLE AND REGULAR COUNCIL MEETING**  
**HELD ON MARCH 6 AND 8, 2023**  
**AT 7:00 P.M. in COUNCIL CHAMBERS**

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<b>Present:</b>	<u>Monday</u>	<u>Wednesday</u>
Mayor:	Clarence Wood	Clarence Wood
Councillors:	Natasha Kulikowski	Natasha Kulikowski
	Whitney Alexis	Whitney Alexis
	Ned Day	Ned Day
	Tony Devlin	Tony Devlin
	Grant Gowans	Grant Gowans
	Alana Mero via zoom	Jesse Harder via Zoom
		Alana Mero via Zoom
		Kurt Wainman

**Absent:** Jesse Harder (On Monday, with notice)  
Kurt Wainman (On Monday, with notice)

**Staff Present:** Grant Hood, Senior Administrative Officer  
Jenna MacNeil, Council Administrator  
Jackie Challis, Director of Economic Development and Tourism  
Rick Campbell, Director of Public Services (on Monday)  
Lise Saumur, Director of Community Services  
Cynthia Hammond, Director of Protective Services

**Item # 1                    CALL TO ORDER**

Mayor Wood called both meetings to order at 7:00 PM

**Item # 2                    ADOPTION OF THE AGENDA**

Item 8.3 was added to the agenda.

Moved by Councillor Gowans, seconded by Councillor Alexis:

**MOTION: 055/03/23    “BE IT RESOLVED THAT Inuvik Town Council hereby adopts the agenda as presented.”**

Motion **CARRIED**.

**Item # 3                    DECLARATION OF CONFLICT OF INTEREST OR PECUNIARY INTEREST**

None.

**MINUTES**

*Inuvik Town Council Meeting  
March 6 & 8, 2023*

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Item # 4                    **DELEGATIONS, PRESENTATIONS OR PETITIONS**

None.

Item # 5                    **PUBLIC QUESTION PERIOD**

There were no questions from the public.

Item # 6                    **ADOPTION OF THE MINUTES**

6.1                         Minutes of the February 20 and 22, 2023 Council Meetings

Moved by Councillor Devlin, seconded by Councillor Alexis:

**MOTION 056/03/23     BE IT RESOLVED THAT Inuvik Town Council hereby adopts the minutes of the February 20 and 22, 2023 Council meetings as presented."**

Motion **CARRIED**.

6.2                         Minutes of the February 23, 2023 Special Council Meeting

Moved by Councillor Gowans, seconded by Councillor Devlin:

**MOTION 057/03/23     BE IT RESOLVED THAT Inuvik Town Council hereby adopts the minutes of the February 23, 2023 Special Council Meeting as presented."**

Motion **CARRIED**.

Item # 7                    **ACTION ITEMS**

7.1                         Action Items List

Council noted the document.

Item # 8                    **NEW BUSINESS**

8.1                         RFCD 2023-SAO-025 ~ Lifeguard Uniform Community Contest

Moved by Councillor Gowans, seconded by Councillor Mero:

**MOTION: 058/03/23     "BE IT RESOLVED THAT Inuvik Town Council hereby appoints the following three Council Members: Deputy Mayor Natasha Kulikowski, Councillor Ned Day, and**

Councillor Tony Devlin, to form a review panel to select a winning design for the Lifeguard uniforms, and further, that Inuvik Town Council hereby approves awarding a three-month pool membership to the person with the winning submission.”

Motion **CARRIED.**

8.2 RFCD 2023-SAO-026~ Appointment of Members to the 2023 Municipal Board of Revision

Moved by Deputy Mayor Kulikowski, seconded by Councillor Alexis:

**MOTION: 059/03/23** “BE IT RESOLVED that pursuant to the Property Assessment and Taxation Act, S.30., 31, C.P-10, R.S.N.W.T., the Inuvik Town Council hereby appoints Vince Brown, Peter Clarkson, and Councilor Tony Devlin to the 2023 Municipal Board of Revision at an honorarium of \$100.00 per half day and \$150.00 per full day.”

Motion **CARRIED.**

8.3 RFCD 2023-SAO-027~ Waiving of Fees During Pool Reopening

Moved by Deputy Mayor Kulikowski, seconded by Councillor Wainman:

**MOTION: 060/03/23** “BE IT RESOLVED that Inuvik Town council hereby waives the fees for general swims for a period of 2 weeks following the reopening of the pool.”

Motion **CARRIED.**

Item # 9 **BY-LAWS**

None.

Item # 10 **DEPARTMENT HEAD REPORTS**

10.1 Community Services Report

There were no questions, comments, or concerns.

Moved by Councillor Devlin, seconded by Councillor Gowans

10.2 Public Services Report

There were no questions, comments, or concerns.

Moved by Deputy Mayor Kulikowski, seconded by Councillor Gowans:

**MINUTES**

*Inuvik Town Council Meeting  
March 6 & 8, 2023*

**MOTION: 061/03/23** “BE IT RESOLVED THAT Inuvik Town Council hereby adopts the following staff reports as presented: Item 10.1 – Community Services Report, and Item 10.2 -- Public Services Report.”

Motion **CARRIED**.

Item # 11                    **INFORMATION ITEMS**

11.1                    Strategic Priorities Chart

Council noted the document.

11.2                    Aurora Research Institute ~ Various Research Projects

Council noted the document(s).

Item # 12                    **COUNCIL CONCERNS**

None.

Item #13                    **IN CAMERA ITEMS**

None.

Item # 14                    **ADJOURNMENT**

The Committee of the Whole meeting adjourned at 7:22 pm.

Moved by Councillor Alexis:

**MOTION: 062/03/23** “BE IT RESOLVED THAT the Regular Council meeting adjourn at 7:08 p.m.”

Motion **CARRIED**.

