



AGRICULTURAL ADVISORY COMMITTEE MEETING

September 13, 2011

12:00 PM – CVRD Boardroom

175 Ingram Street, Duncan, BC V9L 1N8

AGENDA

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Note: A copy of the full agenda package is available at the CVRD website www.cvrld.bc.ca

Director Marcotte, Chair
Director Duncan
Director Iannidinardo
Director Giles

Director Seymour
Peter Keber
Rodger Hunter
Joanne McLeod

Ian Christison
Wayne Haddow
George Robbins
Dan Ferguson

Pat Durose
Mick Smith

DISTRIBUTION:

Full Agenda Package:

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DIRECTOR COSSEY
DIRECTOR HUTCHINS
DIRECTOR DOREY
DIRECTOR KUHN
DIRECTOR MORRISON

AS WELL AS:

GEORGE BAIRD, ALTERNATE
JOHN MILNE, ALTERNATE
MARSHA STANLEY, ALTERNATE
ROB KLINE, MINISTRY OF AGRICULTURE & LANDS
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER
MARK KUEBER, GENERAL MANAGER CORPORATE SERVICES
TOM ANDERSON, GENERAL MANAGER PLANNING & DEVELOPMENT
GEOFF MILLAR, ECONOMIC DEVELOPMENT MANAGER
KATHY LACHMAN, BUSINESS DEVELOPMENT OFFICER

Minutes of the Regular meeting of the AGRICULTURAL ADVISORY COMMITTEE held at the CVRD Boardroom, June 28, 2011 at 12:00 pm.

PRESENT: Chair M. Marcotte
Director G. Giles
Director L. Iannidinardo
Director L. Duncan
Peter Keber
Joanne McLeod
Dan Ferguson
George Robbins
Pat Durose
Mick Smith

**ALSO
PRESENT:** Dave Craven

STAFF: Tom Anderson, GM Planning & Development
Geoff Millar, Manager Economic Development
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: Director G. Seymour, Rodger Hunter, Ian Christison, Wayne Haddow, George Baird, John Milne, Marsha Stanley

**APPROVAL OF
AGENDA**

Three addenda were added.

It was moved and seconded the agenda be accepted.

MOTION CARRIED

**ADOPTION OF
MINUTES**

It was moved and seconded the Regular AAC meeting minutes of April 26, 2011 be accepted.

MOTION CARRIED

**BUSINESS ARISING
FROM THE MINUTES**

**BA1
EXPLORE AVENUES
OF ASSISTING NEW
FARMERS**

At the March 22, 2011 AAC meeting it was moved and seconded that the AAC Chair form a working group of committee members to explore avenues of assisting new farmers to enter into the agricultural industry.

Chair Marcotte reported this will be taken care of by the subcommittee work and will be handled under reporting.

**BA2
DRAFT BYLAW
TO ESTABLISH
PERMANENT**

The members reviewed draft Bylaw No. 3515 and made the following amendments:

#3(b) include representatives from (i) Cowichan Watershed Board

**AGRICULTURAL
ADVISORY
COMMISSION**

(ii) District A Farmer's Institute (iii) Cowichan Exhibition Society.

#3(c) all non-elected members shall be appointed by Board resolution.

It was moved and seconded the Regional Agricultural Advisory Commission shall consist of sixteen members (with the addition of i. ii. iii.); (under #3c) all non-elected members shall be appointed by Board resolution.

MOTION CARRIED

It was moved and seconded (under #4a) the terms of office be staggered.

MOTION CARRIED

It was moved and seconded (under #5c) a quorum is nine members, one of whom must be a Director of the Board.

MOTION CARRIED

It was moved and seconded (under #6b) to advise the Board on issues of importance to the agriculture community and on ALR exclusion applications, ALR subdivision applications and change of use applications as referred by the Electoral Area Services Committee as well as any other matters referred to it by the Board.

MOTION CARRIED

Tom Anderson left the meeting.

Item #6c(iii) quarterly progress/status reports to the Board. Discussion ensued. Suggested item for next meeting agenda is "how to build those relationships".

It was moved and seconded to recommend to the CVRD Board to consider Bylaw #3515 as amended for readings and adoption.

MOTION CARRIED

**BA3
INVITATION TO THE
AGRICULTURE LAND
COMMISSION**

In reference to the April 26, 2011 AAC meeting minutes Chair Marcotte will send out a letter of invitation to the Agriculture Land Commission for the September or October AAC meeting.

