

#6 ISSUE

The Valley Voice

The Voices of the Columbia Valley

CHOCOLATE GUILT-FREE CAKE

Shaking things up this week is a new gluten-free, lactose-free recipe submission from local entrepreneur Sacha Brant.

CREATING EFFECTIVE ADS

Thinking about using digital marketing and advertising? Check this out first from social media guru Andrea Meadus

THE TAX BENEFIT OF CHARITABLE DONATIONS

Caitlin Hall-Sharp, Executive Director for the Columbia Valley Community Foundation, shares valuable information that could help you save even more at tax time this year.

COVER PHOTO TAKEN AND SUBMITTED BY SYD DANIS



HOW ARE WE DOING?

The Volunteers of the Columbia Valley Voices Online Magazine are dedicated to providing content that is generated and supported by our valley residents.

We welcome and encourage all communication - we want to know how we're doing!

Send us a note on Facebook or Instagram @thevoicecv

OR

by email to news@thevoiceca.ca

ANECDOTE

Security and peace of mind were part of the reason we moved to a gated community. Both flew out the window the night I called a local pizza shop for a delivery.

"I'd like to order a large pepperoni, please," I said, then gave him the address of our condominium.

"We'll be there in about half an hour," the kid at the other end replied. "Your gate code is still 1238, right?"

Photo Credit: Ann Burnett



LETTER FROM THE VOLUNTEERS

Local Businesses,

Are you wondering where your business advertisement is this week?

As we warned in the last 2 editions, ads MUST be refreshed every 4 weeks or they will be removed.

Yes, creating a new ad each month may seem like a daunting task for some, though we know there are many businesses out there with the common sense to use this free business advertising to their advantage.

It's a chance to be seen in a different way, share a different piece of information or offer, and engage with your community.

Why not use it?

CONSTRUCTION IS UNDERWAY IN CANAL FLATS

Construction of the town's new local daycare is not only underway but plowing forward with speed and precision! This project is bringing something to the small town of around 700 that it really needs - child care.



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GAMER'S CORNER: THE DEATH OF COUCH CO-OP

SOCIAL MEDIA MARKETING FOR YOUR BUSINESS

CREATING EFFECTIVE ADS

Once you have decided that you would like to use social media platforms to promote your products you might want to start doing some research how to create effective campaigns.

You can find out what works and what doesn't work by simply checking on which type of posts your audience loves. Create a similar image based on the result of this research. You can also find out what your audience likes by running polls on your stories.

For your ad, create an image or short video with the right amount of information. Too much text can confuse the viewer. Get to the point, let viewers know what the product is you want them to purchase or engage in and what the benefits are if they purchase your products.

Include a call to action. Let users know how to purchase your items, perhaps you have a store on your website or even on a social media channel, or simply add your phone number for contact.

During the duration of your ad keep active. Get creative and post daily to show new potential customers more of your products. Always place a new Story to the Story feature to show more of your products to interested viewers.

A great campaign can bring you new customers instantly. However, don't get discouraged if your first few ads do not work out as you were hoping for. It might take a few attempts to see which ones work or which ones do not. As you get more experienced you can compare with analytics and by testing ads how to create the perfect campaign.

Stay tuned for next weeks article where we talk about how you can use Instagram for organic growth.



Andrea M.

Andrea Meadus is an experienced Social Media Manager with a demonstrated history of working in the marketing and advertising industry.

CHOCOLATE GUILT-FREE CAKE

SACHA BRANT

Remastered: [Gimme Some Oven Peanut Butter Flourless Chocolate Cake](#)

Reading Kat's recipes each week reignited my passion for cooking, baking and food experimentation! Many know me as a badass business bitch who gets things done, which is all true, though I have a secret love-hate relationship with food that has forced me to self-teach my way to a happier body and lifestyle.

I'm sure you're wondering why I'm choosing to call this my Chocolate Guilt-Free Cake, right? Let me tell you an awesome story - April 6th was my husband, Russell's, Birthday. For those in my household, each year I ask them what they want for dinner and what type of cake. They can literally choose ANYTHING because I love a challenge and take it as an opportunity to try new things. This year, Russell's birthday cake challenge was to come up with something that included chocolate and peanut butter.