# ACTION ITEMS

## March 20 & 22, 2023 COUNCIL MEETINGS

No.	ITEM	REQUIRED ACTION	ACTION TAKEN / ANTICIPATED COMPLETION DATE
1.	Food Cycle Science Corporation	Discuss potential Town participation in 12-week Impact Canada Pilot Program	SAO Hood had discussion with group at FCM. It was decided to put project on hold until fall due to staffing issues. This will a 2023 investigation as to viability of project
2.	Ski Club Lease	Town has signed lease for property from GNWT. Property survey is required to move forward with land acquisition. See item 4.	
3.	Survey of leased lands	Coordinate the survey of a number of land parcels that are Commissioners Lands that can then be registered with Land Titles and then acquired by the Town.	Comprehensive list of parcels to be constructed and then the surveys can be arranged. This process will be scheduled for 2023 and included in the 2023 fiscal budget. It is anticipated to take 6 months from time of survey to the land being registered and transfer request completed by GNWT and Land Title.

# REQUEST FOR COUNCIL DECISION – DONATIONS

Meeting Dates: March 20 and 22, 2022

RFCD #: 2023-SAO-027

## TOPIC

### 2023 MUSKRAT JAMBOREE ~ REQUEST FOR DONATIONS

## BACKGROUND

The Muskrat Jamboree has requested an in-kind donation of the following:

1. Midnight Sun Complex Roy “Sugloo” Arena dry floor surface
2. Sound system
3. Portable stage

This year’s Jamboree is taking place from April 21-24. Under the Town’s Donation Policy, the Muskrat Jamboree may use the Midnight Sun Complex Community Hall free of charge for its closing ceremonies and the organizing committee will also receive a \$2,500.00 cash donation.

The application for donation and the donations policy are attached for reference.

## FINANCIAL IMPLICATIONS

Below is a summary of the in-kind value of the donations estimate. Rates used are for a non-profit, non-licensed event.

Venue	Total Days	Regular Rate/day	Regular Total
MSC Community Hall (free of charge as per Donations Policy)	5	\$ 300.00	\$1,500.00
MSC Arena	5	\$ 600.00	\$ 3,000.00
Sound System	5	\$ 250.00	\$ 1,250.00
Portable Stage	5	\$ 700.00 then \$ 125.00	\$ 1,200.00
Cash Donation	(per Donations Policy)		\$ 2,500.00
<b>TOTAL ESTIMATED VALUE</b>			<b>\$ 9,450.00</b>

## STRATEGIC PLAN OR PRIORITIES CHART IMPLICATIONS

This item is not on the strategic priorities plan or chart.



## OTHER CONSIDERATIONS OR OPERATIONAL IMPACT

The SAO has checked the Societies Registry regarding the Committee. It is showing as they are active. The current donations policy indicates they Community Hall is donated automatically for the closing ceremonies. For this briefing note it is assumed they are asking for it all 5 days given the request. This may change however.

## OPTIONS

Council has three options:

1. Approve the request as presented via motion
2. Defeat the motion
3. Defer the item via motion with direction to Administration on how to proceed

## RECOMMENDATION

Should Council wish to approve the budget as presented, the motion should be:

**“BE IT RESOLVED THAT Inuvik Town Council hereby approves an in-kind donation to the Muskrat Jamboree for the 2023 festival taking place from April 21 to 24, 2023 to include the following:**

- **Donation of the Midnight Sun Complex Community Hall, the Roy “Sugloo” Arena dry floor, sound system and portable stage as per the application for donation; and,**
- **Building maintenance assistance of Midnight Sun Complex staff during the festival.”**

*Signature – Grant Hood, SAO*





## DONATION AND SPONSORSHIP POLICY MG.001

### APPLICATION FOR DONATION

\*Please note that applications should be submitted at least one month prior to the event date.\*

Date: March 17, 2023

1. Name of Applicant

a) ORGANIZATION INFORMATION

Name: Muskrat Jamboree

Address: Box 2083

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: inuvikmuskratjamboree@gmail.com

Organization's Executive Information:

President/Chairperson Name: Greta Sittichinli

Address: Box 2083

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: inuvikmuskratjamboree@gmail.com

b) INDIVIDUAL INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

2. If the applicant is:

- a) an organization or group, is it a registered society in good standing?

☒ Yes

☐ No

If not in good standing, please explain:

Reports filed with NWT Societies. There was one form that was being processed.

NOTE: If your organization is a registered society, please provide the Town with a copy of your society's letter of incorporation.

- b) If the applicant is an organization, is it:

☒ Not-for-profit

☐ Other

If other, explain:

MJC is registered with NWT Societies.

3. **Donation Information**

**NOTE:** Requests for donation of space for licensed events using Town facilities as defined in the Town of Inuvik Donation and Sponsorship Policy are not eligible for donation. Please see the policy for full details.

- a) Dollar amount being requested: \$\_\_\_\_\_

- b) If the donation request is for space at a Town facility, please provide details (dates, description of space needed, type of event being held, equipment/supplies needed, etc.)

MJC is requesting use of the MSRC (hall & rink surface) April 20-24, 2023

- c) If the request is for something other than 3 a) or b), please explain:

Town staff set up outhouses, garbage bins, tables & barriers at riversite.

4. Total cost of event, project or program being promoted: +\$140,000
5. Have you received donation/donation in-kind assistance from any other organization, individual or government agency?

☒ Yes

☒ No

If yes, please list all organizations, individuals and government agencies from which you have received or are about to receive assistance from and specify the dollar value of that assistance.

GNWT Infrastructure

Name

In-kind (set up river)

Amount

Northwind Industries

Name

In-kind (equipment)

Amount

Inuvik Comm Corp

Name

\$5,000

Amount

6. What monies are you or your organization committing or raising towards the event, project or program you are sponsoring?

Volunteer members fundraising \$75,000

7. Have you previously applied for and received donation/donation in-kind funding or support from the Town of Inuvik?

☒ Yes

☐ No

If yes, when? Town donates cash & facility/staff.

Amount of donation/donation in-kind assistance received: \$2,500 & venue set up

For what purpose?

Annual spring jamboree and Kiddies Carnival

8. Have you previously applied for and been refused donation/donation in-kind funding or support from the Town of Inuvik? If yes, please explain.

