

Minutes of the Regular Economic Development Commission Meeting held on Thursday, October 18, 2012, at 7:30 am in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

**PRESENT**

Marsha Stanley, Chair  
Directors B. Fraser and P. Kent  
Mike Kelly, Roger Hart, Sandra Goth, Russ Jenkins, Robert Radford, George Robbins and Blair Herbert

**ALSO PRESENT**

Ron Austen, General Manager, Parks, Recreation and Culture  
John Elzinga, Manager, Island Savings Centre  
Shauna Benson, Manager, South Cowichan Chamber of Commerce  
Tom Anderson, General Manager, Planning & Development  
Director I. Morrison  
Geoff Millar, Manager, Economic Development  
Judy Mills, Recording Secretary

**ABSENT**

Darin George, Keith Chicquen, Jane Worton and Kathy Lachman

**APPROVAL OF AGENDA**

**It was moved and seconded that the agenda be amended with the addition of Reports items as follows:**

**R4 Staff report dated October 12, 2012 regarding CVRD Sports Tourism Implementation Program;**

**and the addition of New Business items as follows:**

**NB1 Joint meeting with Environment Commission**

**NB2 EDC Term Expirations**

**NB3 Invitation to Sectors**

**and that the agenda be approved.**

**MOTION CARRIED**

**ADOPTION OF MINUTES**

**It was moved and seconded that the minutes of the Economic Development Commission meeting, held September 20, 2012 be adopted.**

**MOTION CARRIED**

**BUSINESS ARISING FROM THE MINUTES**

**BA1 – EDC Bylaw #2497**

Geoff Millar reported that Economic Development Commission bylaw #2497 will be reviewed at the Regional Services Committee on October 24, 2012.

**REPORTS**

**R1 – Potential Economic Development Commission Budget**

Geoff Millar reported upon Roger Hart's email dated September 21, 2012 suggesting that it might be useful for the Economic Development Commission to have their own budget. The budget would be based on the Environment Commission model of which Director Kent and Roger Hart are members. The budget would be used for commission research, targeted communications and if there is a surplus the funds can be carried forward into the next year.

In support of this suggestion Geoff Millar has applied for a \$15,000 budget supplemental to undertake member driven and supported projects, separate from and outside of EDC operations. If approved, the budget for member projects requires EDC members to decide on project direction and implementation.

**R2 – Hockey Canada  
World Junior A  
Challenge**

Geoff Millar distributed a staff report, dated October 12, 2012 regarding 2013 World Junior A Hockey Challenge. The members of the subcommittee included: Roger Hart, Robert Radford, Cathy Mailhot, Ron Austen, John Elzinga, Kim Liddle and Geoff Millar. Shauna Benson, the chair of the host committee of the event, was invited as a resource.

John Elzinga reported the subcommittee was not able to demonstrate clear economic development benefits. It was noted there was no established evaluation process or economic assessment model to use to identify benefits.

The subcommittee eventually determined that it was in support of the proposal as it supports sports tourism, as stated as a target within the CVRD Board approved Regional Tourism Plan. It was also noted that monies at least as large as being requested would be spent on CVRD facilities.

The subcommittee also mitigated perceived risk for the event by recommending stipulations for the funding.

In depth discussion took place with John Elzinga, Shauna Benson and the members of the commission.

Geoff Millar, will email documents to provide more background on economic benefits of the following events; 2009 World Hockey Under 17 Hockey Challenge (Alberni Valley); 2010 World Junior A Hockey Challenge ( Penticton) and 2008 North American Indigenous Games (Cowichan). STEAM, the sport tourism economic assessment model was used to access the benefits of these events and is available to us with a membership in the Canadian Sport Tourism Alliance.

**It was moved and seconded that the Economic Development Commission supports the bid that is presently being led by the South Cowichan Chamber of Commerce to host the November 2013 World Junior A Hockey Challenge with a \$30,000 Regional Grant-in-Aid, with the funding support to be conditional on the following stipulations:**

- 1. That the bid be approved by Hockey Canada, and that the bid documentation meets the standard of Hockey Canada's bid guidelines;**
- 2. That a non-profit society be incorporated to manage the tournament;**
- 3. That the Canada West training camp prior to the event be held at the Kerry Park Arena;**
- 4. That a minimum of four tournament games be held at the Island Savings Centre;**
- 5. That teams, officials, and staff stay in hotels within the Cowichan Valley for:**
  - a. The Canada West Training Camp, October 26, 27, 28, 2013;**
  - b. The dates of Saturday, November 2<sup>nd</sup> to Thursday, November 7<sup>th</sup>, 2013 for the three teams participating in one division of the tournament;**

6. That the Cowichan Valley Regional District, and the facilities of the Island Savings Centre and Kerry Park Arena share the profile of the event with Victoria's West Shore communities and facilities, in all media, ceremonies, etc;
7. That the facilities of the Island Savings Centre and Kerry Park arena will be rented for the event, and not included in any in-kind donations;
8. That the communities of Colwood and Langford, the province of British Columbia, and the government of Canada also contribute funding to this event;
9. That if there is a net operating loss on the event, the Cowichan Valley Regional District will contribute 1/3 of the loss up to a maximum of \$30,000;
10. That if there is a net operating surplus on the event, the Cowichan Valley Regional District will receive 1/6 of the surplus and one half of the surplus will go to Hockey Canada and 1/3 will go to the Victoria Grizzlies Junior A Hockey Club.

