C·V·R·D

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, NOVEMBER 17, 2011
12:00 PM COMMITTEE ROOM 2
175 INGRAM STREET

AGENDA

			PAGES
1.	**APPROVAL OF AGENDA:**		1
2.	**ADOPTION OF MINUTES:**		
	M1	Regular EDC meeting minutes of October 20, 2011	2-5
3.	**BUSINESS ARISING FROM THE MINUTES:**		
4.	**UNFINISHED BUSINESS**		
	UB1	2012 Economic Development & Tourism Supplemental items	6-10
5.	**REPORTS:**		
	R1	Economic Development Division 2011 accounts receivable write-offs, Geoff Millar, Economic Development Manager	11-12
	R2	Strategy for Sustainable Economy PowerPoint Presentation, Marsha Stanley, Economic Development Commission Chair and Geoff Millar, Economic Development Manager	13-21
6.	**NEW BUSINESS:**		
7.	**NEXT MEETING:** December 15, 2011		
8.	**ADJOURNMENT:**		

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

---

Marsha Stanley, Chair
Director Kent
Director Morrison

Pat Foster
George Robbins
Michael Kelly

Jenn George
John Morris
Jane Worton

Minutes of the Regular meeting of the Economic Development Commission held on Thursday, October 20, 2011 at 12:00 pm in the CVRD Committee Room 2, 175 Ingram Street, Duncan, BC

PRESENT: Marsha Stanley, Chair
Pat Foster
Director I. Morrison
Director K. Kuhn
Director P. Kent
Mike Kelly
John Morris
George Robbins
Jenn George
Jane Worton

ALSO PRESENT: Cathy Robertson, Community Futures Cowichan
Rob Grant, GIS Supervisor
Tom Anderson, GM, Planning & Development
Geoff Millar, Manager, Economic Development
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: Maria Lauridsen, VIU Cowichan Campus

APPROVAL OF AGENDA

One item was added to Unfinished Business and two items to New Business.

It was moved and seconded the amended agenda be accepted.

MOTION CARRRIED

ADOPTION OF MINUTES

It was moved and seconded the Regular EDC meeting minutes of September 15, 2011 be accepted.

MOTION CARRRIED

BUSINESS ARISING FROM THE MINUTES

Not applicable.

UNFINISHED BUSINESS

UB1
EDC MEMBERSHIP

The Economic Development Manager confirmed all four candidates are still interested to apply for positions on the Economic Development Commission. The subcommittee (Director Kent, Chair Stanley, John Morris and new volunteer George Robbins) will meet and conduct interviews. They will plan for appointments in January 2012 after the new Board is assembled.

UB2
VESSEL OPERATION RESTRICTION REGULATION

The Economic Development Manager reported on October 12, 2011 the CVRD Board approved the following recommendation from the Regional Service Committee:

That the Cowichan Valley Regional District Board of Directors support the adoption and implementation of a Federal Vessel Operation Restriction Regulation in Cowichan Bay along with exemptions for the following activities: First Nations FSC (Food, Social and Ceremonial), search and rescue, marine research and education, habitat restoration, kayaking/canoeing tour support, and waterfront property access; and to support the implementation of a clearly marked navigation channel to access the marinas and boat launch in Cowichan Bay.

REPORTS

SR1
2012 BUDGET REQUISITION REVIEW

The Economic Development Manager handed out a staff report to provide the Commission with an overview of the EDC (121) and Tourism (123) supplemental budget items for 2012. Supplementals are items that come forward that are above operational and staff level and do not fit into the core level funding.

The supplemental items for EDC include i) Cowichan Region Area Agricultural Plan implementation $20,000 and ii) Agricultural Land Use Inventory project $10,000. The supplemental item for Tourism is Tourism Plan implementation $6,250.

A lengthy discussion ensued.

It was moved and seconded the Economic Development and Tourism supplemental items presented to the Commission be approved and moved forward to the Board.

MOTION NOT CARRIED

Further discussion ensued. The Commission would like to see how the EDC work plan 2011/12 correlates with the Sustainable Economic Development Strategy priorities and supplementals. It was requested that EDC develop a report that outlines how the core budget fits into the Sustainable Economic Development Strategy priorities identified by the Commission. The Economic Development Manager will circulate the EDC Work plan for 2011/12 updated with financial implications.

It was moved and seconded to table the Economic Development and Tourism supplemental items presented to the Commission to the next meeting.