No

9. Are any of the financial proceeds from the event, project or program you, your organization or group are sponsoring going to be donated to other groups or organizations in Inuvik? Please specify.

2023: Hope House

\$5,000

Name of Group/Organization

Amount of Donation

Name of Group/Organization

Amount of Donation

Name of Group/Organization

Amount of Donation

10. In order for the Town of Inuvik to process your application for donation/donation in-kind assistance, you may be required to provide the following financial information:

- a) a copy of your group or organization's current budget; and,
- b) a copy of your group or organization's latest audited independent financial statements.

11. You, your group or organization agree to abide by and provide the Town of Inuvik with all the necessary information it requires in order to process this application. This includes requested financial information. Any misrepresentation or material omission on this application can result in the application being declined.

12. Organizations requesting donations from the Town of Inuvik that require Council approval under the Donation and Sponsorship Policy shall ensure that a representative is present at the committee of the whole Council meeting to answer questions or provide additional information. Council reserves the right to postpone making a decision until such time as a representative is available to attend.
13. You, your group or organization will be required to provide the necessary public liability and all perils insurance coverage if required by the Town in order for the Town to provide any donation/donation in-kind assistance for your event, project or program.
14. You, your group or organization hereby agrees to save harmless the Town of Inuvik from any claim, counter claim, damages or lawsuit arising from you or your group or organization's sponsoring of this event, project or program.
15. I/we agree to provide the Town of Inuvik with a follow-up report if requested:

I Greta Sittichinli on behalf of MJC

do hereby declare that I have the authority and approval to make the above donation/donation in-kind application for assistance from the Town of Inuvik.

16. Contact Person:

Name: Greta Sittichinli

Address: Box 2083

Phone Number: 8676785418 Fax Number: \_\_\_\_\_

E-mail: inuvikmuskratjamboree@gmail.com

## OVERVIEW

### DEPARTMENT MANDATE

To make Inuvik a desirable place to live, work, invest, meet, gather, and celebrate continues to be our central focus. Our small team fulfills this mandate by organizing, implementing, and administering a range of events, programs, campaigns, and initiatives to meet our objectives and priorities set by our Department, our Stakeholders and by Town Council.

### JANUARY HIGHLIGHTS

- Inuvik Sunrise Festival
- Winter Arctic Market

### FEBRUARY HIGHLIGHTS

- New Staff
- Winter Arctic Market
- Vancouver Outdoor & Adventure Show / Evening in the Arctic

## MARKETING & COMMUNICATIONS COORDINATOR ACTIVITIES

### MANDATE

Corporate Communications (website, social media, department updates, public notices, media releases) special event coverage, resident and visitor engagement campaigns, tourism, small business, & event promotion.

This position has been vacant since November of 2022.

We are pleased to welcome long-time Inuvik resident Glenn Guevara to the team as our new full-time, permanent Marketing & Communications Coordinator who started February 15, 2023.

### MONTHLY ACTIVITIES

- Vancouver Outdoor & Adventure Show / Evening in the Arctic

## SPECIAL PROJECTS & EVENTS COORDINATOR ACTIVITIES

### MANDATE

The coordination, planning and administration of special projects, events and workshops, responding to visitor inquiries, managing and distribution of visitor information and collateral, managing and administering promotional merchandise and retail sales, promotion of local businesses, artists, and tourism opportunities, assists in the coordination and administration of various working groups, stakeholder meetings, and community committees, and assists in the preparation, coordination, and implementation of various promotional activities such as tradeshow, conferences, & consumer engagement initiatives

### MONTHLY ACTIVITIES

- Inuvik Welcome Centre operations & administration
- Inventory & sale of Inuvik promotional items
- Inuvik Guide
- Winter Arctic Market
- Vancouver Outdoor & Adventure Show / Evening in the Arctic

### \*NOTE:

The Town of Inuvik via the Economic Development & Tourism Department attended the Annual Vancouver Outdoor & Adventure Show that took place on Saturday, March 4 and Sunday, March 5.

Prior to this the Town of Inuvik also hosted an Evening in the Arctic special promotional evening event on Thursday, March 2 at the Vancouver Maritime Museum.

The Town of Inuvik was pleased to work with a number of partners including the GNWT Department of Industry, Tourism, & Investment on this project.

We sent our two full-time permanent Staff, Oscar Dutra, Special Projects & Events Coordinator and Glenn Guevara, Marketing & Communications Coordinator. We also were able to solicit and select two local Inuvik Cultural Ambassadors (Fiona Joe & Laska Nerysoo). Also joining our team was Joyce Blake of GNWT-ITI who went to support the marketing and promotion of Inuvik and our local artists & crafters.

And finally, we solicited and purchased a select number of arts and crafts from over 10 local Inuvik artisans that were then used as promotional displays and giveaways during the week in Vancouver.

A Full Event Summary Report of this trip was completed by Glenn & Oscar and can be found attached to this monthly report.



## DIRECTOR ACTIVITIES

### MANDATE

It is the mandate of the Director to manage the Inuvik Welcome Centre, the Staff, and to oversee the programs, events, services, campaigns, internal & external communications, and daily operations of the Department. The Director and her team work to serve the residents and visitors to the Town of Inuvik. Project management, community & stakeholder engagement, events, festivals, program & service delivery, supporting economic development opportunities for local businesses, tourism operators, artists, and residents, funding procurement, and promotion of Inuvik as a place to work, live, host a meeting, visit, and invest are important elements of the Director's ongoing priorities.