CORRESPONDENCE

**C1
INVESTMENT
AGRICULTURE
FOUNDATION**

Geoff Millar received a letter dated May 25, 2011 from the Investment Agriculture Foundation of BC regarding approval for funding an Islands Agriculture Show Pilot Project. The show is scheduled to take place February 3-5, 2012 at the Cowichan Exhibition Park.

It was agreed Chair Marcotte will attend one planning committee meeting for support and understanding of general concept.

It was suggested to request a support letter from Cedar Farmer's Institute to be addressed to Jim Van Barneveld.

It was noted that Buckerfields and Top Shelf foods have invested in the community and members would like to see them included along with local farm dealers.

**C2
CVRD COMMUNITY &
REGIONAL PLANNING
DIVISION**

Chair Marcotte received a letter dated June 14, 2011 from the CVRD Community and Regional Planning Division regarding the proposed South Cowichan OCP. The information was circulated by email to all members. The hearing was held June 27, 2011 and the discussion is now closed.

REPORTS

**R1
UPDATE ON
IRRIGATION
WORKSHOP**

Director Iannidinardo and George Robbins attended this event and gave a brief report. Another workshop will be scheduled for November to provide opportunity for more attendees.

**UNFINISHED
BUSINESS**

**UB1
SUBCOMMITTEE
UPDATES**

George Robbins reported for subcommittee group one. It was noted to change 4(a) #5 bullet point six on page 40 from year 1884 to 1984.

Dave Craven arrived at this point.

Dan Ferguson reported for subcommittee group two. It was noted EFP stands for Environmental Farm Plan. It was decided to add action item 3(c) #2 lobby the provincial government to reinstate extension services.

Pete Keber reported for subcommittee group three. Discussion ensued regarding use of the Rooster marketing logo. Geoff Millar will investigate and report back at the next meeting.

The members agreed that all items reviewed fit high priority level. Kathy Lachman suggested the subcommittees review with more

detail and resources to make recommendations to the Board.

Chair Marcotte asked the subcommittees to continue to meet in July and August. Next AAC meeting will be in September.

It was noted the agenda package contains the subcommittee working documents to be used for future work. You can write on the document and it will be updated as work continues.

It was suggested it would be good to have a few TLC documents to share with members.

NEW BUSINESS

**NB1
RESIDENTIAL
PRIVILEGES ON ALR**

In reference to April 26, 2011 AAC minutes, page 5, new business item #1. Residential privileges on ALR will be added with subcommittee group one's work.

**NB2
BUY LOCAL, BUY
FRESH MAP**

Geoff Millar handed out the 2011 Buy Local, Buy Fresh map. The CVRD authorized an ad with the EDC in support of our local farms and the farming community.

NEXT MEETING

Next meeting will be in September. Due to the UBCM conference the date will be moved to September 13, 2011.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 2:12 pm.

Certified Correct:

Chairperson

Secretary

Dated:



COWICHAN VALLEY REGIONAL DISTRICT

BYLAW No. 3515

A Bylaw to Establish a Regional Agricultural Advisory Commission for
the Cowichan Valley Regional District.

WHEREAS the Board of Directors of the Cowichan Valley Regional District has adopted the Cowichan Region Area Agricultural Plan;

AND WHEREAS the Board wishes to increase awareness of agricultural issues in the Cowichan Valley Regional District and provide leadership in the promotion of agriculture as an important economic driver in the region;

AND WHEREAS the Board wishes to establish a Regional Agricultural Advisory Commission to direct the implementation of the Area Agricultural Plan;

NOW THEREFORE the Board of Directors of the Cowichan Valley Regional District, in open meeting assembled, enacts as follows:

1. CITATION

This bylaw may be cited for all purposes as "CVRD Bylaw No. 3515 – Regional Agricultural Advisory Commission Establishment Bylaw, 2011".

2. DEFINITIONS

In this bylaw:

- a) "**Commission**" means the Regional Agricultural Advisory Commission established by this Bylaw.
- b) "**Board**" means the Board of the Cowichan Valley Regional District.

