



## ECONOMIC DEVELOPMENT COMMISSION MEETING

February 22, 2011

4:00 PM – CVRD Committee Room 2  
175 Ingram Street, Duncan, BC V9L 1N8

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### AGENDA

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Bruce Sampson, Chair  
Vacant, Vice-Chair  
Director Kent  
Director Morrison

George Robbins  
Pat Foster  
Michael Kelly  
John Morris

Jane Worton  
Marsha Stanley  
Jenn George

**DISTRIBUTION:**

**Full Agenda Package:**

DIRECTOR MARCOTTE  
DIRECTOR HAYWOOD  
DIRECTOR SEYMOUR  
DIRECTOR WALKER  
DIRECTOR HUTCHINS  
DIRECTOR MCGONIGLE

DIRECTOR HARRISON  
DIRECTOR IANNIDINARDO  
DIRECTOR DUNCAN  
DIRECTOR COSSEY  
DIRECTOR DOREY  
DIRECTOR KUHN

**AS WELL AS:**

DIRECTOR GERRY GILES, CVRD CHAIR  
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER  
GEOFF MILLAR, ECONOMIC DEVELOPMENT MANAGER  
KATHY LACHMAN, BUSINESS DEVELOPMENT OFFICER  
TOM ANDERSON, GENERAL MANAGER PLANNING & DEVELOPMENT  
MARK KUEBER, GENERAL MANAGER CORPORATE SERVICES  
FELICITY ADAMS, MANAGER OF DEVELOPMENT SERVICES, TOWN OF LADYSMITH  
RUTH MALLI, CITY MANAGER, TOWN OF LADYSMITH  
DAVE DEVANA, ADMINISTRATOR, DISTRICT OF NORTH COWICHAN  
JOSEPH FERNANDEZ, ADMINISTRATOR, TOWN OF LAKE COWICHAN  
TOM IRELAND, ADMINISTRATOR, CITY OF DUNCAN  
CATHY ROBERTSON, MANAGER COMMUNITY FUTURES COWICHAN

Minutes of the regular meeting of the ECONOMIC DEVELOPMENT COMMISSION held at the Community Futures Boardroom on November 18, 2010 at 7:30 am.

**PRESENT:** Chair Bruce Sampson  
Director Kent  
Pat Foster  
Mike Kelly  
John Morris  
Marsha Stanley

**ALSO**

**PRESENT:** John Koury, Councillor North Cowichan  
Geoff Millar, Manager, Economic Development  
Kathy Lachman, Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT:** Director Morrison  
George Robbins  
Jenn George  
Jane Worton  
Director Kuhn  
Tom Anderson, GM, Planning & Development

**APPROVAL OF  
AGENDA**

Two addenda were added.

**It was moved and seconded the agenda be accepted.**

**MOTION CARRIED**

**ADOPTION OF  
MINUTES**

**It was moved and seconded that the October 28, 2010 EDC meeting minutes be accepted.**

**MOTION CARRIED**

**BUSINESS ARISING  
OUT OF MINUTES**

Not applicable.

**DELEGATIONS**

**D1  
CANADA'S  
SHRINKING  
WORKFORCE**

The Economic Development Manager introduced Ken Stratford of the Greater Victoria Economic Development Commission. Ken gave an overview of their Commission. There are one and a half million business start ups per year in BC and half will fold within 3 years. There is a huge opportunity for job creation. They assist 2,500 business start ups in Victoria. Greater Victoria EDC receives no direct Government funding. Facing retired baby boomers and declining birth rate which leads to labour shortage. Forecast shortfall by 2030. Government plans to increase immigration to 8% to handle job capacity. Expansion is on our

doorstep. Expecting 2-3% Tourism expansion. Will see more automated tasks and job pirates. This is an opportunity for Cowichan to brand itself differently. Now is the time to re-invent your community. It is not the time to be conservative. Handout was distributed on startupInteractiveBC.ca.

## **CORRESPONDENCE**

### **C1 TRANSIT FUTURE PLAN**

BC Transit, in partnership with the CVRD is developing a 25 year Transit Future Plan for the region. An invitation has been extended to attend the first of three workshops being held on Thursday, December 2, 2010 from 3-5 pm at Island Savings Centre. Director Kent and Kathy Lachman will be attending. If an EDC member wishes to attend and represent the Commission please let Judy Mills know ([jmills@cprd.bc.ca](mailto:jmills@cprd.bc.ca)) so we can ensure you are registered.

## **REPORTS**

### **R1 ENVIRONMENT COMMISSION APPOINTEE**

It was recommended the Economic Development Commission seek Board approval for the re-appointment of John Morris to the Environment Commission for a one year term to expire December 31, 2011.

## **MOTION CARRIED**

### **R2 LEASE**

The Economic Development Manager discussed the lease at 135 Third Street is coming up for renewal in February 2011. The Commission recommended a five year renewal due to the strong working relationship that has been established between the Economic Development Department and Community Futures Cowichan.