### MONTHLY ACTIVITIES

- Administrative Duties
- Municipal Communications
- Management of the Inuvik Welcome Centre
- Funding Procurement / Administration / Reporting
- Projects & Planning
  - Arctic Market
  - Small Business Pop-Up Shops
  - Vancouver Outdoor & Adventure Show
  - An Evening in the Arctic Media & Marketing Event
  - TOI Promotional Items
  - 2023 Inuvik Guide
  - 2023 Arctic Development Expo
- Meetings & Events
  - Town Council Meetings
  - Met with Canadian North Manager of Sales & Community Investments (in Yellowknife)
  - Met with Executive Director & Staff of NWT Tourism (in Yellowknife)

### \*NOTE:

During the months of February and into March, the Director has been away for extended periods due to an ongoing medical concern. The Director however has been working remotely and managing operations and her team from afar when and where possible. Considering both Staff are very new to their positions, the Director wishes to acknowledge and thank her team in the Department for being willing to pull together, work hard, and produce incredible events and experiences under challenging and evolving circumstances.

The efforts of Oscar Dutra and Glenn Guevara are noted & appreciated; each are great new additions to the Town of Inuvik corporate team.

**REPORT WRITTEN BY**

Glenn Guevara, Marketing & Communications Coordinator  
 Oscar Dutra, Special Projects & Events Coordinator  
 Economic Development & Tourism Department  
 Town of Inuvik

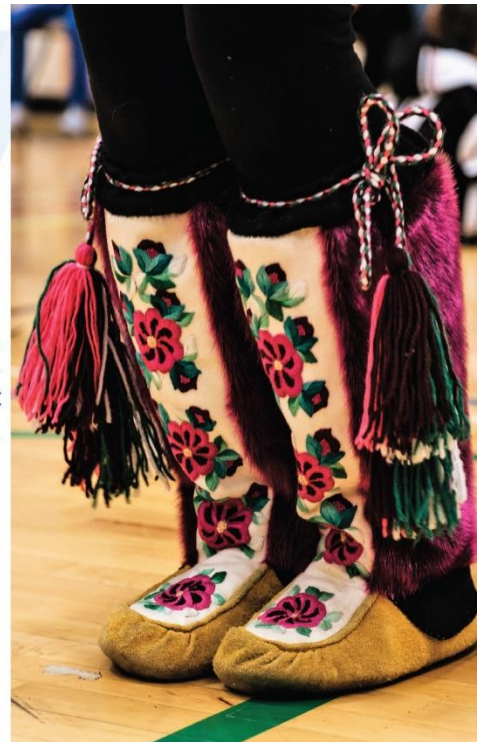
**MARCH 2023**

**AN EVENING IN THE ARCTIC**

Vancouver Maritime Museum  
 Thursday, March 2

**THE VANCOUVER OUTDOOR ADVENTURE AND TRAVEL SHOW**

Vancouver Convention Centre  
 Saturday, March 4 – Sunday, March 5





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## EVENT SUMMARY

### An Evening in the Arctic

At this evening, we hosted an event at the Vancouver Maritime Museum: An Evening in the Arctic, where we showcased the vibrant culture and arts of Inuvik, majestic landscape of the area and as well as the outdoor adventure opportunities. The visitors indulged their palettes with the taste of the Arctic catered by “Mr. Bannock”, where we served traditional Indigenous food.

We also presented a compilation of videos from YouTube about Inuvik’s events like the Sunrise Festival, Inuvik Muskrat Jamboree and a number of media influencer’s video experience about Inuvik outdoors, the Dempster Highway and Inuvik Tuktoyaktuk Highway.

In addition, our team also presented a power point presentation about the Dempster Highway and Inuvik Tuktoyaktuk Highway, where the speaker gave a virtual tour with pictures and videos on what to expect when they venture the epic drive of a lifetime to the Arctic Ocean.

The cultural ambassadors also showcased the arts and crafts creations of their own. The Town of Inuvik also purchased a select number of pieces from other local artists from Inuvik that were used as display and for raffles through out the different events. The Cultural Ambassadors also helped with educating the guests by answering their questions on the Q&A portion of the event.

### The Vancouver Outdoor Adventure Show

During the weekend, our team had our Inuvik booth in one of the largest outdoor adventure shows in Canada. Our Town of Inuvik staff along with our cultural ambassadors promoted the tourism in Inuvik by passionately advertising the beauty of Inuvik’s landscape, culture, arts and inviting them to our town’s yearly events depending on the individual’s interest. We also highlighted the endless outdoor adventure opportunities in our area while experiencing an authentic, Truly Arctic experience.



## OVERALL IMPRESSIONS AND Q&A

### An Evening in the Arctic

The event started a bit late due to delays and discrepancy with the food catering order, but the team pulled through and was able to buy things needed for serving the food. The guests loved the indigenous food specially the fish and Bannock.

We had a small but intimate number of guests with a total of 31 people. Most of them haven't been to Inuvik, nor anywhere north of the Arctic Circle. A few of them had visited Inuvik and wanted to drive to the Arctic Ocean. We took this chance to invite them and their friends to visit us in our booth at the Vancouver Adventure Outdoor Show in the weekend.

The guests appreciated the beautiful arts and crafts that our cultural ambassadors brought. The team personally connected with the guests, exchanged business cards, and had intimate discussions about Inuvik and their trip planning.

The Marketing and Communication Coordinator presented a compilation of videos that captures the emotion and feel of our community. We also presented a power point presentation about the Dempster Highway and Inuvik Tuktoyaktuk Highway. The guests were fascinated and entertained with the videos. The presentation started with Sunrise Festival Lantern video that was produced during COVID. Feedback from a group of our guests let us know that this video clip stirred their emotions, and they admired the resilience of the residents of Inuvik during a tough time, where there still laughter and unity within the community.

The videos of "A year of Inuvik" by Kelly Kamo McHugh also gathered some reactions and interest as it depicts the outdoor opportunity all year round and as well as the broad feel about our town in terms of events, tradition, and culture. Rick Mercer report's video earned a lot of laughs and giggles from the crowd. During the Power Point presentation, the speaker was inundated with lots of interest and questions about the route and our team managed to answer most of them.

These are the questions we had from the audience.

- What is the best time to go to Inuvik?
- How global warming affects our community?
- What do like the most about Inuvik?
- What kind of fish you can get in Inuvik?
- Can you catch arctic char from the river?
- When is the best time to go to see the Northern lights?
- How bad are the mosquitoes?
- How long is the 24hr night and 24hr daylights?
- How much is the flight going to Inuvik?
- I have an RV; can I safely drive the Dempster Highway?
- What are the services and amenities Inuvik offers to the tourist?
- Do you get depression during wintertime?