3. MEMBERSHIP

The Commission shall consist of sixteen members, as follows:

- a) Five Commission members shall be Directors of the Cowichan Valley Regional District (three Electoral Area Directors, one North Cowichan Municipal Director, and the Board Chairperson).
- b) One representative from each of the following organizations:
 - i. Nanaimo Cedar Farmer's Institute
 - ii. Shawnigan Cobble Hill Farmer's Institute
 - iii. Cowichan Agricultural Society
 - iv. CVRD Economic Development Commission

- v. CVRD Environment Commission
- vi. The Regional Agrologist, Ministry of Agriculture
- vii. Duncan Farmer's Market
- viii. Farm Credit Canada
- ix. Cowichan Watershed Board
- x. District A Farmer's Institute
- xi. Cowichan Exhibition Society

c) All non-elected members shall be appointed by Board resolution.

4. TERM OF OFFICE

- a) The term of office for Commission members shall be three years and terms shall be staggered.
- b) In the event of vacancy of office, a replacement appointee shall hold office for the otherwise unexpired term of office.
- b) Commission members may be re-appointed for a further term or terms.
- c) The Board may, at any time, terminate the appointment of a member.
- d) The Board may remove from membership any member appointed who has failed to attend three consecutive Commission meetings without good cause.

5. PROCEDURE

- a) The Board Chair shall appoint a Chairperson and Vice-Chairperson of the Commission who shall hold office until a successor is appointed.
- b) In the absence of the Chairperson or Vice-Chairperson, the Commission shall elect from the members present a temporary Chairperson for the purpose of that meeting only.
- c) A quorum is nine members, one of whom must be a Director of the Board.
- d) All decisions, resolutions and recommendations of the Commission shall be made by a majority of the members present at the meeting, with each member having one vote.
- e) Where not otherwise covered in this bylaw, the rules of procedure governing Commission meetings shall be those of the current Board Committee and Commissions Procedures Bylaw of the Cowichan Valley Regional District.
- f) Minutes shall be kept for all meetings of the Commission, and a copy of such minutes shall be forwarded to the Legislative Services Division of the Cowichan Valley Regional District.

6. RESPONSIBILITIES

The responsibilities of the Commission shall be as follows:

- a) Implement the CVRD Agricultural Area Plan and the recommendations contained in that Plan. More specifically to:
- Review all 78 recommendations;
 - Identify those activities already underway and identify the groups and organizations undertaking those activities;
 - Ensure that sufficient resources are available to accomplish activities and if required, identify the additional resources needed;
 - Prioritize activities to be undertaken;
 - Identify the activities that have not been addressed and prioritized;
 - Identify the necessary resources to complete those activities; and
 - Make recommendations to the CVRD to allocate resources to accomplish those activities.
- b) Advise the Board on issues of importance to the agricultural community, and on ALR exclusion applications, ALR subdivision applications and change of use applications as referred by the Electoral Area Services Committee as well as any other matters referred to it by the Board.
- c) Subject to the provisions otherwise contained in this bylaw, provide the Board with advice by way of:
- (i) Matters which may legally or financially bind or commit the Board;
 - (ii) Provide input to an annual financial plan which will become a specific Economic Development Agriculture Project in the annual Function 121 budget;
 - (iii) Quarterly progress/status reports to the Board.

7. GENERAL

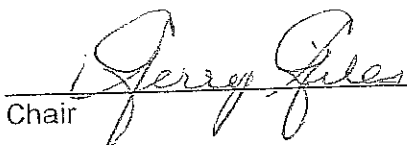
- a) All members of the Commission shall serve without remuneration, except for such "out of pocket" expenditures as may have received prior authorization by the Board.
- b) No recommendation of the Commission or other matter requiring ratification by the Board shall be acted upon until it has been approved by the Board.

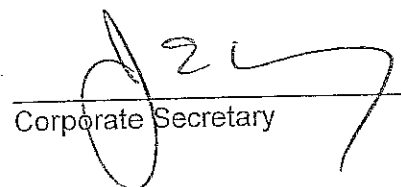
READ A FIRST TIME this 13th day of July , 2011.

READ A SECOND TIME this 13th day of July , 2011.

READ A THIRD TIME this 13th day of July , 2011.

ADOPTED this 13th day of July , 2011.