Now, admittedly, I also had a baby just 5 months ago, and my body has been a little haywire, so I was extremely nervous about making something too rich or decadent and not being able to join my husband in his celebration and customary cake consumption. With my insides still in a postpartum war-like state, I had to avoid dairy and gluten like the plague. Shit, how in the hell does one make a CAKE without lactose or gluten?!

In my planning panic, I searched the internet high and low for something that would work within the limitations and still taste good (and not like freaking health food). That is when I stumbled across the recipe for the Peanut Butter Flourless Chocolate Cake. Hot damn. Containing no flour and the dairy ingredients could all be substituted for lactose or dairy free, I read it over carefully several times and the measurements, potential flavors and overall science seemed to be correct, so I decided to give it a try.

Cake number one was... It was what it was. I'm not sure if it's what they intended though I followed the recipe step by step. I found it was WAY too heavy and really hard to consume in anything other than sliver sizes. In fact, those who had more than a wafer-thin portion spent some time sitting on the porcelain throne hours later. However, I couldn't deny that it tasted AMAZING, which meant it only needed a little bit of tweaking.

Here's another little tidbit for you - I used to LOVE watching a show called Death By Chocolate with Marcel Desaulniers. I don't know if I found him soothing, or if it was that I loved the way he taught, still not sure, though it had so deep an impact that I still use the handle DeathbySassy in various ways and in various places (Like Xbox) online. That's why taking the time to try, test, adjust, rinse and repeat any recipe involving chocolate is so important to me.

I will spare you the details of the many tests, flops, flubs and flat-out flavour failures and jump to the part you'll really want - the winning recipe.



CHOCOLATE GUILT-FREE CAKE

CAKE BATTER

8 large eggs, cold

300g semisweet chocolate chips

1 cup of unsalted plant-based butter

1/2 cup of creamy peanut butter

You will need an 8-inch springform pan

GANACHE FROSTING

100g semisweet chocolate chips

1/3 cup lactose free whipping cream

1/2 cup of unsalted plant-based butter

1/3 cup of creamy peanut butter



DIRECTIONS

CAKE

Adjust an oven rack to the lower-middle position and heat the oven to 325°F.

Take an 8-inch springform pan and spray with cooking spray generously.

Line edges of the springform with parchment paper. Lightly spray with cooking spray once in place. (Yes, spray with oil, then line with paper, then spray with oil again, you are not crazy - that's what I wrote.)

Place a large roasting or baking pan on the bottom rack of the oven. Bring a kettle or medium-sized pot of water to boil on the stove. Once it comes to a boil, carefully pour the water into the baking pan in the oven. This will be your water bath and will help prevent the top of the cake from cracking.

While you wait, break the eggs into a large bowl and whisk/beat using a standing or hand blender (Blender or whisk attachment per your preference. I tried both; I didn't think either was better than the other.) and blend on high for at least 5 minutes. You're aiming to see the volume more than double with lots of light, airy bubbles!

Melt the chocolate, butter, and peanut butter together. A bunch of ways to do this, though I only have so much time and so many hands with a newborn, so I opted for the microwave technique. (IE: In microwave safe bowl melt butter, 1 minute on high, and then add chocolate and stir. Place back in the microwave for 30 seconds on high. Remove, add peanut butter and stir. Set to the side to cool, though do not let it get cold enough to solidify or get stiff and unmovable.)

Combine the egg mixture with the chocolate mixture slowly. Add 1/3 of the egg mixture and use a large rubber spatula to fold the mixture in until it's incorporated. Fold in half of the remaining in the same way, and then the last of the mixture, until it is completely homogenous.

Scrape the batter into the prepared springform pan and smooth the surface with a rubber spatula. OR, if you'd rather get a little frustration out, give it some gentle tapping on the table or counter to pop those bubbles out.

Make sure to warm up some additional kettle water and top of the pan resting in the oven before adding your cake to the rack above.

Place the springform pan on the middle rack of the oven (a rack above the pan of boiling water). Bake until the cake has risen slightly, an instant-read thermometer inserted halfway into the center reads 140° F, and toothpick checks come out clean. (Approximately 30-35 minutes.)

DIRECTIONS CONT.