MOTION CARRIED

SR2 SUSTAINABLE ECONOMIC DEVELOPMENT STRATEGY COMMUNICATION

The Sustainable Economic Development Strategy Communications Plan was handed out. Presentations will be scheduled to present the goals of the plan to Stakeholder groups. Volunteers from the Economic Development Commission are required to assist with these presentations starting November 8, 2011. Please contact the Economic Development Manager to advise your availability to attend.

Jennifer George & Pat Foster volunteered for the December 21, 2011 presentation to Community Futures Cowichan.

SR3 AGRICULTURAL ADVISORY COMMITTEE UPDATE

The EDC Business Development Officer will be presenting an update on the Agricultural Advisory Committee to Regional Services on October 26, 2011. The staff report submitted October 20, 2011 for the Regional Services Committee meeting agenda was handed out to the Commission.

On July 13, 2011 the CVRD Board adopted Bylaw No. 3515 to establish a permanent Regional Agricultural Advisory Commission. The appointments have yet to be ratified. Currently George Robbins and Marsha Stanley sit on the Agricultural Advisory Committee.

On September 14, 2011 the CVRD Board approved the following recommendation received from the Agricultural Advisory Committee:

"That when OCP's and Zoning Bylaws come up for review they be referred to the Agricultural Advisory Committee for review and comment on policies and issues related to agriculture".

NEW BUSINESS

NB1 GEOGRAPHICAL INFORMATION SERVICES DEPARTMENT

The Economic Development Manager introduced Rob Grant from the Geographical Information Systems (GIS) department. Rob is interested in connecting with Economic Development for mapping purposes. It was suggested this may be a good fit with the Community Profiles priority in the EDC Work Plan 2011/12 that was developed from the Sustainable Economic Development Strategy.

NB2 BC MARINE HIGHWAY

The Economic Development Manager reported the Nanaimo Port Authority is looking to develop a BC Marine Highway project for the Power & Sail Cruise sector. It is in the early stages of development.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 1:15 pm. The next meeting will be on November 17, 2011 at the CVRD, Committee Room 2, 175 Ingram Street at 12:00 pm.

Certified Correct:

Chairperson

Secretary

Dated: _____

Economic Development Commission Workplan 2011/2012

At the June 16, 2011 EDC meeting members agreed to proceed with the top seven "High Priority" items as detailed in this Workplan table.

Priority	Action	Commission Members and Staff Assigned	Financial Implications	Update – 20 October 2011
#1 Enhance communication and education among economic development, local government, the business community, media and general public	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.	Commission Members: Klaus Kuhn and Pat Foster Staff Members: Geoff and Kathy	EDC 2012 core budget allocation in Advertising line item is $10,000 for this Goal. (Part of $27,000 total advertising budget)	1. Invitations sent to Municipal Councils, Business organizations and time set for CVRD Board. 2. EDC members requested to submit names for outreach presentations. 3. EDC Newsletter is continuing during re-evaluation process. 4. Handouts and poster/display boards created for outreach presentations.
#2 Develop a flow chart of the development process in each community within the CVRD.		Commission Member: Mike Kelly Staff member: Geoff	Staff time for development of flow chart.	Initial material assembled for flow chart using CVRD chart as template. Information received from 2 of 4 Municipalities. Not all have this type of form available.
#3 Develop a Regional Community Profile with sub-profiles for each community within CVRD.		Commission Member: Jane Worton Staff Member: Kathy	ICCI funding application for $7,500, which we match with $7,500 from our Business Retention budget. EDC 2012 core budget allocation is $9,000.	Funding applied for Community Profile project through Industry Canada "Invest Canada – Community Initiatives" (ICCI) Program.

