



ECONOMIC DEVELOPMENT COMMISSION MEETING

REGULAR MEETING
May 11, 2011

7:30 AM – Community Futures Boardroom
135 Third Street, Duncan, BC V9L 1R9

AGENDA

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

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 GILES, CHAIR
DIRECTOR MARCOTTE
DIRECTOR HAYWOOD
DIRECTOR SEYMOUR
DIRECTOR WALKER
DIRECTOR HUTCHINS
DIRECTOR MCGONIGLE

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

AS WELL AS:

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
FELICITY ADAMS, MANAGER OF DEVELOPMENT SERVICES, TOWN OF LADYSMITH
RUTH MALLI, CITY MANAGER, TOWN OF LADYSMITH
DAVE DEVANA, ADMINISTRATOR, DISTRICT OF NORTH COWICHAN
JOHN KOURY, EDC CHAIR, 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, April 21, 2011 at 7:30 am.

PRESENT: Chair Bruce Sampson
Director K. Kuhn
Director I. Morrison
Director P. Kent
Pat Foster
Mike Kelly
Jane Worton
John Morris
Marsha Stanley

ALSO

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

ABSENT: George Robbins, Jenn George

**APPROVAL OF
AGENDA**

It was moved and seconded the agenda be accepted.

MOTION CARRIED

**ADOPTION OF
MINUTES**

It was moved and seconded the Special EDC meeting minutes of March 29, 2011 be accepted.

MOTION CARRIED

**BUSINESS ARISING
FROM THE MINUTES**

Not applicable.

**UNFINISHED
BUSINESS**

**UB1
REVIEW RESULTS OF
THE EDC STRATEGY
PRIORITIZATION
SURVEY**

Jane Worton handed out a six page Survey Prioritization Summary in which survey results were grouped and ranked in order of importance. A 40 page in depth summary will be electronically distributed to all members.

Discussion took place regarding actions, resources, partnerships, definitions, levels of involvement and flexibility of plan.

The members went through the list of actions to review their level of importance and decide which ones will be grouped together or removed from the list. The updated information will be compiled by Jane Worton and re-circulated electronically for comment prior to the next EDC meeting in order to prepare to ratify and make recommendations to the CVRD Board.

NEW BUSINESS

Not applicable.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9:15 am. Next meeting will be on May 11, 2011 at the Community Futures Cowichan Boardroom, 135 Third Street at 7:30 am.

Certified Correct:

Chairperson

Secretary

Dated: _____

Economic Development Commission Workplan - 2011

HIGH PRIORITY FOR 2011

1. Enhance communication and education between economic development, local government, the business community, media and general public.
2. Develop a flow chart of the development process in each community within the CVRD.
3. Develop a Regional Community Profile with sub-profiles for each community within CVRD.
4. Expand Business Retention and Expansion Program.
5. Adopt and support the implementation of the Cowichan Region Tourism Plan.
6. Adopt and support the implementation of the Green Business Development Plan.
7. Support the implementation of the Area Agricultural Plan.

MEDIUM PRIORITY FOR 2011

8. Create an environment that attracts and retains a diverse, talented pool of young professionals and meets the needs of recent graduates.
9. Create sustainability benchmarks.
10. Develop education programs for greening local business and Green Solutions.
11. Coordinate in-house environmental sustainability efforts with the CVRD Green team.
12. Focus marketing around the targeted industries.

LOW PRIORITY FOR 2011

13. Define economic development governance structure.
14. Identify existing agriculture businesses utilizing renewable energy methods to understand what is currently being done and how it can be increased throughout the region.
15. Improve industry-academic links and expand entrepreneurship focused on the target sectors of Clean Technology, Agriculture and Tourism, along with other economic market segments.

Cowichan Economic Development Commission – Sustainable Economic Development Strategy Summary

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Develop long-range plans for sustainability	Community of Choice for Green Business	Adopt and support the implementation of the Green Business Development Plan	High 6	Adopt the Green Business Development Plan Review existing plan to prioritize recommendations for implementation	Investigate and create a Certified Green Program for local business Investigate creation of incentives for making energy efficiency upgrades in building facilities Utilize new website to display certified green businesses and promote their products and services available	Utilize new website to provide education and links to green programs or other programs that provide significant benefits Identify partners to conduct outreach to businesses through a series of educational seminars focused on short and long term operational strategies Investigate incentives for installing solar hot water systems on building that use a large amounts of hot water as part of operations	
		Develop education programs for greening local business and Green Solutions	Med10	Create education marketing piece on greening a business to provide to existing businesses during BR+E visits Assist existing businesses with implementation of green practices to help them save money			
		Partner with local farmers and agriculture landowners to explore the interrelationship of agriculture and the renewable energy industry	Low 14	Identify any existing agriculture business utilizing renewable energy methods to understand what is currently being done and how it can be increased throughout the region		Identify best practices for other communities that can be incorporated into the CVRD	Develop partnerships

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Develop long-range plans for sustainability (continued)	Lead by Example	Create sustainability benchmarks.	Med 9	Develop new "sustainability" benchmarks to mark progress of economic development Implement a "triple bottom line" (community, environment, economic) program to support projects that have the potential to create employment in the region Communicate new benchmarking principles to councils and general public			
		Work with local government and planning departments to influence that all new buildings be developed under LEED guidelines.	Prtnrshp				Take steps to understand LEED certification and requirements (Environment Comm)
		Strive to maintain and create a healthy environment with a dedication to environmental sustainability through encouraging renewable energy sources and green business practices through local government.	Med 11	Develop education programs for greening local business and Green Solutions Review existing environmental practices within EDC offices processes		Develop educational brochure highlighting distribution of money and how it protects the environment	Continue to work with and support the 12 Big Ideas with an economic development framework