Chair


Corporate Secretary

Judy Mills

From: Mary [marym@island.net]
Sent: Tuesday, July 26, 2011 10:07 AM
To: Karen Davis; Judy Mills; Kathy Lachman
Cc: External Tim McGonigle; The Cowichan Press; ssimpson; Routley.MLA, Bill; Rondeau, Andrea (DUNC); External Phil Kent; Obee, Dave (Times-Colonist); Mike Tippet; External Mel Dorey; External Lori Iannidinardo; ExternalLDuncan; External Klaus Kuhn; Ken Cossey; John McKinley; External Gerry Giles; External George Seymour; Friends Against Rubbish Management Site; External Dave Haywood; chek news; cbc; Brian and Gerry Harrison; ben stuart prov min community dev
Subject: Re: To Mary Marcotte - Chair and the CVRD Agricultural Advisory Commission Members and Alternates - please pass to members whose emails i don't have - thank you.

Hello Karen,
In response to your email, I will request that this item be placed on the agenda for discussion at next Agricultural Advisory Committee meeting.
Mary Marcotte

----- Original Message -----

From: Karen Davis
To: mary marcotte
Cc: tim mcGonigle ; The Cowichan Press ; ssimpson ; Routley.MLA, Bill ; Rondeau, Andrea (DUNC) ; phil kent mayor ; Obee, Dave (Times-Colonist) ; mike tippet ; Mel Dorey ; lori iannidinardo ; Loren Duncan ; klaus kuhn ; Ken Cossey ; John McKinley ; Gerry Giles ; george seymour ; Friends Against Rubbish Management Site ; dave haywood ; chek news ; cbc ; Brian and Gerry Harrison ; ben stuart prov min community dev
Sent: Tuesday, July 26, 2011 8:10 AM
Subject: To Mary Marcotte - Chair and the CVRD Agricultural Advisory Commission Members and Alternates - please pass to members whose emails i don't have - thank you.

Subject: Cowichan Region Area Agricultural Plan>Action Steps", (Cowichan Valley Citizen, Fri. July 22, 2001)

Dear Sirs:

Could you please provide clarification on:

Goal 2 - states: 'to create a local government policy framework that supports agriculture'. Please explain how a garbage transfer facility, on ALR land that has been farmed for the past 120 years, supports agriculture? In your explanation, please include details on the advantages of bringing garbage-bearing residential and commercial traffic past the 43 farm/homes on Cameron-Taggart, 14 on Shawnigan Lake/Mill Bay Road, 45 on Shawnigan Lake Road, 64 on Cobble Hill Road, 17 on Lover's Lane - all potential farm-gate businesses - demonstrates government support for agriculture in Areas A, B and C.

Goal 6 states: 'to preserve the character and environment of the community'. Please help us understand how a loud, smelly, commercial garbage facility will preserve the character and environment of our rural community. How will it enhance/encourage farm-gate businesses? How will commercial garbage trucks, widened roads, increased traffic and continuous, seven-days-a-week banging and clanging improve the character of our farming community? How will it 'improve and extend the access to market for local foods' (Goal 5); or 'improve the viability and profitability in the local agriculture industry'? (Goal 3) Ask the farm/ winery tour companies if passing by a garbage station will enhance the ambiance of the tour?

I, and the other 1,440 people who signed the petition against the proposed site would appreciate a written response from each one of you, since none of us can understand how the proposed site furthers ANY of your publicly stated goals - all of which I think are worthy and admirable. If it is easier for you, I will arrange to distribute your response to the 1,439 other people. Thank you.

Yours sincerely,

K. Chong
along Cameron Taggart Road

_____ Information from ESET NOD32 Antivirus, version of virus signature database 6326 (20110726)

_____ The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

AAC Subcommittee Report
Goal 1: To create a strong communication network between agriculture and the community