Priority	Action	Commission Members and Staff Assigned	Financial Implications	Update – 20 October 2011
#4 Expand Business Retention and Expansion Program.	Expand BR + E Program, including Business Visitation Program and Business Walk	Commission Member: John Morris Staff Member: Kathy	EDC 2012 core budget allocation is $15,000	This is where the 'Business Counts' program resides and is an integral part of the BR&E program. Plans are being developed and evaluated for expansion of this program.
#5 Adopt and support the implementation of the Cowichan Region Tourism Plan.	Adopt the Cowichan Region Tourism Plan Review plan to prioritize recommendations for implementation	Commission Member: Mike Kelly Staff Member: Geoff	Supplemental budget item request of $6,250 to be approved for Function 123. Tourism 2012 core budget allocation is $3,750.	EDC support required to move forward with the Tourism Plan, specifically with the creation of the Regional Tourism Advisory Committee. Action item detail is provided in the report to EDC dated 20 October 2011.
#6 Adopt and support the implementation of the Green Business Development Plan	Adopt the Green Business Development Plan Review existing plan to prioritize recommendations for implementation	Commission Member: Phil Kent Staff Member: Kathy	EDC 2012 core budget allocation is $4,000.	Projects include creating a 'Green" Category in the Regional Resource Directory section of the EDC website. Planning is underway to form a joint committee of EDC and Environment Commission members to advance the Green Business Plan created in March 2011. Further plan activities focus on six goals including "Explore areas for further funding". A number of recommendations for local government support can be implemented at the EDC sub-committee and staff level.

Priority	Action	Commission Members and Staff Assigned	Financial Implications	Update – 20 October 2011
#7 Support the implementation of the Area Agricultural Plan.	Review existing plan to prioritize recommendations for implementation	Commission Member: George Robbins Staff Members: Geoff and Kathy	EDC 2012 core budget allocation is $15,000. Balance of $35,000 is for expenses under Islands Agriculture Show for 2012. This is an off-setting expense through grant programs and revenue generation from trade Show and sponsorships. Supplemental budget request for $30,000 to support implementation of specified elements of the Area Agricultural Plan, development of Cowichan Agricultural Brand and support for partnership in Cowichan Agriculture Land Use Inventory.	Agricultural Advisory Committee has reviewed all 78 recommendations from Area Agriculture Plan and established eight priorities for 2012. Presented to EDC at 20 October 2011 meeting.

Function: 123 **2012 Requisition Review**

A) Core Budget (Existing Service Level)

	2010 Tax Requisition	2011 Tax Requisition	2011 % Increase (Decrease)	Proposed 2012 Tax Requisition	$ Increase (Decrease)	% Increase (Decrease)	Cost per $100,000
Core Budget	$120,000	$120,000	0.0%	$120,000	$0	0.0%	
Main Reasons for 2012 increase:	Reduction in GIS allocation				-$3,160	-2.6%	#DIV/0!
						0.0%	#DIV/0!
						0.0%	#DIV/0!
						0.0%	#DIV/0!
				Subtotal	-$3,160	-2.6%	#DIV/0!

B) Supplemental Items

i) Requested by Commission

Anticipated Funding Method

	Reserves	S.T. borrow	Operating	Impact on Requisition	% Increase	Cost per $100k
1) Imlementation of Tourism Plan			$6,250	$6,250	5.2%	#DIV/0!
2)					0.0%	#DIV/0!
3)					0.0%	#DIV/0!
4)					0.0%	#DIV/0!
5)					0.0%	#DIV/0!
	$0	$0	$6,250	$6,250	5.2%	#DIV/0!

ii) Recommended by Corporate Leadership Team

Anticipated Funding Method

	Reserves	S.T. borrow	Operating	Impact on Requisition	% Increase	Cost per $100k
1)					0.0%	#DIV/0!
2)					0.0%	#DIV/0!
3)					0.0%	#DIV/0!
4)					0.0%	#DIV/0!
5)					0.0%	#DIV/0!
	$0	$0	$0	$0	0.0%	#DIV/0!

iii) Other items

Anticipated Funding Method

	Reserves	S.T. borrow	Operating	Impact on Requisition	% Increase	Cost per $100k
1)					0.0%	#DIV/0!
2)					0.0%	#DIV/0!
3)					0.0%	#DIV/0!
4)					0.0%	#DIV/0!
5)					0.0%	#DIV/0!
	$0	$0	$0	$0	0.0%	#DIV/0!

Total Impact **$6,250** 5.2% #DIV/0!