### **R3 SUSTAINABLE ECONOMIC DEVELOPMENT STRATGEY UPDATE**

Over 60 on-line surveys were completed as of November 12, 2010. As of the survey deadline, November 22, 2010, 164 resident surveys and 88 Business surveys were completed. The consultants have conducted focus groups and one-on-one sessions with 130 people representing a diverse cross section of the community. The first draft will be ready around mid December.

Director Kent left at 8:35 am.

## **UNFINISHED BUSINESS**

### **UB1 COMMISSION STRUCTURE**

Establishment by-laws were distributed for the Economic Development and Environment Commissions in order to review how the CVRD differentiates the two Commissions. The

governance of the Economic Development Commission will be covered in the Sustainable Economic Development Strategy. Member discussion took place. Further in-depth discussion is required.

**NEW BUSINESS**

**NB1  
DNC ECONOMIC  
DEVELOPMENT  
WORK PLAN**

John Koury, District of North Cowichan Councillor, discussed the DNC Economic Development Work Plan approved in Council on November 17, 2010. There are eight elements:

1. Provide infrastructure and zoning for development
2. Marketing, business development and promotion
3. Create attractive waterfronts/downtown(s)
4. Enhance/protect resource sector
5. Tourism infrastructure and packaging
6. High Tech and Knowledge sector
7. Waste conversion opportunities
8. Infrastructure for development

**CLOSED SESSION**

Not applicable.

**ADJOURNMENT**

**It was recommended that the Regular meeting adjourn.**

The meeting adjourned at 9:30 am. Next meeting will be an informal breakfast meeting on December 16, 2010 at the White Spot Restaurant, 101 Trans Canada Hwy at 7:30 am.

Certified Correct:

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Secretary

Dated: \_\_\_\_\_



February 2, 2011

Economic Development Commission  
135 Third Street  
DUNCAN, BC V9L 1R9

Attention: Bruce Sampson, Chair

Dear Bruce:

Re: February 22, 2011 Proposed Joint EC/EDC Meeting

The members of the Environment Commission invite you, your commission members and staff to our workshop on Sustainable Land-Use featuring Dr. Brad Stelfox, to be held on Tuesday, February 22<sup>nd</sup> from 9 am to 4 pm, lunch included. Please see the attached information sheet for more details; if you are interested in attending respond to Dyan Freer at [dfreer@cvrd.bc.ca](mailto:dfreer@cvrd.bc.ca) at your earliest convenience. Dyan will arrange the room and catering based upon the numbers attending.

You are also invited to dine with us that evening starting at 5 pm at the Ingram Street office, and then join the members of the Environment Commission for another brief session with Brad. This will be followed by a discussion about whether or not the Economic Development and the Environment Commissions should form a closer working relationship to examine both economic and environmental issues.

We look forward to seeing you at the workshop. If you are not able to attend during the day please consider joining us for dinner and the remainder of the evening. Either way, please book early with Dyan.

Sincerely,

Gerry Giles  
Chair, Environment Commission

GG/dkf

pc: Geoff Millar, Manager, Economic Development Division (EDC)  
Kathy Lachman, Business Development Officer, EDC  
Judy Mills, Executive Assistant, EDC

Z:\Environment Commission 2011\Correspondence\GG Invitation to EC.docx

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**cowichan**  
[www.cvrd.bc.ca](http://www.cvrd.bc.ca)

## ***Tuesday, February 22, 2011 – Workshop on Sustainable Land-Use Planning and Ecosystem Health in the CVRD***

The CVRD Environment Commission and CVRD Environmental Policy Division invite land managers and planners, decision makers, and potential partners to join us for a important land use planning workshop lead by Dr. Brad Stelfox. Your participation will provide critical information to inform our discussion, and recommendations to the Regional District Board. It is important that a variety of voices are present to ensure representation of a range of interests – we hope you can attend.

- **Tuesday, February 22, from 9-4 (lunch included),**
- **Venue TBD based on RSVP's**
- **Please provide a preliminary RSVP to [dfreer@cprd.bc.ca](mailto:dfreer@cprd.bc.ca) noting if you can attend**

The 2010 CVRD Corporate Strategic Plan states: "The CVRD seeks to manage...growth to encourage sustainable development and manage resources so that the quality of life enjoyed today will be preserved and enhanced for future generations." This goal recognizes that our regional prosperity relies on a functional environment around us, and on our thoughtful use of the land, goods and services that this environment provides. In order to achieve "sustainable development", we must balance our activities and the benefits they generate with the continued ability of our regional environment to provide a healthy and resilient foundation for these activities. We therefore need tools to help us quantify the economic and ecologic costs and benefits of our actions, and the ecological "carrying capacities" of our region, so that we can evaluate our land-use decisions with respect to these costs, benefits and capacities.

The CVRD and CVRD Environment Commission are sponsoring this workshop to explore an approach to balanced land-use planning, and the cumulative effects of human activities on the ecosystem goods and services in the CVRD, including current effects and a range of plausible future effects. The workshop will be presented by Dr. Brad Stelfox, a landscape ecologist and developer of the ALCES model (A Landscape Cumulative Effects Simulator – [www.alces.ca](http://www.alces.ca)). The workshop will introduce a method to conduct an explicit (and transparent, quantified, and defensible) evaluation of the environmental and economic "trade-off" decisions that we are likely to face in the near future in the CVRD. This workshop and process would support identification of future environmental and economic goals for the region, and a range of strategies (e.g., zoning, focused development, best practices, restoration) to achieve these goals.