Action Item	Follow Up	Recommendation	Financial Implications
<p>1(a) #1: Each agricultural organization to adopt agricultural plan. This includes prioritizing the issues, setting goals, timelines and assigning responsibility within the organization and/or in cooperation with other stakeholders.</p> <p>This will include presentations to stakeholder groups to see where we can partner, identify duplication and inform them on the AAC's activities</p>	<p>The action items have gone through the process of prioritization. Presentations yet to be done to: Farmers Institutes: CAS, Cobble Hill, North Cedar Womens Institutes: Shawnigan Lake, Cobble Hill, Somonos Cowichan Green Community Providence Farm Vancouver Island Dairymen Vancouver Island Egg Producers Vancouver Island Produce Horse Community</p>	<p>AAC to inform CVRD Board of this activity</p>	<p>Staff time to coordinate</p>
<p>1(a) #2: Hold a joint strategic planning session with local agricultural organizations. This session will help identify and address issues that are relevant to the region and overlap between organizations. It could also identify issues to be dealt with on an island wide basis.</p>	<p>This goal has two parts. The first part is meeting with local agriculture organizations. This action has been dealt with in Goal 1(a) #1. The second part is to identify issues that need to be dealt with on an island wide basis. The Provincial Government has developed the Vancouver Island Agricultural Outlook and EDC will obtain a copy for review.</p>	<p>AAC to inform CVRD Board of this activity</p>	<p>Staff time to coordinate</p>
<p>1(c) #2 and 5(b) #2:: Explore options to encourage, promote and develop a year round Farmers Market</p>	<p>The Duncan Farmers Market is doing this</p>	<p>AAC inform the CVRD Board as to the status of these action items</p>	<p>None</p>
<p>1(c) #4: Support the BC Agriculture in the Classroom Foundation. Ask for their materials, conduct farm tours and gain an increased presence in the classroom</p>	<p>We need to know if they are still doing this. Kathy will follow up and report back to the group.</p>	<p>AAC to inform CVRD Board of this activity</p>	<p>Staff time</p>

AAC Sub-Committee Report

Goal 2: To create a local government policy framework that supports and welcomes increased agricultural production, encourages land improvements and helps provide access to resources

Action Item	Follow Up	Recommendation	Financial Implications
2(b) #1: Ensure that OCP's and zoning bylaws are consistent with the goals of agriculture. Reworded from: Review and harmonize zoning bylaws to ensure that wording and permitted /conditional uses, related to agriculture, are consistent between Electoral Areas and municipalities.		Request that the AAC recommend to the CVRD Board that when OCP's come up for review that they are referred to the AAC for review.	None
2(b) #3: Clearly describe permitted uses in each of the agricultural zones within the zoning bylaws and develop a handbook or webpage describing "what to expect when living in farm areas". This could provide information about "normal farm practices". New landowners would be advised of what to expect from the farm next door.	<p>#1: Educate real estate community on the need to convey to clients wishing to purchase land adjacent to agriculture land the potential impacts associated with being a neighbor of farms.</p> <p>#2: Request that planning departments include a brochure on understanding farming and being good neighbors.</p> <p>#3: Request that when land adjacent to agricultural zoned land is subdivided, that a covenant is placed on the title to subdivided piece. Covenant or other instrument registered on title to protect neighboring farmers interests.</p> <p>#4: Request including in OCP's a Farmland Protection DPA as OCP's are reviewed and updated.</p>	<p>#1: Recommend that the AAC recommend to the CVRD Board funds to develop a brochure or handbook that can be used to mitigate land use conflicts between residents and farmers.</p> <p>#2: Recommend that the AAC recommend to the CVRD Board that a covenant is placed on subdivided land that is adjacent to agriculture land.</p> <p>#3: Recommend that the AAC recommend to the CVRD Board that when OCP's come up for review, that a Farmland Protection DPA is added</p>	\$1,500.00 to develop handbook and staff time

AAC Sub-Committee Report
Goal 3: To improve capacity and profitability in the local agricultural industry