Function: 121 **2012 Requisition Review**

A) Core Budget (Existing Service Level)

	2010 Tax Requisition	2011 Tax Requisition	2011 % Increase (Decrease)	Proposed 2012 Tax Requisition	$ Increase (Decrease)	% Increase (Decrease)	Cost per $100,000
Core Budget	$434,516	$434,516	0.0%	$443,206	$8,690	2.0%	
Main Reasons for 2012 increase:	Reduction due to GIS allocation (Net 2012 Requisition $423,392)				-$19,814	-4.6%	$0.00
						0.0%	$0.00
						0.0%	$0.00
						0.0%	$0.00
				Subtotal	-$19,814	-4.6%	$0.00

B) Supplemental Items

i) Requested by Commission

Anticipated Funding Method

	Reserves	S.T. borrow	Operating	Impact on Requisition	% Increase	Cost per $100k
1) Agricultural Plan implementation			$20,000	$20,000	4.6%	$0.00
2) Agricultural Land Use Inventory			$10,000	$10,000	2.3%	$0.00
3)					0.0%	$0.00
4)					0.0%	$0.00
5)					0.0%	$0.00
	$0	$0	$30,000	$30,000	6.9%	$0.00

ii) Recommended by Corporate Leadership Team

Anticipated Funding Method

	Reserves	S.T. borrow	Operating	Impact on Requisition	% Increase	Cost per $100k
1)					0.0%	$0.00
2)					0.0%	$0.00
3)					0.0%	$0.00
4)					0.0%	$0.00
5)					0.0%	$0.00
	$0	$0	$0	$0	0.0%	$0.00

iii) Other items

Anticipated Funding Method

	Reserves	S.T. borrow	Operating	Impact on Requisition	% Increase	Cost per $100k
1)					0.0%	$0.00
2)					0.0%	$0.00
3)					0.0%	$0.00
4)					0.0%	$0.00
5)					0.0%	$0.00
	$0	$0	$0	$0	0.0%	$0.00

Total Impact **$38,690** 8.9% $0.00

C·V·R·D

R 1

STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION OF NOVEMBER 17, 2011

DATE: November 9, 2011 **FILE NO:** EDCG

FROM: Geoff Millar, Manager
Economic Development Division **BYLAW NO:**

SUBJECT: Economic Development Division 2011 Accounts Receivable Write-Off's

---

Recommendation/Action: Recommendation to the Board to approve the Economic Development Division 2011 Accounts Receivable Write off's totaling $776.72

Relation to the Corporate Strategic Plan: Not applicable.

Financial Impact: (Reviewed by Finance Division: SEM)
After taxes have been adjusted the net impact to reduce revenue to Economic Development (121) is $369.25 and Regional Tourism (123) is $324.25

Background: See attached sheet with detail on Economic Development Division accounts receivable write off's 2010-2011.

Submitted by,

per GMillar

Geoff Millar, Manager
Economic Development Division
Planning & Development Department

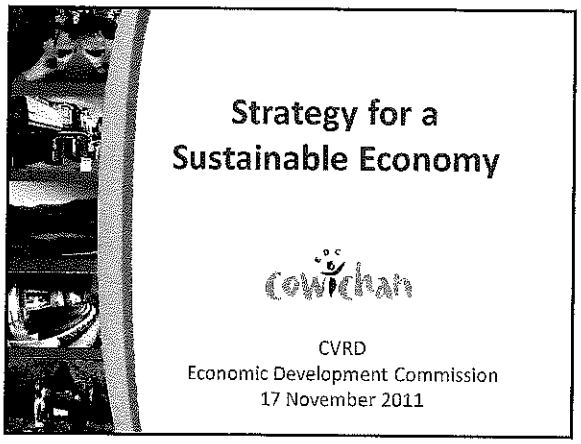
Approved by:
General Manager:

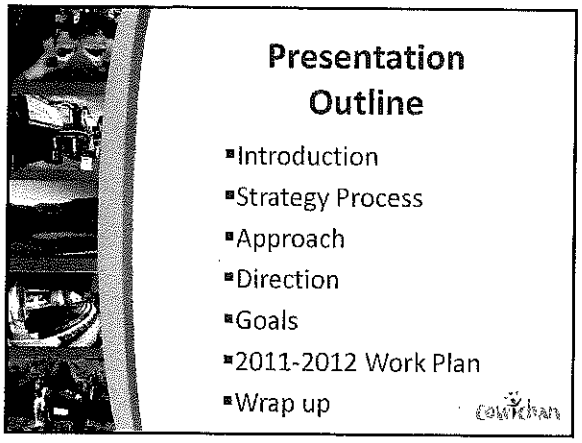
Economic Development Division Accounts Receiveable Write Off's