#### **MOTION CARRIED**

Director Morrison recommended that Ross Milnthorp be invited to provide a presentation to the EDC on the benefits of these types of events. Geoff Millar will liase with John Elzinga to coordinate.

#### **R3 – PowerPlay Young Entrepreneurs**

Mike Kelly reported he fully supports investing in our future through youth and skills development of youth. Bill Roche, President of PowerPlay Strategies Inc. from Surrey, has developed the PowerPlay Young Entrepreneurs kit which is recommended to support the teaching of financial literacy concepts in Grades 4 to 8. More information can be found on the website [www.powerplay4success.com](http://www.powerplay4success.com).

Mike Kelly's vision is that the EDC will see value and opportunity to provide community outreach, support and find sponsors for this program for a one year experimental basis in our community with the emphasis on long term investment.

Geoff Millar has arranged for Bill Roche to speak at the November 15, 2012 EDC meeting. Invitations will be extended to other interested parties and groups in the community including VIU, SD 69, other volunteer non-profits that might fit into the profile of supportive agencies. Appropriate business community members would also be invited including the present Island sponsor Coastal Community Credit Union.

Suggestion was made to also include Michael Green from TD Canada Trust. As well it was noted that programs such as Junior Achievement and 4-H are complimentary and could be invited.

#### **R4 – Sports Tourism Implementation Program**

Geoff Millar distributed staff report dated October 12, 2012 regarding CVRD Sports Tourism Implementation Program. This recommendation came from the World Junior A Challenge subcommittee.

Ron Austen reported Parks and Recreation is looking for a true partnership with the Economic Development Commission. It is good for communities and the driving force that communities are taking advantage of. Recently submitted budget supplemental for \$108,000 to bring on Sports Tourism Manager.

Geoff Millar reported EDC submitted an additional budget supplemental of \$10,000 to allow involvement and initiate partnership.

Discussion took place.

**It was moved and seconded that the Economic Development Commission recommends the CVRD Board support a Sports Tourism Implementation Program beginning in 2013, and funded through a supplemental budget item shared between the Parks Recreation and Culture Department and the Planning and Development Department, Economic Development Division.**

**MOTION CARRIED**

**UNFINISHED BUSINESS**

**UB1 – State of Economy**

Geoff Millar reported Jane Worton is absent. Currently putting details into format to easily understand and capture data. Final draft will be ready for the November 15, 2012 EDC meeting. Plan is to complete State of Economy report by end of 2012 and circulate in the beginning of 2013.

As requested, Geoff Millar will circulate the report prior to the November meeting to all members.

**CORRESPONDENCE**

Not applicable.

**NEW BUSINESS**

**NB1 – Joint Meeting with Environment Commission**

Chair Stanley met with Kate Miller, Manager, Environmental Policy. The Environment Commission is working on a sustainable strategy and interested in learning about the Sustainable Economic Development Strategy (SEDS). Both will feed into the work Tom Anderson, General Manager, Planning & Development is doing for the Regional Sustainable Strategy. The Environment Commission has extended an invitation to the Economic Development Commission to join them for a 2 hour meeting, separate from regular EDC & Environment meetings. It will be led by their strategy consultant, HB Lanarc, and they will be looking for linkages between the strategies. Kate Miller will check with their consultant regarding a meeting date. There was member consensus to participate.

**NB2 – EDC Term Expirations**

Chair Stanley reported the following member terms expire December 31, 2012; Chair Stanley, George Robbins, Jane Worton, Roger Hart (Environment appointee) and Keith Chicquen (VIU appointee). Each will be receiving a letter from the CVRD Board Chair asking if you wish to continue to represent the commission for another two year term.

Chair Stanley announced she wishes to continue with the commission and will be stepping down as Chair.

**NB3 – Invitations to Sectors**

Director Fraser gave a reminder follow up of the May 17, 2012 EDC meeting discussion to invite sector representatives to future EDC meetings. Vision is to connect with business community and industrial sectors and to find out where financial sector is investing there dollars in our region today. Opportunity to assess whether CVRD/EDC can assist with barriers. It is significant feature for EDC to know what people are investing in and have regular component at every meeting what they are developing.

Geoff Millar spoke with Randy Birch at Island Savings Credit Union and they are interested to attend. Other considerations are BC Ferries, Catalyst and Ladysmith Mill expansion.

Director Fraser emphasized this will provide more intimate opportunity and is worth activating on a systematic method.

**CLOSED SESSION**

Not applicable.

**ADJOURNMENT**

**It was moved and seconded that the meeting be adjourned.**

**MOTION CARRIED**

The meeting adjourned at 8:59 am.

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Chair

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Recording Secretary