CAKE

Remove from the oven and place on top of a counter or inactive burner to set for 10 minutes.

After the rest period, remove the springform pan and parchment paper, flip and place on your plating... Plate.

Top with my suggested ganache and away you go! (Sans ganache works too, though I recommend using a little whip cream or powdered sugar at least.)

GANACHE FROSTING

Melt the chocolate and butter together using the same technique you used before. Set aside to cool slightly while you prepare the next step.

Next, take your lactose-free whipping cream and whip it into a semi-stiff texture, or stiff if that's your preference. Either way, it had better be less cream and more whip now.

Take a moment to pop your peanut butter into the microwave to warm. I went for about 20 seconds. You want it warm enough to be squeezable though not entirely liquid. Place this into a piping bag and set aside or place it into the I-grew-up-poor-but-not-stupid plastic lunch bag and get ready to cut the tip of a corner off to pipe from.

Take your chocolate mixture and fold it into the whipping cream. Start by folding in 1/3rd of the mixture, then half the remaining, and finally the last of it, until it's again fully homogeneous.

Pour the chocolate mixture on top of the chilled cake. You can use a spatula to spread it evenly across the top. Optionally, you may also use the spatula to spread the chocolate mixture evenly across the side.

Pipe the melted peanut butter on top of the chocolate in some long lines (or your desired pattern). Then immediately take a wooden skewer (or a toothpick or a knife) and drag it through the peanut butter in circles to create swirls.

Refrigerate the cake for about an hour to let the ganache firm up, or you can just serve it immediately. Leftovers (IF you have them) freeze well and can be thawed within about 20-30 minutes.



ENJOY!
~S

DETAILS AROUND THE BIG DETOUR STARTING APRIL 12

The B.C. Ministry of Transportation and Infrastructure (MOTI) is tinning the Trans-Canada Highway through Kicking Horse Canyon west of Yoho National Park from spring 2021 until 2024.

Yoho National Park and Field will remain open; however, full closures of the Trans-Canada Highway will be required west of Yoho National Park.



Traffic will be diverted via Highway 93 south through Kootenay National Park and then back north on Highway 95 to Golden. The first extended closure requiring motorists to detour through Kootenay National Park will take place from April 12 to June 1, 2021.

News Source: e-know.ca

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MARY KAY

VALLEY PROMOTIONS

THE TAX BENEFIT OF CHARITABLE DONATIONS

With tax season upon us, we are reminded of the tax implications of our yearly activities. Perhaps you'll be claiming provincial and federal charitable tax credits on your 2020 taxes?

Canada is known for having generous tax considerations for charitable donations - these are monetary gifts provided to registered charitable organizations, like the Columbia Valley Community Foundation. When these donations are made, you'll receive an official tax receipt to use when claiming your taxes.

A few important things to know:

- These are tax credits (as opposed to tax deductions) which directly reduce the amount of tax you owe, in comparison with tax deductions that reduce the income on which the tax is calculated. Typically, tax credits are viewed more favourably as they directly reduce your taxes payable.
- Donations cumulative over \$200 leverage the sliding percentage scale to maximize these tax credits.
- You can claim any unclaimed donations from yourself or your spouse/common law partner from the last five years; this can be a great way to maximize that \$200 threshold.

If you donated to the Columbia Valley Community Foundation in 2020, be sure that you have your official tax receipt, and if you don't - reach out and we can help. Also, note that there are further tax advantages for donations left as legacy gifts in a will... (and we can help with that gift). 😊


When it comes to your tax planning strategy, talk with your financial professional to see how you can benefit your community while leveraging your tax benefit.


COLUMBIA VALLEY COMMUNITY FOUNDATION CONTACT:

Caitlin Hall-Sharp
CVCF Executive Director
250-342-2845
info@valleyfoundation.ca




FROM BC WILDFIRE SERVICE:



 **FOREST CROWNE AREA**

PRESCRIBED BURN

Regional District of

East Kootenay

Prescribed burn planned for the Forest Crowne area. To help reduce wildfire threats, the BC Wildfire Service will be supporting the City of Kimberley in conducting a prescribed burn in the Forest Crowne area covering up to 14-ha. The exact timing of this burn will depend on weather and site conditions, but it could begin as early as Wednesday, Apr. 14, 2021. Smoke may impact the residents close to the burn area and will be highly visible from Kimberley, Marysville, and surrounding areas. Smoke will also be visible to motorists traveling along Highway 95A and Highway 3.