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Support agriculture	Thriving and Diverse Agriculture Industry	Support the implementation of the Area Agricultural Plan.	High 7	Review existing plan to prioritize recommendations for implementation			Work underway by Ag Advisory Committee
		Partner with local farmers and agricultural landowners to explore options for succession.			Build in an agriculture specific component to the BR+E to identify those farms lacking succession plans Identify other communities that have developed specific initiatives to assist farmers and their future		Work underway by Ag Advisory Committee
Promote tourism	Support Tourism Cowichan	Adopt and support the implementation of the Cowichan Region Tourism Plan.	High 5	Adopt the Cowichan Region Tourism Plan Review plan to prioritize recommendations for implementation			
		Work with Tourism Cowichan to create and promote agri-tourism and eco-tourism initiatives meant to mutually benefit agriculture and tourism. Work with First Nations to identify opportunities and promote tourism initiatives meant to mutually benefit the Region and First Nation lands.			Continue to support the growth of the agri-tourism and eco-tourism industry Create a working group between First Nations, EDC and Tourism Cowichan to develop an inventory of existing tourism facilities, events, opportunities etc. on First Nations lands.		Assess existing tourism events focused on agriculture and eco-tourism for success Support the Cowichan Wine and Culinary Festival

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Focus on core regional priorities	Increase Cowichan Region's capacity as a place for business	Develop a Regional Community Profile with sub-profiles for each community within CVRD.	High 3	Create community profiles			Maintain and update community profile information
		Develop a land inventory.				Working with local and external real estate representatives, develop a comprehensive land and facility inventory, broken out by region and First Nation.	
		Define economic development governance structure.	Low 13	Research other organizations that have joint economic and environmental commissions. Hold joint meetings and debrief success, advantages and disadvantages.			
		Enhance communication and education among economic development, local government, the business community, media and general public.	High 1	Develop templates to update EDC Board members and other councils on active activities of the economic development office. Redefine objective, timing, distribution of electronic newsletter. Identify ways to promote economic development through speaking engagements.	Utilize BR+E results and Business visitation program to submit business success stories and increase public awareness.		Meet with all local government on an annual basis to update activities and to identify potential new partnerships / initiatives Host annual EDC Board meetings at local businesses or local government offices. Utilize social media to focus on economic development.

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Focus on core regional priorities (continued)	Increase Cowichan Region's capacity as a place for business (continued)	Develop a how to start business guide specific to each community within the CVRD.			Research other start-up guides Design and develop a guide	Promote and distribute guide to media and add to website	
		Work with First Nations on identifying economic development initiatives creating mutual benefits.			Establish regular meetings with First Nations Chief and Administration to identify potential joint projects.		
Support policies and initiatives that strengthen the local economy	Increase Competitiveness of the Cowichan Region	Expand Business Retention and Expansion Program.	High 4	Expand BR + E Program, including Business Visitation Program and Business Walk			
		Initiate a review of the development approvals process in the CVRD and all the communities within including the development of a Regional Growth Strategy.			Establish a real estate development committee		Continue discussions with CVRD regarding developing a Regional Growth Strategy Continue to monitor development process
		Develop a streamlined process dedicated to successful business expansion.	High 2	Develop a flow chart of the development process in each community within the CVRD "Business First" program			
		Strengthen economic development website content.	High 1	Website design and site map	Expand and increase website content		Maintain and update website information

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Support policies and initiatives that strengthen the local economy (continued)	Increase Competitiveness of the Cowichan Region (continued)	Focus marketing around the targeted industries.	Med 12	Review past three years attendance at trade / expo shows to evaluate value	Meet with BC Axis Pacific Branch to identify potential areas of participation		Attend at least one trade show or industry conference per targeted sector Maintain and increase current relationships with site selectors, decision influencers in target industries, government agencies Continue membership in LinxBC and their related activities
		Support social enterprise through the creation of a social financing program.			Identify financial institutions for partnership Investigate establishing a local venture capital fund targeting social enterprise		
	Create a Unique Sense of Place	Create an environment that attracts and retains a diverse, talented pool of young professionals and meets the needs of recent graduates.	Med 8	Create young professional steering committee Engage young professionals in economic development Investigate social media usage in the attraction of young professionals	Establish an annual forum for the region's workforce providers and the economic development to discuss needs, current programs, innovative practices and methods of collaboration Develop a workforce attraction strategy		

CVRD Strategic Objective	EDC Sustainable Economic Development Strategy Goal	EDC Sustainable Economic Development Strategy Objective	2011 Priority	Year One Actions	Year Two Actions	Year Three Actions	Ongoing Actions
Support policies and initiatives that strengthen the local economy (continued)	Create a Unique Sense of Place (continued)	Improve industry-academic links and expand entrepreneurship focused on the targets sectors of Clean Tech, Agriculture and Tourism, along with other sectors.	Low 15	Ensure education has a representative on the economic development commission	Invite educational representatives on appropriate business retention visits where training is crucial and communicate business and labour force needs as appropriate Utilize website to provide a one-stop workforce development portal that lists the educational resources of the region Form Career & Entrepreneurship Advisory Board		
Attract film productions	Cowichan – Creative and Cultural	Create a regional arts and culture committee. Develop an inventory of arts and culture businesses and opportunities. Create an arts and culture plan.			Create a regional arts and culture committee.	Work with CVRD Arts and Culture Division Manager to assist in inventorying existing businesses Work with CVRD Arts and Culture Division Manager to develop steps for a cultural plan	