

Minutes of the Regular Economic Development Commission Meeting held on Thursday, January 17, 2013 at 7:30 am in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

PRESENT

George Robbins, Chair
Director M. Dorey
Roger Hart, Sandra Goth, Russ Jenkins, Robert Radford, Blair Herbert, Darin George, Marsha Stanley and Darrel Mansbridge

ALSO PRESENT

Directors B. Fraser and I. Morrison
Cathy Mailhot, Tourism Cowichan Marketing Coordinator
Mike Tippet, Acting General Manager, Planning & Development
Geoff Millar, Manager, Economic Development
Judy Mills, Recording Secretary

ABSENT

Director P. Kent, Mike Kelly and Kathy Lachman

APPROVAL OF AGENDA

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

NB1 Islands Agriculture Show;

NB2 Once Upon a Day Video;

NB3 EDC Meetings;

NB4 Economic Status Indicators;

and that the agenda, as amended, be approved.

MOTION CARRIED

ADOPTION OF MINUTES

It was moved and seconded that the minutes of the Economic Development Commission meeting held November 15, 2012 be adopted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

BA1

Director Fraser reviewed his suggestion for a systematic protocol for response to delegation proposals or issues that would cause the EDC to undertake the necessary investigations and to make timely decisions on actions or policy recommendations to the CVRD Board.

Discussion took place. Sandra Goth recommended including response to delegate.

It was moved and seconded to adopt Director Frasers protocol for response to EDC delegations as outlined; invitation/request to appear, discussion and assessment, sub-committee investigation if necessary, development of action/policy recommendations, presentation of recommendations to EDC, implement recommendations if approved, track results and respond to delegate.

MOTION CARRIED

DELEGATIONS

**D1 – Tourism
Cowichan**

Cathy Mailhot, Tourism Cowichan Marketing Coordinator presented a power point on 2012-2013 marketing highlights including overview of print media promotions, tradeshow, website, familiarization tours, stakeholder support and communications, new initiatives, organization and management (2010-2015 Tourism Plan).

It was noted the Seattle tradeshow is the first time tapping the US market since 2008. Go Vancouver Island multi-media campaign targets Alberta market. More to be done to find ways to measure industry and performance. Requisition of \$120,000 is leveraged to approximately \$500,000 budget.

On Thursday, March 14, 2013, Tourism Vancouver Island (TVI) is hosting a Professional Development day at the Cowichan Golf & Country Club. If you are interested to attend, EDC will cover the \$75 registration fee for two members. Please contact Cathy Mailhot at cmailhot@cvrd.bc.ca.

REPORTS

**R1 – EDC
Appointments**

Geoff Millar reported at the December 12, 2012 Board meeting George Robbins was re-appointed and made Chair of the EDC and Marsha Stanley was re-appointed and is now the EDC appointee on the Regional Agricultural Advisory Commission (RAAC). As well, at the January 9, 2013 Board meeting Darrel Mansbridge was appointed as the VIU interim representative until a new Campus Academic Administrator is hired and Director Mel Dorey was appointed to the EDC and Director Fraser's appointment was rescinded. Roger Hart's term is up for re-appointment at the January Environment Commission meeting.

Thank you letters were sent to Jane Worton and Keith Chicquen for their contribution to the commission.

Darin George advised he will be the First Nations representative until a manager is appointed to the Khowutzun Development Corporation (KDC). KDC will be putting together an economic board with a new vision and there will be opportunity for cross representation.

Darrel Mansbridge reported Cowichan Campus VIU enrollment is up 18%. They are running a culinary program at Providence Farm with plans to open a restaurant. Working on Hospitality Program and developing regional plan. Plan to offer Bachelor of Science & Sustainable Agriculture degree programs. Discussing development of Trade Centre which will require a second building. Innovation Lab is community based and works with business and industry. It was also noted discussions are taking place regarding engaging with Unions and Provincial Government programs.

It was decided Chair Robbins will attend the January 22, 2013 RAAC meeting in Marsha Stanley's absence.

**R2 – Duncan-
Cowichan Chamber
of Commerce**

Geoff Millar reported he met with George Gates, President, Duncan-Cowichan Chamber of Commerce regarding Chamber representation on the EDC and EDC representation on their Board of Directors. Two recommendations came forward.