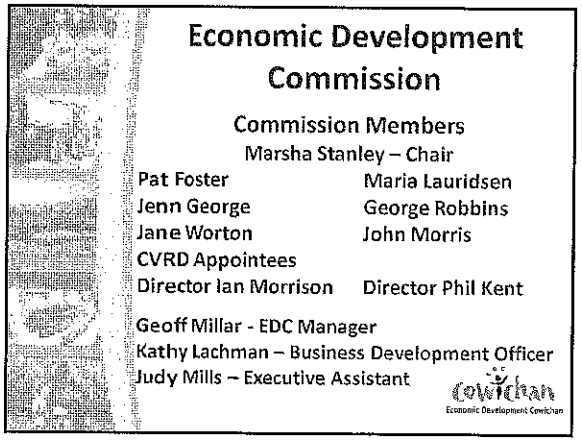
2010-2011

Name	Date	Invoice #	Amount	For	Reason for write off
Mr Poppers Kettle Corn	Nov 3/10	12013	$ 50.40	Made In Cowichan Stickers	Unable to pay. Business for sale. Too much competition.
Soul Sisters Boutique	Jan 11/11	12159	$ 644.00	Boulevard Magazine Ad-Jan/Feb	Business closed without any notice.
Crave Boutique	Mar 3/11	12301	$ 82.32	Boulevard Magazine Ad - Mar/Apr	Sent to collections for non-pmt. Paid Nov 4/11. Balance is for collection agency fees.
		Total	**$ 776.72**		

R2


Strategy for a
Sustainable Economy
Cowichan
CVRD
Economic Development Commission
17 November 2011


Presentation
Outline
Introduction
Strategy Process
Approach
Direction
Goals
2011-2012 Work Plan
Wrap up
Cowichan


Economic Development
Commission
Commission Members
Marsha Stanley – Chair
Pat Foster
Jenn George
Jane Worton
Maria Lauridsen
George Robbins
John Morris
CVRD Appointees
Director Ian Morrison
Director Phil Kent
Geoff Millar - EDC Manager
Kathy Lachman – Business Development Officer
Judy Mills – Executive Assistant
Cowichan
Economic Development Cowichan

Strategy Process

- Demographic Trends and Assessment
- Public Consultation
- Best Practices Review
- Review of various plans and studies
- Development of Strategic Goals and Objectives
- Development of Detailed Actions

Cowichan
Economic Development Cowichan

Approach and Assessment

- Data was collected from
  - Statistics Canada and BC Statistics
  - FP Markets
  - One-on-one interviews and Focus Groups (400)
  - Online Surveys (164 residential, 88 Business)
  - Plus Economic Development Commission, elected officials, major employers, community leaders and industry groups

Cowichan
Economic Development Cowichan

Key SWOT Findings

Key points vital to growing economy and attaining vision

- Respected economic development program
- Commitment by local government(s) for Green Initiatives
- CVRD Corporate Strategic Plan goal for a "Viable Economy"
- Internal/external marketing and communications
- Creating an "External" identity

Cowichan
Economic Development Cowichan

Strategy Direction

- Build a sustainable future for Cowichan
- Increase higher value added quality employment opportunities
- Achieve local economic stability
- Build a diverse economic and employment base that will provide for strong and prosperous communities and region for the future

Cowichan
Economic Development Cowichan

Context for Strategy Direction

Important Considerations

- Primary sectors still play an important role
- Labour force educated and skilled but many work outside region
- While skills are there the need is also there to create appropriate training programs
- Need to support existing business
- Increased communications needed to public and political leaders on importance of economic development
- Efficient and effective use of economic development resources

Cowichan
Economic Development Cowichan

Goals for a Sustainable Future

1. Increase Cowichan's capacity as a place for business
2. Increase Competitiveness of the Cowichan
3. Create a Unique Sense of Place
4. Community of Choice for Green Business
5. Cowichan – Creative and Cultural
6. Thriving and Diverse Agriculture Industry
7. Support Tourism Cowichan
8. Lead by Example

Cowichan
Economic Development Cowichan

Increase Cowichan's capacity as a place for business

1. Develop a Regional Community Profile with sub-profiles for each community within the CVRD.
2. Develop a land inventory.
3. Define Economic Development governance structure.
4. Enhance communication and education among economic development, local government, the business community, media and general public.
5. Develop a "How to start a business guide" specific to each community within the CVRD.
6. Work with First Nations on identifying economic development initiatives creating mutual benefits.

Cowichan
Economic Development Cowichan

Increase Competiveness of the Cowichan

7. Expand Business Retention and Expansion (BR+E) program.
8. Initiate a review of the development approvals process in the CVRD and all the communities within, including the development of a Regional Growth Strategy.
9. Develop a streamlined process dedicated to successful business expansion.
10. Create a stand-alone economic development website.
11. Participate in the next KPMG Competitive Alternatives review in 2012.
12. Focus marketing around the targeted industries.

