



**ECONOMIC DEVELOPMENT COMMISSION**  
**THURSDAY, MAY 17, 2012**  
**COMMUNITY FUTURES BOARDROOM – 7:30 AM**  
**135 THIRD STREET, DUNCAN BC**

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**AGENDA**

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8. <b><u>CLOSED SESSION</u></b>	
Motion that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90, subsections as noted in accordance with each agenda item.	
9. <b><u>ADJOURNMENT</u></b>	

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

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Marsha Stanley, Chair  
Director Kent  
Director Fraser

Jenn George  
George Robbins  
Michael Kelly

Roger Hart  
Jane Worton

**DISTRIBUTION:**

**Full Agenda Package:**

DIRECTOR HUTCHINS, CVRD CHAIR  
DIRECTOR MORRISON  
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER  
TOM ANDERSON, GENERAL MANAGER, PLANNING & DEVELOPMENT  
GEOFF MILLAR, MANAGER, ECONOMIC DEVELOPMENT  
KATHY LACHMAN, EDC BUSINESS DEVELOPMENT OFFICER  
MARIA LAURIDSEN, PRINCIPAL, COWICHAN CAMPUS, VANCOUVER ISLAND UNIVERSITY

**Agenda:**

DIRECTOR LEFEBURE	DIRECTOR GILES
DIRECTOR HARTMANN	DIRECTOR IANNIDINARDO
DIRECTOR LINES	DIRECTOR DUNCAN
DIRECTOR MCGONIGLE	DIRECTOR DOREY
DIRECTOR WALKER	DIRECTOR MARCOTTE
DIRECTOR WEAVER	

MARK KUEBER, GENERAL MANAGER, CORPORATE SERVICES  
FELICITY ADAMS, MANAGER, 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 Economic Development Commission Meeting held on Thursday, April 19, 2012, at 4 pm in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

**PRESENT**

Marsha Stanley, Chair  
Director B. Fraser  
Jenn George, Roger Hart, Jane Worton and Mike Kelly

**ALSO PRESENT**

Keith Chicquen, Instructional Director, VIU Cowichan Campus  
Directors I. Morrison & R. Hutchins  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager, Economic Development  
Kathy Lachman, EDC Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT**

Director P. Kent and George Robbins

**APPROVAL OF  
AGENDA**

Two New Business items were added. Reports 1 and 2 were deferred to the joint Environment and Economic Development Commission meeting to follow.

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

**MOTION CARRIED**

**ADOPTION OF  
MINUTES**

**It was moved and seconded that the minutes of the Economic Development Commission meeting, held March 15, 2012 be adopted.**

**MOTION CARRIED**

**UNFINISHED  
BUSINESS**

**UB1 – SUCCESS  
INDICATORS**

Geoff Millar met with Jane Worton to discuss success indicators and noted Jane has offered her services to complete this detailed work. Jane Worton reported that Director Kent, John Morris and herself began this work for the EDC and CVRD to have a better understanding of what is happening with the economy. Success indicators provide an economic report card as well as social and environmental indicators. Jane will prepare a list to provide a quarterly or annual synopsis as well as site indicators regarding potential business. It is a long list to refine. Census data will be included. Plan to bring draft to next EDC meeting.

Geoff Millar thanked Jane Worton for her contribution and commitment to this project.

Director Hutchins arrived at 4:16 pm.

Discussion took place.

**REPORTS**

**R1 – CVRD  
Integrated Regional  
Sustainability Plan**

Tom Anderson presented the Integrated Regional Sustainability Plan report at the joint Environment and Economic Development Commission meeting on April 19, 2012. He requested both Commissions review the Draft Terms of Reference and provide comments and support.

Discussion took place. It was clarified that the request is for specific ideas/recommendations regarding framework.

**R2 – CVRD Climate Action Plan**

Tom Anderson presented the CVRD Climate Action Plan report at the joint Environment and Economic Development Commission meeting on April 19, 2012. He requested both Commissions review the Draft Terms of Reference and provide comments and support.

Discussion took place. It was clarified that the request is for specific ideas/recommendations regarding framework.

The Environment Commission Chair, Justin Straker, suggested the two Commissions collaborate to provide one report in response to the request. He formed a sub-committee of Roger Hart, Director Kent, Tyler Innes and Janna Jorgensen with the assistance of CVRD staff to organize both Commissions with their structure for feedback on both plans.

**R3 – Industrial Land Inventory**

Kathy Lachman reported the project was initiated by Tom Anderson and funded by the Planning & Development Department budget. Richenda Woods was hired for nine weeks to develop a tool to track, search and create reports which can be PDF'd and emailed. The tool will be used for enquiries.

Discussion took place.

**INFORMATION**

**IN1 – U.N. International Year of Co-operatives Event**

Roger Hart reported the VIU event exceeded expectations. There will be a meeting with Island Savings Credit Union to see how they can support another event. Topics included social care co-ops, food distribution and processing co-ops. B.C. Co-operative Association has received a grant for community initiatives and they hope that some of that will be available to support initiatives in the CVRD.