The team was able to answer most of the questions as most of them are straightforward answers, but we always tried to curate our answers to entice them to visit our town. One of the main concerns they voice out are peace of mind and safety. We tried to assure the visitors that our town, though small and isolated, is well-equipped and we have essential services to offer to the tourist like a hospital, auto shop, gas station, hotels, cell service, campsites, recreation centre and more.

Also, one of the main interests of most of the guests is to see the Northern Lights. The team told the guests that they will have more chances of seeing the northern lights in Inuvik as we do have a month of 24-hour darkness. We also mentioned that if they want to enjoy the northern lights in an authentic and Truly Arctic way, that Inuvik would be the best place to visit.

The warm hospitality of people in Inuvik and the ability to drive to the Arctic Ocean would be great reasons to plan their visits. We recommend going in January and celebrate the return of the sun for the Inuvik Sunrise Festival, so they can also experience the culture and traditions of Inuvik.

The event was a success, very intimate and informative for the guests. It was a great opportunity for the team to promote and showcase our Town's culture, events, and its diverse beautiful landscape we have and to experience the drive of the lifetime to Arctic Ocean. We saw additional guests at our Vancouver Outdoor Show booth over the weekend from some of those who attended the Evening in the Arctic.

## The Vancouver Outdoor Adventure Show

The first day of the show, our booth was flooded by lots of visitors. We were the busiest booth in the NWT section. More than 400 people stopped by our booth on Saturday and approximately 300 on Sunday. Most of them entered their names for the raffle for chance to win the arts and crafts in display and Town of Inuvik SWAG merchandise. The art display enticed the people to stop by and enter for the draw and it was the great opportunity for the team to engage and promote Inuvik. They are amazed with the arts and crafts products specially the beadings and the mitts. Most of the people never knew about Inuvik or had no idea where the location of our town is. Many of them initially just want to enter their names for the raffle, but we engaged and gave them lots of reason why they should visit Inuvik.

Some of our conversation starters:

- If you want to see more of arts of crafts from Inuvik, you should visit us during July for the Great Northern Arts Festival where we celebrate culture and arts of the North for 10 days. You can also be astonished by the midnight sun where the sun does not set!
- How far north have you been? Do you know that our area is the northernmost place you can drive by road, and the only all year road you can access the Arctic Ocean in Canada.
- You have more chance of seeing the Northern Lights in our area, because we do have 24 hours of darkness. YK is great place too, but if you come to Inuvik, you can tick off 3 of the amazing bucket lists in one trip: seeing the northern lights, traveling into Arctic Circle, and reaching the Arctic Ocean! We know the flight fare is more expensive, but it is all worth it, as you can truly experience the arctic.



Some of the pitches and points to encourage them to visit Inuvik:

- Authentic and Truly Arctic Experience
- 24-hour darkness – Northern Lights
- 24-day light – Outdoor experience
- For photographers – longer golden hour duration
- For bikers – Inuvik Cycling Club events and the bucket list to be biking and reach the top of the world.
- Northernmost Highway to drive.
- To reach the Arctic Ocean and the Pingos
- Epic scenery, a journey of a lifetime driving on the Dempster and ITH
- Arts, Crafts, Artisans and the Great Northern Arts Festival
- Mackenzie Delta – for boating, fishing, and paddling.
- Warm hospitality of Inuvik residents
- Rich Indigenous culture, traditions, events, and festivals

While many visitors to all of the booths simply attend to enter raffles, we estimate about 40% of them stopped by to ask specific information and are planning to visit Inuvik or drive the Dempster Highway. Here are some questions we had from the Vancouver Outdoor Adventure Show:

- How far is Inuvik from the Arctic Ocean?
- I have this car/camper, you think it is safe to drive on Dempster?
- Is there a campsite or rest area along the Dempster Highway? How about in Tuktoyaktuk?
- When is the best time to visit to see Northern Lights?
- Is it hard to sleep during summer?
- Where can you catch Arctic Char?
- What kind of fish you can get from your area?
- How cold it can get in the winter?
- How hot it can get in the summer?
- What kind of bike we should use on ITH?
- How much is the flight going to Inuvik?
- Can you explain to my daughter (7 yr. old) about hunting animals, she is an animal lover and I am trying to explain to my daughter why it is necessary for other people to hunt animals?
- How climate change impact your area?
- I love the arts and crafts! Can I take a picture of the artist contact?
- Where is Inuvik?
- What kind of Industry you have?
- Do you have hotels and accommodation?
- We would like to inquire about the tour operators.

On Saturday, our team also provided a 30-minute presentation in front of an audience of about 50 persons at the Canada Adventure Stage at the Vancouver Outdoor Show. We presented a power point presentation about Inuvik and the Dempster Highway and ITH route of the lifetime!





All seats in front of the stage were taken and there are more people standing and watching at the back. The team provided a lot of travelling tips and showed a selection of images in order to convince them to visit our town. We also enticed them with many reasons on why they should visit and what makes Inuvik a unique and special place to visit. We also briefly educated them on how important is the connection of the people to the land and animals. We also told them about an excerpt from “Our Inuvik Story”, that “our place is built upon the stories we tell, the stories from Inuvialuit, Gwich’in and Metis and we invite them to follow our footsteps to create their own Arctic Adventure Story”.

From our two days of hosting and engaging with hundreds of visitors to our booth, the following these are the common concerns and barriers on why visitor say they cannot visit Inuvik even though they really like to or why they rather choose to go to other tourist destination:

1) Expensive Airfare

They ended up going to Yellowknife or other destinations in the Yukon because it is perceived cheaper, but we explain to them that the extra money you spend is all worth it as you can fulfill more of the bucket list, like being in the Arctic Circle, reaching the Arctic Ocean and experiencing our rich Arctic culture. We also point out that for those travelling from Vancouver, that the airfares on Air North are typically less expensive when planning to come to Inuvik.