News Source: <https://www.rdek.bc.ca/>

More Info: <https://www2.gov.bc.ca/gov/content/safety/wildfire-status/prevention/vegetation-and-fuel-management/prescribed-burning?keyword=prescribed&keyword=fire>

INVERMERE HOUSING IN PERIL



If you live in Invermere, it shouldn't be a surprise to you that there is a housing crisis in the community. All throughout the valley, it has become impossible to find adequate and affordable housing for community residents.

The Invermere Community Housing Needs Report was released and the results are astounding. Keep in mind as you're reading, our population is expected to grow by over 3.5K residents in the next 4 years.

The overall cost of rent continues to increase in Invermere with the average monthly rental being \$1,130. This average is LOWER than the cost of owning a home. The average rent in Invermere is also much higher than the average in RDEK.

There's a core need for housing in Invermere for 125 households. This means that 125 separate households are currently in a situation of unsuitable housing. Whether that be due to affordability, housing repairs, or not enough space for the family type. With no other options, affordable or otherwise, these families are left to just "figure it out". There's up to 500 individual households in the community that cannot afford to support their cost of rent. While not all in the community suffer from housing affordability issues, many of these households could easily fall into that category instantly. Should they lose their job, be struck with illness, or should reach any other unforeseen circumstance, the chance of them losing their home is almost secured. Without affordable options, or any options for that matter, in the community, we're leaving our residents high and dry.

The housing assessment report highlights several gaps in housing development policies that allow for empty lots of private property to exist, no duplexes, and no desire to develop. Add onto that the substantial infrastructure service issues throughout the valley and the challenges faced with buildings that are essentially too old and need to be demolished.

Not only are our current residents in the community suffering, we need to also take into account the amount of people who will be coming into our community over the next 4 years to either rent or purchase a home. The population of Invermere is currently 3,325 and is only expected to rise over the coming years. By 2025, it is expected Invermere's population will increase by over 300 people.

It remains to be seen exactly what action will be taken from both a government and community perspective. There are calls to the provincial government to take action and further protect the residents and landlords of our community. Many landlords are hesitant to rent their property with a mandate that favours the tenant, the majority of the time. With many factors involved in renting a home including the Landlord Tenant Act needing adjustment and the amount of temporary renters coming into the community, everything needs to be analyzed so both sides feel supported.



Source: [Invermere Community Housing Needs Report 2021 \(with Summary\)](#)



DID YOU KNOW THERE'S A PANDEMIC?

Seriously people, what are you thinking? Is it that you're too selfish to respect the lives of others? If you're out and about walking around in public, gathering in crowds, eating with people at restaurants, I'm talking to you AND the Columbia Valley Chamber of Commerce.

I saw a post they shared promoting a local business, I think the cafe in Canal Flats. They actually told people it is essential travel to go to Canal Flats and visit a cafe. They literally told our community it is okay to forget about the pandemic, ignore the circuit breaker restrictions, mingle with other people, be selfish and grab a coffee while you're at it.

Businesses need to survive but when they're shut down because of the government, we shouldn't be the ones expected to support them. The government should be **ESPECIALLY** because they're the ones who shut them down!

This is an opinion editorial submitted by a member of our community anonymously.