Cowichan
Economic Development Cowichan

Create a Unique Sense of Place

13. Support social enterprise through the creation of a social financing program.
14. Create an environment that attracts and retains a diverse, talented pool of young professionals and meets the needs of recent graduates.
15. Improve industry-academic links and expand entrepreneurship.
16. Partner with Chambers of Commerce to welcome new business to the Region.
17. Take advantage of opportunities that arise to create one or more distinguishing features of the Cowichan.

Cowichan
Economic Development Cowichan

Community of Choice for Green Business

18. Adopt actions within the Clean Tech Plan.
19. Develop education programs for greening local business and Green Solutions.
20. Partner with local farmers and agriculture landowners to explore the interrelationship of agriculture and the renewable energy industry.

Cowichan
Economic Development Cowichan

Cowichan – Creative and Cultural

21. Support the creation a regional arts and culture committee.
22. Develop an inventory of arts and culture businesses and opportunities.
23. Create an arts and culture plan.

Cowichan
Economic Development Cowichan

Thriving and Diverse Agriculture Industry

24. Adopt actions from the Area Agricultural Plan.
25. Continue to encourage greater participation in community-supported agriculture programs.
26. Partner with local farmers and agricultural landowners to explore options for succession planning.
27. Strive for Cowichan to become a centre of excellence for food and wine.

Cowichan
Economic Development Cowichan

Support Tourism Cowichan

28. Adopt actions from the Cowichan Region Tourism Plan.
29. Work with Tourism Cowichan to create and promote agri-tourism and eco-tourism initiatives.
30. Work with First Nations to identify opportunities and promote tourism initiatives.

Cowichan
Economic Development Cowichan

Lead by Example

31. Create sustainability benchmarks.
32. Work with local government and planning departments to influence that all new buildings be developed under LEED guidelines.
33. Strive to maintain and create a healthy environment with a dedication to environmental sustainability.

Cowichan
Economic Development Cowichan

2011 EDC Actions

Cowichan EDC developed a process to review the Strategic Plan and to identify the key priorities for 2011

The process involved an on-line "e-voting system" with EDC members setting High, Medium and Low priorities for 2011 and 2012

Cowichan
Economic Development Cowichan

2011-2012 Work Plan
High Priorities

- Enhance communication and education among economic development groups, local government, the business community, media and general public.
- Develop a flow chart of the development process in each community within the CVRD.
- Develop a Regional Community Profile with sub-profiles for each community within CVRD.

Cowichan
Economic Development Cowichan

2011-2012 Work Plan
High Priorities

- Expand the Business Retention and Expansion Program.
- Adopt and support the implementation of the Cowichan Region Tourism Plan.
- Adopt and support the implementation of the Green Business Development Plan.
- Support the implementation of the Area Agricultural Plan.

Cowichan
Economic Development Cowichan

2011-2012 Work Plan
Medium Priorities

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

Cowichan
Economic Development Cowichan

2011-2012 Work Plan
Low Priorities

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

Cowichan
Economic Development Cowichan

Current Activities

- Implementing Communication Plan
- Developing a flow chart of the development process in each community in the CVRD
- Developing a Regional Profile with separate profiles for each community in the CVRD
- Expanding the Regional Business Retention & Expansion Program
- Implementing the Area Agricultural Plan
- Moving forward with the Regional Tourism Strategy
- Supporting the Green Business Development Plan

Cowichan
Economic Development Cowichan

Partnership Opportunities

External partnerships are an important part of Economic Development activities.
External Partners include –
-Local governments on Vancouver Island;
-Economic Development organizations regionally, provincially and federally;
-Provincial Government ministries in all areas – MJTI, MAg, MoE, MT&I, Min Citizens Services;
-Federal Government Departments, especially Industry Canada, Agriculture Agri-Food Canada, Western Economic Diversification and International Trade;
-Local Chambers of Commerce and BIAs
Leveraging these partnerships provides resources and support for our local economic development programs and implementation of the Strategic Plan.

Cowichan
Economic Development Cowichan

Cowichan Region
Economic Development Commission

Strategy for a Sustainable Economy

www.discovercowichan.com

250-746-7880

cowichan

Thank You
Questions

cowichan
Economic Development Cowichan