2) Lack of Time

A lot of them just reached as far as Dawson City, and really like to go all the way, but they had to go back to reality of working soon and not enough time to venture the Dempster and ultimately, Inuvik and the Arctic Ocean. One of our counters to solve that barrier is to fly to Whitehorse and rent a vehicle with Driving Force/CanaDream/Fraserway.

3) Misconceptions

There are lots of misconceptions about the North and Inuvik specifically, that we tried to clarify to the prospective tourists. The first common misconception is that our place is very cold. I tried to explain to them that if we compare Inuvik to Vancouver, of course we are very cold, but if you compare us to Edmonton, Winnipeg, and Whitehorse in terms of how it feels, we have almost the same. The only difference is we do have longer and dryer winter which makes the cold bearable. For instance, -35 in Inuvik compared to -35 in Winnipeg or even in Yellowknife with fierce wind, Inuvik will be warmer. We educate them to the fact that Yellowknife and Winnipeg are a lot colder because it's always windy while in Inuvik, we are surrounded with some hills that makes the windy days a rare occasion. We also remind them that while Winter is cold, our Summers are often mild and sometimes even hot, especially with the midnight sun.

Another misconception is that we are very isolated and limited in terms of services. We let them know that Inuvik is a regional centre for Beaufort Delta. We have all the essential services like a hospital, grocery stores, fast food, retail, arts and crafts stores, gas and service stations, accommodations, tour operators, cell services, RCMP, a Recreation Centre, a swimming pool, campgrounds and much more.





Some of misconceptions are about the wildlife and can even feel a bit ridiculous to those of us that live here, but some are bad publicity and people believe them to be true. An example being that in Inuvik we have penguins, Polar Bears, Ice Bergs, Narwhal, and people are living in Igloos. We clarify that penguins and polar bears are not in Inuvik and suggested that if they want to see Polar Bears, Inuvik would be the best gateway to other places like Sachs Harbour or Tuktoyaktuk where they have more chance of seeing polar bear with a guide and local operator with local knowledge.

Some of the visitors to the booth also discussed their concern about overhunting or poaching the animals.

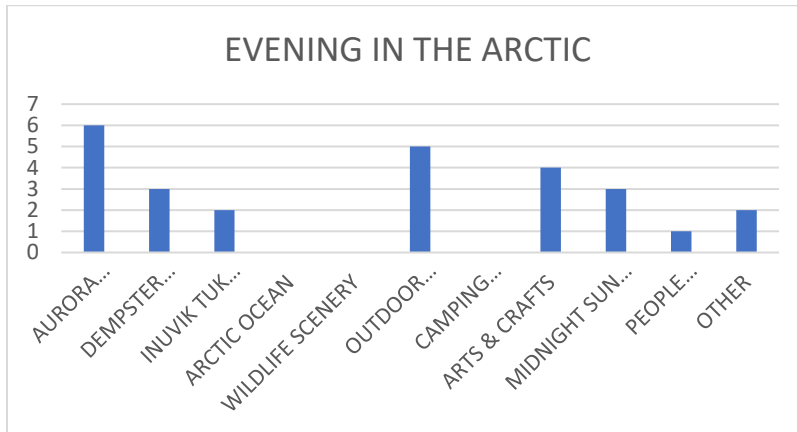
We try to educate them that hunting is the way of life and required for survival and has been for thousands of years. The Indigenous people are stewards of the land and resources and are responsible hunters and do so out of necessity, cultural tradition and for subsistence.

We encourage anyone looking to travel to Inuvik to come with an open mind and respect for our people, culture and Northern way of life.

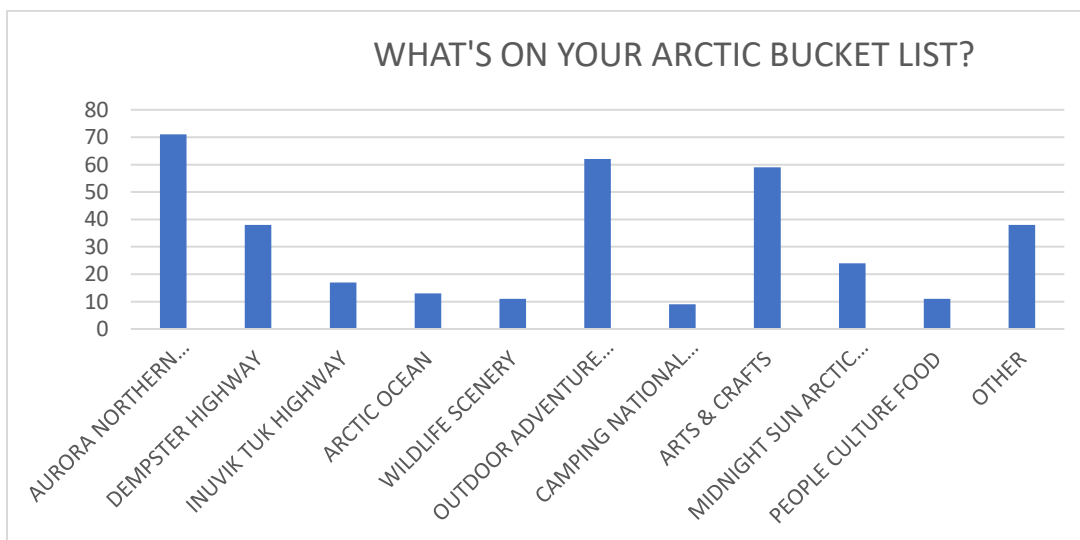


## ATTENDANCE AND STATS

### An Evening in the Arctic



### The Vancouver Outdoor Adventure Show



We had 31 total visitors enter our draws from the Vancouver Maritime Museum event and approximately 700 visitors to our booth in the Vancouver Outdoor Adventure show. From the stats, we can see that most of the visitors put “Northern Lights” in their Arctic Bucket list with 71 entries then preceded with “Outdoor Adventure” with 62 then “Arts and Crafts” 59.