STEAMBOAT JUBILEE MOUNTAIN OFFICIAL COMMUNITY PLAN ADOPTED

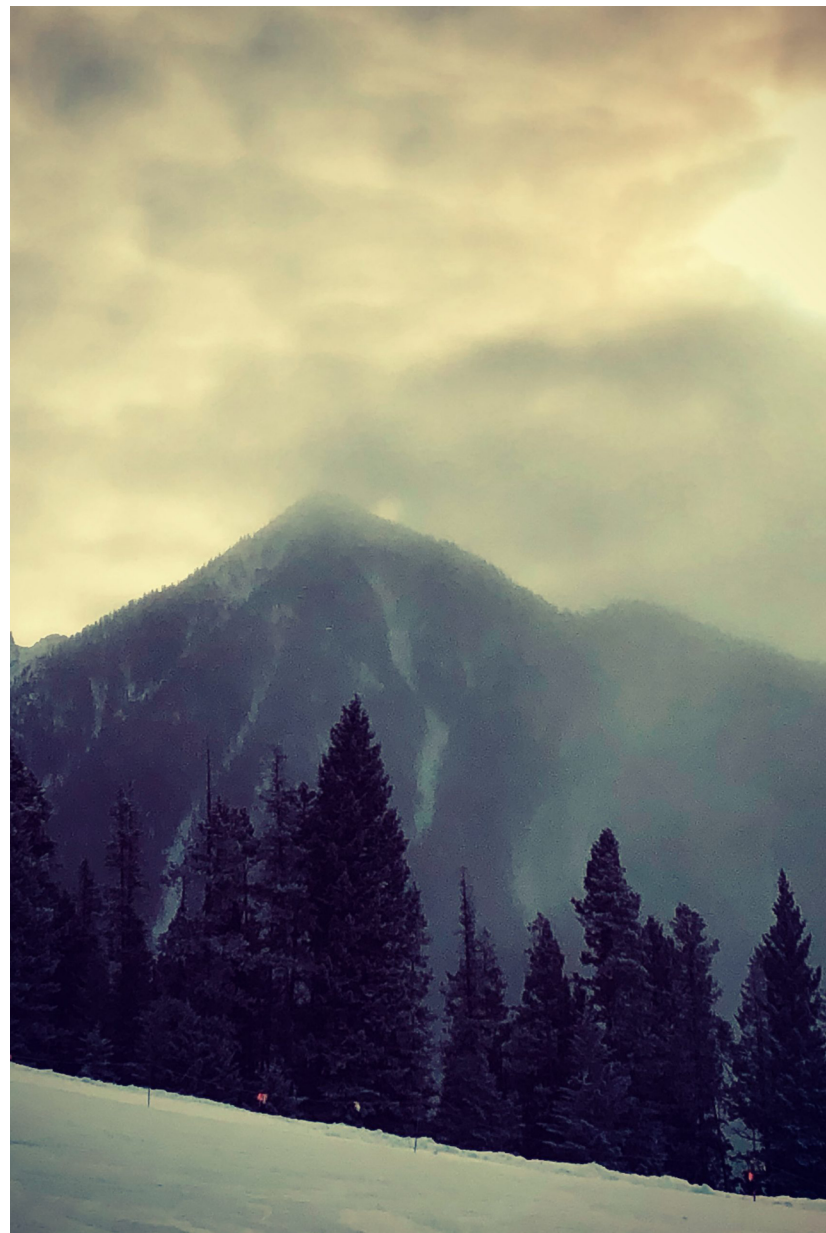
The Steamboat Jubilee Mountain Official Community Plan (OCP) has been adopted by the RDEK Board.

"This has been a comprehensive process stretching over the course of several months and has culminated in an important guiding document that will provide direction within the plan area for years to come," says Electoral Area G Director Gerry Wilkie.

The new OCP includes updated land use policies, development permits for environmentally sensitive lands and wildfire hazard within the plan area, and a host of other policies that will help provide a framework for development within the next five to ten years. Prior to planning any new construction or land disturbance on their property, residents within the plan area are encouraged to check with the RDEK regarding the new Development Permit requirements.

"Residents and stakeholders play a key role in the success of any planning process, and I want to thank the many residents who were involved throughout the process. Their vision and feedback was critical in moving the OCP forward," adds Wilkie. "I also want to acknowledge and thank Planner Michele Bates, who was instrumental in working with the community throughout the past 18 months."

The OCP covers most of the private land in Area G including: Wilmer, the rural areas around Radium, and north to Brisco and Spillimacheen. It is expected to be posted on the RDEK's website within the next few days.



News Source (and to apply): [RDEK.BC.CA](https://www.rdek.bc.ca)

Photo Credit: Allegra Newill

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VALLEY PROMOTIONS

Builders of all ages are invited to create original homes for local birds.