Member discussion took place. It was decided the first recommendation was valuable providing the five Cowichan Region Chambers enter into an MOU. The second recommendation was considered unnecessary as the Chamber appointee could report to the commission and to the Chamber Boards.

It was moved and seconded that the EDC recommend the Board approve the vacant seat on the EDC commission be allocated for an appointee of the Duncan-Cowichan Chamber of Commerce subject to the five Chambers entering a Memorandum of Understanding agreement.

MOTION CARRIED

R3 – Power Play Strategies

Geoff Millar reported after the Power Play Strategies presentation Mike Kelly, Roger Hart and Geoff Millar met and had a conference call with Bill Roche who offered to provide a formal proposal to the EDC for the Young Entrepreneurs Program. The proposal was received and reviewed and the sub-committee agreed on a recommendation that is included in the January 9, 2013 staff report to the EDC. The motion would require an amendment subject to finance approval which cannot occur until after the 2012 year end is complete.

It was noted that commercial sponsor Coastal Community Credit Union is opening a branch in Duncan this Spring and there may be an opportunity to leverage the EDC involvement in the program. As well, there is opportunity to involve First Nations in the program. Junior Achievement, a complementary program, also has an interest to present to the EDC.

Member discussion took place. It was decided more information is needed regarding competitive comparison, the evaluation process, whether more costs are involved and if the teachers are on board.

Director Morrison left the meeting at 8:49 am.

It was moved and seconded to table the Power Play Strategies Proposal to the February 21, 2013 EDC meeting.

MOTION CARRIED

The Chair appointed Robert Radford and Russ Jenkins to serve on the sub-committee in Mike Kelly's absence.

CORRESPONDENCE

C1 – Island Savings Credit Union

Geoff Millar reported Bill Snell, Chief Financial Officer, Island Savings Credit Union is available to meet with the commission on February 7, 2013 at 8:30 am.

Darin George left the meeting at 9 am.

UNFINISHED BUSINESS

UB1 – Farm Stays

Blair Herbert reported there was a mini meeting with Mike Tippet, Manager Community & Regional Planning. The CVRD and ALR are reviewing bylaw changes. Variance cost is \$2200. Mike Tippet added preliminary feedback that Directors are supportive but cautious. Happy for applications to come forward regarding community plans but there is no initiative to re-zone at this point. Director Fraser noted the economic side of use of farm land has not been discussed at the Board level.

Chair Robbins formed a sub-committee with Blair Herbert (Chair), Russ Jenkins and Marsha Stanley to bring forward recommendations. Mike Tippet also

expressed interest to participate. Item will be brought forward on the February 21, 2013 agenda.

Discussion ensued. Marsha Stanley left the meeting at 9:15 am.

UB2 – Proposed Automated Curbside Collection Program

Geoff Millar reported electoral consent was received through the Alternative Approval Process (AAP). He will send a follow up letter to the South Cowichan Chamber of Commerce in response to their delegation at the November 15, 2012 EDC meeting.

NEW BUSINESS

NB1 – Islands Agriculture Show

Geoff Millar reported the Islands Agriculture Show is on February 1-2, 2013. EDC has VIP admission passes. Port Alberni is hosting the Welcome Reception on February 1st at 4:30 pm. An invitation will be circulated. All members are welcome to attend.

NB2 – Once Upon a Day Video

Geoff Millar reported Nick Versteeg has produced a world class production entitled Once Upon a Day...Cowichan. A 6 minute highlight will be presented to the CVRD Communications Committee on February 5, 2013. The video will be launched at the Cowichan Theatre on March 7, 2013. There will be a VIP reception beforehand and an invitation will be circulated to all members.

Darrel Mansbridge left the meeting at 9:21 am.

NB3 – EDC Meetings

Chair Robbins discussed lengthening the timeline of EDC meetings. Members agreed to extend the meeting to 9:30 am with a time limit on delegations.

Further discussion took place and it was agreed to add general discussion on what members want to accomplish to the February 21, 2013 agenda.

It was noted the 2012 State of Economy was not on the agenda as the updated report has not been completed. The sub-committee (Sandra Goth, Roger Hart, Robert Radford & Geoff Millar) will set a meeting to report at the February meeting.

Blair Herbert left the meeting at 9:37am.

NB4 – Economic Status Indicators

Director Fraser recommended the state of economy report should lead to some action and provided examples on the hand out circulated.

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9:39 am.

Chair

Recording Secretary