Action Item	Follow Up	Recommendation	Financial Implications
3(a) #2: Develop and maintain a land for lease registry and sample lease agreements to assist new/young farmers.	Development of the Cowichan Farm Links program. This program will develop a registry of farmers who want to lease land. The program will also develop a list of potential farmers who are interested in leasing land to farm. The program will match available land with emerging farmers and assist the parties with developing land agreements.	Recommend that the AAC submit a report to the CVRD Board informing them of this program.	To develop the program and associated marketing materials, the financial implications for 2012 is anticipated to be \$2000.00 plus staff time.
3(a) #2: Develop and maintain a land for lease registry and sample lease agreements to assist new/young farmers. Create a local government land bank that can be used to lease to new/young farmers	The need for affordable agriculture land options for new farmers is well documented in the CVRD Area Agriculture Plan. Local governments can play a lead role in the development of lease options as a method to get new farmers into farming. This initiative would demonstrate to the agriculture community the commitment by the CVRD to further agriculture in our region.	That the AAC recommend to the CVRD Board that they explore the current 5% parkland acquisition requirement for new developments to include an option for agricultural land acquisition. The land could then be used to lease to new farmers.	Staff time to assist and develop program
3(c) #1: Organize, or partner in the organization of, a Vancouver Island Agricultural Show which provides a venue for a major trade show, promotion of island products and short courses/mini-workshops	Economic Development Cowichan is taking a lead role on organizing the Islands Agriculture Show that will take place February 3-5, 2012 at the Cowichan Exhibition Grounds. EDC obtained partial funding from the Investment Agriculture Foundation.	That the AAC provide an update to the CVRD Board on this activity	Staff time to assist in coordination
3(c) #2: Change "Lobby the provincial government to reinstate extension services" to "Encourage the provincial government to develop agriculture advisory services."	Place on the agenda of AVICC to discuss how the recommendation could go forward- Mary Marcotte will place on the agenda for the next AVICC meeting Request to the Ministry of Agriculture to develop agriculture advisory services in the form of mentorship programs and peer to peer networking programs <ul style="list-style-type: none"> This is supported by the BC Agriculture Plan Each region could identify lead agency to administer program that would: <ul style="list-style-type: none"> Identify local farmers who have knowledge to share Identify new farmers who require that knowledge Present opportunities to network and share information Facilitate knowledge transfer from Ministry staff who are preparing to retire 	Encourage the implementation of the Ministry of Agriculture's Agriculture Plan.	None

AAC Sub-Committee Report
Goal 4: To improve water management for agricultural purposes

Action Item	Follow Up	Recommendation	Financial Implications
<p>4(b) #1: Hold a workshop that deals with water, irrigation design and water use efficiency</p> <p>The Cowichan Watershed Board hosted a workshop on June 23, 2011 which was supported by the AAC. A further action is to encourage additional workshops on water management and Kathy will contact Rodger Hunter to see if there is another workshop coming up. We can promote at the upcoming events in August and September.</p>	<p>Working with the Cowichan Watershed Board and other water purveyors, look for solutions to water access, storage and availability. In order to do this, the group would like to see an agricultural land use inventory completed that will provide the information necessary to understand who needs the water, where and when.</p>	<p>That the AAC recommend to the CVRD Board of Directors that funds be allocated to conduct an Agricultural Land Use Inventory.</p>	<p>In addition to staff time to coordinate, a study would cost \$5000.00</p>

AAC Subcommittee Report
Goal 5: To improve and extend the access to market for local foods

Action Item	Follow Up	Recommendation	Financial Implications
<p>5(b) #3-6: Develop consumer awareness programs. The major supermarkets and restaurants will respond to consumer demand. Customers vote with their dollars. If more people ask for local product, these businesses will find a way to supply it or use it.</p> <p>#4: Develop a branding program for Cowichan Valley agricultural products</p> <p>#5: Revive the "Rooster Booster" marketing campaign that was initiated by the Island Farmers' Alliance</p> <p>#6: Certify local farms so consumers know they are buying local and are buying direct from the producer. Certification helps to assure local consumer trust.</p>	<p>Carol Taiji from Taiji Group was invited to come and talk to the group about branding and what we can do. Due to low attendance at this meeting, the EDC is recommending that further work be done on this action item.</p>	<p>None at this time</p>	<p>None at this time</p>

AAC Sub-Committee Report
Goal 6: To preserve the character and environment of the community

Action Item	Follow Up	Recommendation	Financial Implications
6(a) #1: Discuss and encourage Environmental Farm Plans (EFP's) at the Farmers Institute meetings and at strategic planning sessions	Wayne Haddow will contact David Tattam who is the region's Environmental Farm Planner. David will be invited to be a part of the AAC booth at the upcoming Cobble Hill Fall Fair, CAS Harvest Festival and the Islands Agriculture Show. David will be asked if he can provide brochures and other informational materials.	Recommend that the AAC submit a report to the CVRD Board informing them of this action.	Staff resources
6(a) #3: Recognize and improve awareness in the community of the contribution to land stewardship and the environment made by landowners.	Develop a pamphlet (brochure) that contains quick facts on the value and contribution of agriculture. Engage the local 4H Club to provide input into the brochure.	Recommend that the AAC submit a report to the CVRD Board informing them of this initiative.	The cost to develop and print a brochure is estimated at \$1500.00 plus staff time