## CONCLUSION

This trip was an informative experience for our team and we can see how a beautiful place like Inuvik may be relatively unknown to the Canadian public and yet well positioned for potential interest in the future with education, marketing, and destination and brand awareness in the right venues and context.

Inuvik is a less advertised for Northern Lights tourism and for outdoor adventure events. The Yukon has the “Yukon River Quest” and Yellowknife has a fully saturated visitor market for “Northern Lights” and yet Inuvik well positioned to highlight both outdoor adventure and Northern Lights experiences but in a unique and Truly Arctic destination.

Our Inuvik Story is a brand promise that encourages people to learn from and engage with the local people and culture while encouraging visitors to cultivate their own adventure story by following our footprints and our people, land, and history as a guide.

Creating additional, high quality media content that showcases outdoor adventures and beautiful landscapes in addition to people and culture would be a valuable asset for this particular demographic.

It is also important that we address misconceptions about Inuvik through clever and informative marketing and advertising that can position us well against other more well known Northern destinations like Whitehorse and Yellowknife.

While of course the high airfares can be a deterrent for some, many of our visitors also choose to come by road which provides us opportunity to leverage both air and vehicle traffic to attract more visitors. For now we must differentiate our town to other tourist destinations and remind them why Inuvik is unique and special and worthy of the additional extra miles, time, and travel costs that may be associated with our destination.

While Glenn Guevara wrote much of this report, I Oscar Dutra, his colleague would like make a few particular acknowledgements I would like to thank the team (Fiona Joe, Laska Nerysoo, Joyce Blake and Glenn Guevara) for their support throughout the trip. It was a big challenge, and we were all new to it, but we succeeded while having fun too. I’d also like to thank our Director Jackie Challis who did a big part of the work prior our departure and was a constant support of our team while we were in BC.

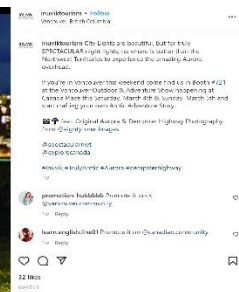
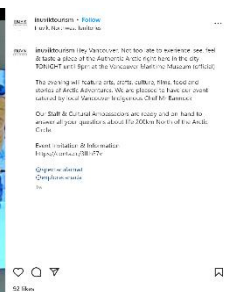
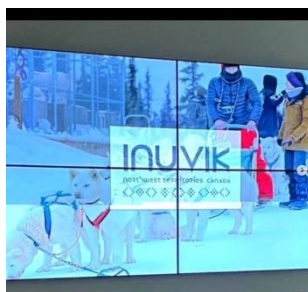
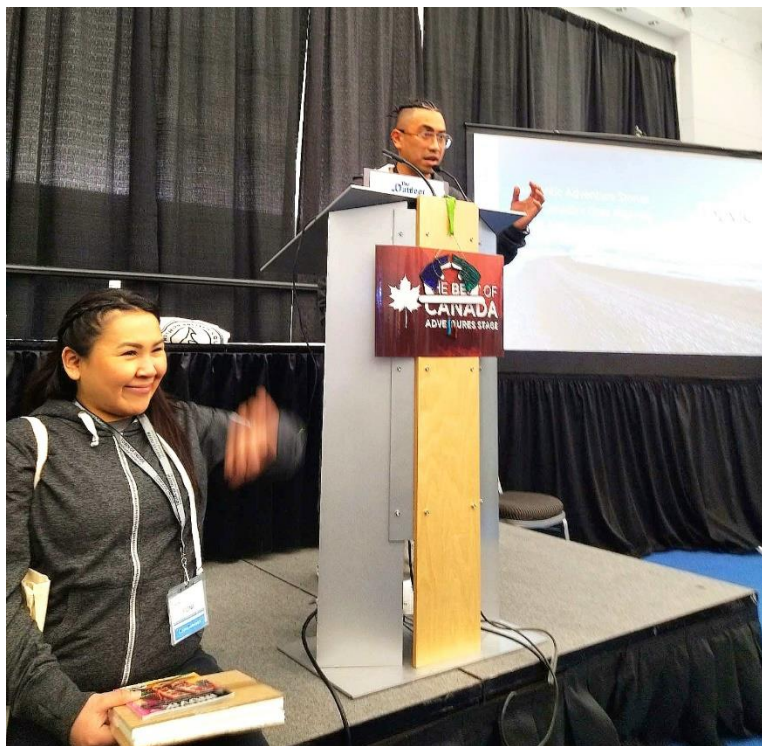
There is a lot of room for Inuvik to grow as a Truly Arctic visitor destination in the global tourism market.

The BC market and the events we attended are excellent opportunities to promote our town directly to a targeted consumer, who would be interested in all the experiences Inuvik has to offer. I believe the effort the Town of Inuvik makes every year to attend these events is worthwhile and there is a lot of room to grow in the years to come.

## GALLERY









# STRATEGIC PRIORITIES CHART

June 15, 2022

## COUNCIL PRIORITIES (Council & SAO)

### NOW

1. **TRIPARTITE LEADERSHIP TABLE: Meeting**
2. **ABANDONED/UNSIGHTLY PROPERTY**
3. **RESIDENTIAL PROPERTY: INVENTORY**
4. **CLIMATE ADAPTATION STRATEGY: Funding Research**
5. **COLD TESTING OPPORTUNITIES: Working Group**

### TIMELINE

September  
September  
August  
October  
September

### NEXT

- EMPTY PROPERTY: Options
- COMMUNITY PLAN: Update
- TRAIL PLAN: Draft
- ROAD MAINTENANCE: Priorities
- RECREATION FACILITY: Future Needs
- COUNCIL PROCEEDINGS BYLAW
- LONG TERM FINANCIAL PLAN
- PLASTIC BAG BAN: Bylaw

