



## ECONOMIC DEVELOPMENT COMMISSION MEETING

### REGULAR MEETING

September 15, 2011

Noon – Community Futures Boardroom  
135 Third Street, Duncan, BC V9L 1R9

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### AGENDA

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| 1. <b><u>APPROVAL OF AGENDA:</u></b>                                                                                                                                             | 1-2   |
| 2. <b><u>ADOPTION OF MINUTES:</u></b><br>Regular EDC Meeting Minutes of July 21, 2011                                                                                            | 3-5   |
| 3. <b><u>BUSINESS ARISING FROM THE MINUTES:</u></b>                                                                                                                              |       |
| 4. <b><u>UNFINISHED BUSINESS</u></b><br>UB1 Subcommittee update - EDC membership appointments<br>UB2 Subcommittee update - joint Environment & EDC meeting                       |       |
| 5. <b><u>REPORTS:</u></b><br>R1 Agricultural Advisory Commission Update<br>R2 Islands Agriculture Show Update<br>R3 Sustainable Economic Development Strategy Communication Plan |       |
| 6. <b><u>NEW BUSINESS:</u></b>                                                                                                                                                   |       |
| 7. <b><u>NEXT MEETING:</u></b> October 20, 2011                                                                                                                                  |       |
| 8. <b><u>ADJOURNMENT:</u></b>                                                                                                                                                    |       |

**Note:** A copy of the full agenda package is available at the CVRD website [www.cvr.bc.ca](http://www.cvr.bc.ca)

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Marsha Stanley, Chair  
Director Kent  
Director Morrison

Pat Foster  
George Robbins  
Michael Kelly

Jenn George  
John Morris  
Jane Worton

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**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, July 21, 2011 at 7:30 am.

**PRESENT:** Marsha Stanley, Chair  
Pat Foster  
Director K. Kuhn  
Director P. Kent  
Mike Kelly  
John Morris  
George Robbins

**ALSO**

**PRESENT:** Ann Kjerulf, CVRD Planner  
Director L. Iannidinardo  
Louise McMurray, Manager, Film Cowichan  
Maria Lauridsen, Principal, VIU Cowichan Campus  
Geoff Millar, Manager, Economic Development  
Kathy Lachman, Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT:** Director I. Morrison, Jane Worton, John Morris & Tom Anderson

**APPROVAL OF AGENDA**

Moved R1 Film Cowichan under delegations. Added one item to new business.

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

**MOTION CARRIED**

**ADOPTION OF MINUTES**

**It was moved and seconded the Regular EDC meeting minutes of June 16, 2011 be accepted.**

**MOTION CARRIED**

**BUSINESS ARISING FROM THE MINUTES**

June 16, 2011 new business item #4 will be addressed under the Film Cowichan delegation.

**DELEGATIONS**

**D1**

**EELGRASS PROPOSAL**

CVRD Planner Ann Kjerulf presented a power point on the proposed Vessel Operation Restriction Regulation (VORR) and navigation channel for Cowichan Bay. It is a partnership of the CVRD, Cowichan Tribes, Transport Canada, Fisheries & Oceans, Living Rivers, RCMP and the BC Wildlife Federation. The presentation included the rationale, challenge & response, VORR & navigation channel proposal and the process being followed. Currently seeking feedback with an on-line survey on the CVRD website which is available until July 31, 2011. Next step will be to submit a formal application to the federal government. Discussion ensued regarding business owners, economic impact on growth,

eco tourism, the Cowichan estuary and village operations. The survey link will be circulated to members.

**D2**  
**FILM COWICHAN**

Louise McMurray, Film Cowichan Manager gave a brief overview of the role of Film Cowichan and processes involved; attraction, pre-preparation, filming and wrap up. Each film has impact on the community. Fine line to walk between confidential activity and creating awareness. Cowichan locations are poised to become very active in the near future. Increased film activity means we need to be more prepared to work with industry and understand benefits. Draft guidelines/protocol is included in the agenda package.

City of Duncan major film experience impacted volume of business and was disruptive for consumers and government staff. Currently there is no filming allowed. Planning to attend the Committee of the Whole meeting with guidelines August 2, 2011.

Looking for positive support and input from the Economic Development Commission so we can move forward to formally adopt. Discussion ensued. It was recommended to form a committee with key players and stakeholders from each community including business people and politicians. Another option is to hold a public meeting to flush out problems and solutions then present to politicians. It is a challenge with time, process and continuity of filming.

**UNFINISHED**  
**BUSINESS**

**UB1**  
**EDC MEMBERSHIP**

The Economic Development Manager reported the resumes were sent out to the subcommittee (Marsha Stanley, Director Kent, John Morris & Geoff Millar). Still working on collecting feedback. An update with recommendations will be provided for the September meeting.

John Morris is the EDC appointee to the Environment Commission. As Bruce Sampson's term has expired the Environment Commission will be making a new appointment to the EDC.

**UB2**  
**JOINT MEETING**  
**WITH ENVIRONMENT**

Director Kent reported the July 28<sup>th</sup> joint EDC and Environment Commission meeting has been cancelled. It will be rescheduled for August. Environment Commission will present 12 big things and EDC will present 8 goals of the Sustainable Economic Development Strategy.

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**REPORTS**

**R2  
SUBCOMMITTEE  
REPORTS FOR EDC  
WORKPLAN 2011/12**

The EDC Business Development Officer reported the subcommittee reports are included in the agenda package. Subcommittee 1 should meet again to flush out more detail. Goal #6 solutions are to move forward and form a joint subcommittee with EDC and Environment for the Green Business Development Plan.

**R3  
TOURISM COWICHAN  
MARKETING PLAN**

For information purposes.

**R4  
BUILDING REPORT**

For information purposes.

**NEW BUSINESS**

**NB1  
AGRICULTURE  
WRAPPER**

The Economic Development Manager reported there will be a 4 page Agriculture wrapper advertisement on the outside of the Citizen newspaper July 22, 2011. The feature will include local faces, promotion, taste and future of agriculture.

**ADJOURNMENT**

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

**MOTION CARRIED**

The meeting adjourned at 9:07 am. The next meeting will be on September 15, 2011 at the Community Futures Cowichan Boardroom, 135 Third Street at 7:30 am.

Certified Correct:

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Secretary

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