Birdhouse Competition



"Built from Scratch" or "Bird House Kit." Prizes available in each category:

- Most Imaginative
- Best use of recycled/ natural materials
- Best design and function for birds

Registration & Free Bird House Kit Requests
April 12th- April 26th
Contact Cortney Pitts
events@invermere.net
250-342-9281. 1232

May 10th-16th 2021

Birdhouses completed and on display for public viewing & voting.

Pictures of birdhouses will be posted on Invermere BC Events Facebook page for public voting.



THE DEATH OF COUCH CO-OP

Let's set the mood. It's the year 2000 and you just got the hottest new console, the Nintendo 64. All your friends from school come running over to play all the favourites. Goldeneye, Pokemon Stadium, Wrestlemania 2000, and more. The great part about this era of gaming was you could have up to 4 friends over and you could all play the same game together or against each other in multiplayer. This was the era of gaming where people were able to connect and come together to celebrate their love for video games.

Couch co-op is a term used to define the cooperative gaming experience you can have with your friends, on your couch. The ability to sit together in the same room with your friends and play the same game on the same console. Greed, capitalism, and the change of gaming climate killed couch co-op. I know you're probably thinking, "what's the difference between now and then? I can still play my favorite video games with my friends online! Yeah, online.

Instead of buying a console, grabbing a couple controllers, and sitting with your friends to play a game with pizza, you now need to have TWO consoles if you want to play the majority of AAA games together. Now, don't get me wrong. Online gaming is great. It's allowed people from all over the world to connect with each other, play games, and become friends no matter where in the world you are. But what about when I want to play DOOM Multiplayer with my brother and shoot bullets into his character? I guess he'll need to buy his own console to join in.

Gaming is an immersive experience and is always best enjoyed with other people. This isn't to say get rid of online gaming for couch co-op, but why not have both? Why not give gamers the opportunity to choose whether they want to play online or offline with friends. Well, if they did this then gaming companies would lose money right? No need to buy multiple consoles or games if you can play with your friends on one. But that's not the case. People would STILL buy multiple copies of the game to play at the other friends house, because who borrows games?

The next time you're looking for a co-op game to play with the family, make sure you pay close attention to whether it is online or local co-op.

JOSH GRIEVE

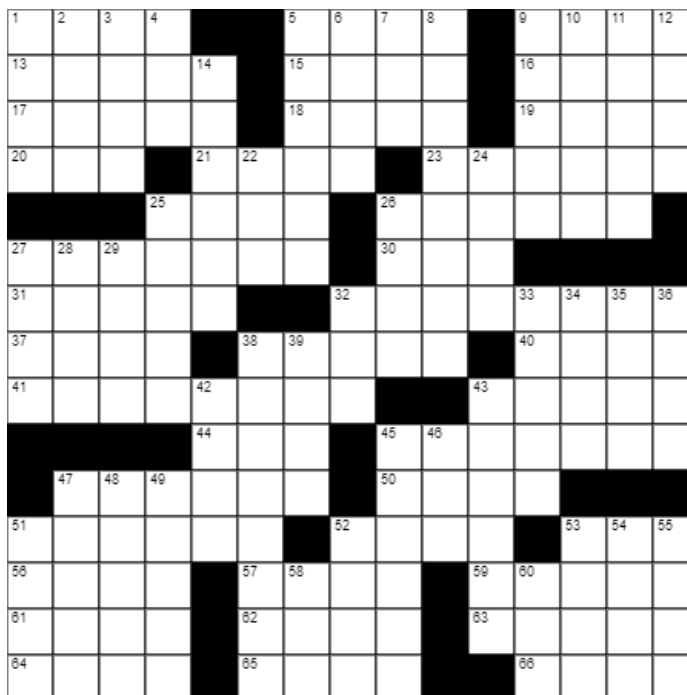


A LITTLE FUN

BestCrosswords.com - Puzzle #1 on 4/13/2021

Across

1- Annika Sorenstam's org.; 5- Aggregate; 9- Author ___ Christian Andersen; 13- Ancient region of Asia Minor; 15- Kon-Tiki Museum site; 16- Very much; 17- Picture border; 18- It's over your head; 19- Intestinal sections; 20- Asian holiday; 21- Flub; 23- Captivating; 25- Mariners can sail on seven of these; 26- Exist in great numbers; 27- Capital of New Mexico; 30- Summer shade; 31- Extra-terrestrial being; 32- Chosen; 37- Long luxuriant hair; 38- The Hilton, e.g.; 40- Mandlikova of tennis; 41- Ancient musical instrument; 43- Mr. ___ (handyman); 44- White linen vestment, usually worn by priests; 45- Self-destruction; 47- Vagrants; 50- Confer; 51- Drive forward; 52- Monk's hood; 53- Begley and Wynn; 56- Emilia's husband; 57- Actress Raines; 59- Result; 61- Boot attachment; 62- Chair; 63- Race official; 64- I'd hate to break up ___; 65- Lacking; 66- Hotbed;