*Due to budget and space limitations this is a by invitation only meeting – if you would like to suggest that others be invited please let us know so that we can coordinate to ensure that space is available.*

**Excerpt from the Environment Commission minutes of January 20, 2011**

**B3**

**Combining Economic and Environment Commissions**

Pros and cons will be discussed at the next meeting with both commissions taking part.  
Discussion – communications would be key topic on how to make good economic decisions with strong environmental ideas. Combined we become a lot stronger.

**It was moved and seconded that the Environment Commission recommend to the CVRD Board that the Board permit the Economic Development Commission and the Environment Commission to explore the possibility of establishing a joint Environment and Economic Commission and bring forward a report for the Board's consideration on the matter, and further, that this matter be referred to the Economic Development Commission for their comment.**

**MOTION CARRIED**

This motion is referred to the Economic Development Commission for their comments and consideration after which a joint report will be formulated for the Board's consideration on the matter.





## COMMISSION REPORT

### ECONOMIC DEVELOPMENT COMMISSION MEETING OF FEBRUARY 22, 2011

DATE: FEBRUARY 22, 2011

FILE No: EDCGen

FROM: GEOFF MILLAR

BYLAW No:

SUBJECT:  
2011 EDC BUDGET

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**Recommendation/Action:** EDC to review the 2011 Budget.

**Relation to the Corporate Strategic Plan:** Not required as this is part of the budget process.

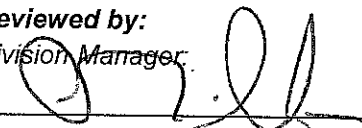
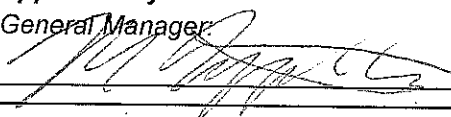
**Financial Impact:** *(Reviewed by Finance Division: As required in 2011 Budget Directives)*

**Background:**

The 2011 CVRD Budget Preparation Package clearly lays out the budget process for all staff in the CVRD. Economic Development staff has followed the direction as stated:

- October 2010 prepared a 2011 budget based on the 2011 Work Plan as presented to the Commission.
- Prepared a Five Year Financial Plan as required by provincial authorities.
- Budget has been reviewed by the Corporate Leadership Team.
- CVRD Board mandated a zero budget requisition increase for EDC 2011 budget.
- CVRD general government allocations have been made by the Finance Department.
- In early February the draft 2011 Budget Book was created by Finance.
- EDC budget was adjusted as required by Board directives.
- Each Commission/Committee is required to review the budget in the month of February 2011.
- The final budget will be approved by the Board on or before 23 March 2011.

Submitted by,

<b>Reviewed by:</b> Division Manager	
<b>Approved by:</b> General Manager	

## ECONOMIC DEVELOPMENT - 121

For Period Ending 31-Dec-2010



CVRD

GL5090

Date : Jan 31, 2011

Page : 1  
Time : 4:21 pm

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## GENERAL REVENUE FUND

	YEAR 2010 ACTUAL ACTIVITY	YEAR 2010 ANNUAL BUDGET	YEAR 2011 ANNUAL BUDGET	VARIANCE 2010/2011 ACTUAL TO BUDGET
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## REVENUES

GRANTS	-10,032	-5,000	-5,000	.5,032
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## RECOVERY OF COSTS

REQUISITION	-43,396	-43,000	-47,000	-3,604
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SURPLUS	-434,516	-434,516	-434,516	0
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	744	744	-7,239	-7,983
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Total REVENUES	-487,200	-481,772	-493,755	-6,555
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## EXPENSES

EDC EXPENDITURES	409,654	410,751	429,445	19,791
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EDC PROJECTS	70,307	71,021	64,310	-5,997
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Total EXPENSES	479,961	481,772	493,755	13,794
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Total GENERAL REVENUE FUND	-7,239	0	0	7,239
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GENERAL REVENUE FUND				
	YEAR 2010	YEAR 2010	YEAR 2011	VARIANCE
	ACTUAL	ANNUAL	ANNUAL	2010/2011
	ACTIVITY	BUDGET	BUDGET	ACTUAL TO BUDGET
REVENUES				
GRANTS	-13,992	-19,000	0	13,992
RECOVERY OF COSTS	-108,375	-126,400	-113,000	-4,625
REQUISITION	-120,000	-120,000	-120,000	0
SUPPLUS	-45,584	-45,584	-26,508	19,076
Total REVENUES	-287,951	-310,984	-259,508	28,443
EXPENSES				
GENERAL EXPENDITURE	199,845	236,984	204,508	4,663
TO PROJECTS	61,598	74,000	55,000	-6,598
Total EXPENSES	261,442	310,984	259,508	-1,934
Total GENERAL REVENUE FUND	-26,508	0	0	26,508