### ADVOCACY/PARTNERSHIP

- *Department Service Decentralization (GNWT)*
- *College Programs: Local Needs Alignment*
- *NTPC: Net Metering Cap Removal*
- *MLA & MP Meeting Schedule*
- *Homeless Strategy: Status*
- *Inuvik Works: Support*

## ORGANIZATIONAL INITIATIVE (Directors/Managers)

1. Facility Inspection Checklist (MSC Pilot) - July
2. Health & Safety Program: Review - October
3. Cross Training Program: Needs & Design - September
4. External Funding Chart: Create - September

## OPERATIONAL INITIATIVES

### SENIOR ADMINISTRATIVE OFFICER

1. **TRIPARTITE LEADERS: Meeting** – September
2. **CLIMATE ADAPT. STRAT.: Research** – Oct.
3. Human Resources Policy: Approval – Sept.
  - Council Proceedings Bylaw: Revisions
  - Lottery Regulations: Update

### FINANCE & ADMINISTRATION

1. Health & Safety Manual: Review - November
2. Council Indemnity Bylaw: Review - September
3. **RESIDENTIAL PROPERTY: INVENTORY** - Aug.
  - Cross Training Program
  - E-Service Portal: Launch

### ECONOMIC DEVELOPMENT & TOURISM

1. Tourism Action Plan 2023-2024 - December
2. New Office Operations Plan - July
3. **COLD TESTING: Working Group** – Sept
  - Small Business/Artisans 2023-24 – Dec.
  - MCIT 2023-34 - December

### PROTECTIVE SERVICES

1. Be Safe/Be Seen: Design - July
2. UNSIGHTLY PROPERTY: Ops Guidelines - July
3. Emergency Response Plan: Update – November
  - Passenger Transportation Bylaw
  - Bite Prevention Program: Pilot Evaluation

### RECREATION & LIBRARY

1. Nordic Walking Group: Start-Up – November
2. Elders Engagement Initiative - July
3. Book Club Launch – October
  - Community Group Partnerships

### COMMUNITY SERVICES

1. MSC Inspection Schedule - July
2. Swim Pool: Staffing – July
3. Online Booking: Software Selection - October
  - Community Activity Guide/Calendar
  -

### CAPITAL

- 2022 Utilidor Replacement: Design – June
- Waste Site Fencing: Design – June
- Swim Pool Rehabilitation: Complete – July
- Breynat Road Upgrade: Tender – Complete
- Lagoon Dike Rehabilitation: Tender - June

### PUBLIC WORKS/MSC

1. TRAIL PLAN: Draft – October
2. Sport Field Maintenance: Training – June
3. ROAD MAINT. PRIORITIES: Review – Sept.
  - Water Intake Inspection
  - Drainage Plan: Update

CODES: BOLD CAPITALS = NOW Priorities; CAPITALS = NEXT Priorities; Italics = Advocacy; Regular Title Case = Operational Strategies

## NWT Scientific Research Licence # 17225 Issued

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Please be advised that the NWT Scientific Research Licence has been issued to Ms. Chelsea Giesel for the project entitled: Cannabis in Our Communities: A Focus on Youth and Maternal Health and Well-Being. The Notification of Research summarizing the researcher's activities and locations is attached.

Thank you,  
Manager, Scientific Services  
Aurora Research Institute  
Tel: (867) 777-3298  
licence@nwtresearch.com  
polar.nwtresearch.com



March 14, 2023

## Notification of Research

I would like to inform you that Northwest Territories Scientific Research Licence No. 17225 has been issued to:

Ms. Chelsea Giesel  
Pauktuutit Inuit Women of Canada  
1 Nicholas Street, Suite 520,  
Ottawa, ON  
K1N7B7, Canada  
Phone: 15197663806  
Email: [cgiesel@pauktuutit.ca](mailto:cgiesel@pauktuutit.ca)

to conduct the following study:

**Cannabis in Our Communities: A Focus on Youth and Maternal Health and Well-Being (5469)**

Please contact the researcher if you would like more information about this research project.

### Summary of Research

This licence has been issued for the scientific research application No.5469.

The goals of this project are to determine the knowledge, attitudes and behaviours (KAB) of Inuit youth and new or expecting parents in select Western Arctic communities toward cannabis use; and, to share cannabis harm reduction tools and information and assess their effectiveness and determine persisting gaps in cannabis related information or services.

The research team will hold 2 focus groups in one community in each region of Inuit Nunangat and select urban centres. 1 focus group with youth and one focus group with new or expecting parents. For the Western Arctic we hope to hold engagements in Yellowknife and Inuvik, NWT. In the focus groups the research team will share Inuit specific cannabis harm reduction toolkit with participants during engagements to increase knowledge of how to reduce possible harms of cannabis use. The team will then engage with participants on if their knowledge about cannabis and reducing harms increased, and what is still missing from cannabis related information and services. Information will be compiled from all engagements with Inuit across Canada to get a picture of Inuit perceptions toward cannabis use in their communities and determine the impact of existing cannabis harm reduction information and toolkits.

The Director of Health and Wellness at Inuvialuit Regional Corporation (IRC) is aware and supportive of the project. The team plan to be in continual contact with the IRC Wellness Division.



They are aware and supportive of the plans and will likely assist in planning and promoting the engagements. The team are also in contact with the Director of Yellowknifemiut Inuit Kattujigatigiit who will be fully aware of all travel and engagement plans and likely assist in promoting and identifying potential participants. The team will make the anonymized data available to both the IRC Health and Wellness department and Yellowknifemiut Inuit Kattujigatigiit. Pauktuutit often uses community Facebook groups to promote engagements in communities which the team will likely post to promote the engagement in Inuvik. The research team are open to adapting the communication plan as deemed fit by research and license and ethics boards.

The fieldwork for this study will be conducted from March 14, 2023 to April 30, 2023.

Sincerely,

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Niccole Hammer  
Manager, Scientific Services

Distribution  
Inuvialuit Regional Corporation  
Town of Inuvik  
Hamlet of Tuktoyaktuk

Inuvik Community Corporation  
Tuktoyaktuk Community Corporation  
Inuvialuit Joint Secretariat