Down

1- Hoist; 2- Go (over) carefully; 3- Little biter; 4- Goal, intention; 5- Sullenly ill-humored; 6- From; 7- ___ - pitch softball; 8- Form of baseball; 9- Japanese three-line verse; 10- Exhausted; 11- Very much; 12- All-male; 14- Mediterranean arm; 22- Idiot; 24- Tops; 25- Alloy of iron and carbon; 26- To ___ (perfectly); 27- Coarsely ground corn; 28- Melodramatic cry; 29- Actress Foch; 32- Hog's home; 33- Young bird; 34- Cab; 35- Oklahoma city; 36- Go out with; 38- Vulnerable; 39- Eyes, poetically; 42- Domesticated; 43- Boneless slice of meat; 45- Summer ermines; 46- Motor City gp.; 47- Snares; 48- Scoundrel; 49- To the left, at sea; 51- Galileo's birthplace; 52- Extended family unit; 53- Salinger girl; 54- Membership fees; 55- Spanish muralist; 58- Actress Thompson; 60- Diarist Anais;



Easy Puzzle 8,091,413,422

2			1		7			
		8			2		4	5
3	6	9	4					2
	7			5		3		9
6		2				4		8
9		5		4			2	
1					6	5	9	3
5	2		9			6		
			5		4			1

This sentence contains exactly threeee errors.

THE THIRD ERROR? THE FACT THAT THERE ARE ONLY TWO ERRORS. THE FOURTH ERROR? RUNNING THIS GAG.

Source: <https://www.rd.com/list/clever-jokes/>

GET INVOLVED

There are MANY ways you can get involved with this awesome online publication! We hope to hear from you.

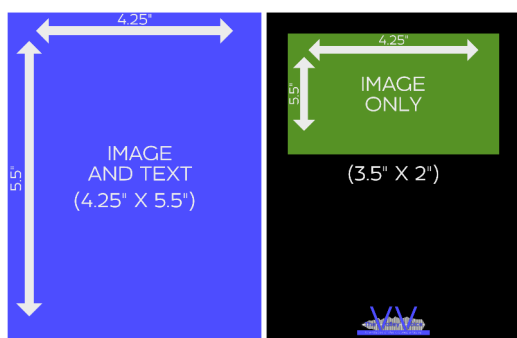
BUSINESS ADS

Any and all businesses, organizations and entrepreneurs are welcome to submit a business ad for free. You may also submit (through our website) a request to be featured as a Valley Spotlight or Food Write-Up.

Business Ad Sizing Rules

IMAGE AND TEXT
If you have a completed ad that you are submitting, use the image and text sizing below, 4.25"x5.5"

IMAGE ONLY
If you are submitting image with separate word copy, use the image only sizing below, 3.5"x2", with the understanding the copy will be sized to fit the remainder.



FOR A FULL-PAGE PLACEMENT

Donate a product or service for giveaway through the Valley Voice. Help us give back to the readers and we will help place you. Though, we will likely reserve this to one per issue. Businesses can choose to host more than one giveaway through Valley Voices to obtain additional feature pages.

FOR A FULL-PAGE FOOD WRITE UP

We will ask you to provide the meal set you want tasted, at no charge, to our public food writer. (One of the front facing volunteer positions through the Valley Voice where anonymity is not always possible.) You will be notified when to expect the critic and they will introduce themselves. Once the meal has been completed, you can expect a full-page review, complete with photography of your food, to appear in a future issue.

TO GET ON THE COVER

This one is really easy... take the best photo. If the best photo has been submitted by a business, it's the business who will be credited on the front page.

BECOME A VOLUNTEER TODAY



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