**NEW BUSINESS**

**NB1 – Sector Dialogues as a Development Strategy**

Director Fraser discussed the idea of sector dialogues as a development strategy. For example availability of processing plants is a barrier and affects the Agriculture sector. Similar issues arise in each sector. He suggested the commission start a series of meetings with leaders in the sectors to discuss opportunities that the CVRD and EDC can develop to remove barriers. It is difficult for commission members to make an impact and this would be timely with increasing the commission membership. Suggested the commission initiate a program to invite leaders from the industrial and agriculture areas in the valley to the EDC meetings.

Discussion took place. It was noted that Nanaimo is going through a similar process. Community Futures Cowichan and TD Canada Trust have small business advisors that could be invited as delegates to EDC meetings to discuss lending and state of economy.

The Chair summed up there is a positive interest to move forward with this suggestion. The Chair, Geoff Millar and Director Fraser will meet to come up with various groups to target and tie in with Jane Worton's work with success indicators and measurements.

**NB2 – Business Licence Program**

Director Morrison reported the CVRD does not have a business license program. Electoral areas do not require business licenses however there are requirements in the municipalities and multi-jurisdictional areas.

Discussion took place.

Tom Anderson reported as of recently electoral areas now have the right to issue licenses. It is worth pursuing and EDC could provide a report. Director Hutchins reported the Town of Ladysmith puts 80% of the business license fees towards the Chamber of Commerce. Jenn George reported Cowichan Tribes collects business license fees.

**It was moved and seconded to recommend that EDC staff provide a report for current jurisdictional business license and potential benefits for electoral areas.**

**MOTION CARRIED**

Further discussion ensued.

**NEXT MEETING**

The next meeting of the Economic Development Commission is scheduled for Thursday, May 17, 2012 at 7:30 am in the Community Futures Boardroom.

**ADJOURNMENT**

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

**MOTION CARRIED**

The meeting adjourned at 5:06 pm.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Recording Secretary

In response to the shift from a resource to a knowledge-based economy here in the Island's region, students and community members will need to acquire skill sets that match the changing demands of our contemporary economy. One of the ways VIU is currently addressing regional challenges is through the VIU@Cowichan Innovation Lab. The Innovation Lab has as its mission the mobilization of knowledge in ways that address regional challenges. The lab will engage, in a practical way, with the information age by learning, teaching and advancing solutions that researchers can find – or invent – that will meet the emerging challenges of our region. These challenges will be articulated by individuals, by groups, by businesses, and by industries/trades in an ongoing conversation with VIU.

The VIU@Cowichan Innovation Lab is a response network that is working to link the greater regional community with VIU and its community of scholars and researchers. In time, this will become a physical structure housed on the third floor of the beautiful new Cowichan campus. The Lab will address (both theoretically and practically) the shifting paradigm created by a global, digital economy, and, in the process, it will move to a more problem-based learning environment that will result in enhanced solution-building skill sets for the participants. This will be accomplished by being engaged in regional conversations that will illuminate the challenges facing the region and by responding to the opportunities that emerge for symposiums, workshops, internships, and solutions to be developed.

As a Regional University that is mandated to address the needs within our region on a variety of levels, we hope to create a partnership with the Economic Development community and enhance the already existing partnerships with regional Aboriginal communities in order to mobilize our institution's knowledge and research base to address the challenges that various sectors are experiencing.

For the present, VIU@Cowichan's Innovation Lab will be facilitating lectures, workshops, courses, and symposiums. We will be utilizing different spaces on the campus and in the region as part of an ongoing conversation with local individuals, businesses, industries, and community groups. Through these conversations, we

will collectively define the role that VIU@Cowichan may play in meeting the innovation challenges facing our community partners.

Here are three examples of what the VIU@Cowichan Innovation Lab is currently doing:

1. The lab has been hosting workshops and lectures as a way of enhancing our own capacities in the Digital Humanities and in order to build a mutually beneficial partnership with the University of Victoria, which is one of the global centers for the Digital Humanities movement.
2. The first public event sponsored by our Innovation Lab will be a lecture by Dr. Lynne Siemens on "Creative Industrial Clusters," which will be held at the Cowichan campus on **May 24<sup>TH</sup>, 2012, from 4:30—7:00 p.m.** Dr. Siemens has done extensive research on small, rural businesses on Vancouver Island and will be outlining the ways in which the clustering of creative individuals with common goals and desired outcomes has lead to success for many small, island businesses.
3. Over the summer (in partnership with the CFI MeTA Digital Humanities Lab @ the Nanaimo campus), one of the lab's researchers will begin the task of encoding the Douglas Treaties, and she will create a digitized, annotated script that will offer students and scholars an enhanced understanding of BC history and the province's relationship with the First Peoples who live in the Island's region.
4. Later in the Fall semester, the Innovation Lab will be hosting a symposium on the Slow Food Movement, which will be chaired by Dr. Lynn Wytenbroek, a long time member of the VIU English Department and an enthusiastic Cowichan Valley farmer.

May 17, 2012

**Report to Economic Development Commission**

**Stakeholder Relations:**

- I have been meeting with tourism industry stakeholders, including operators, political liaisons, and organizations including Chambers and BIAs throughout the region.
- Gathering feedback from the private sector, learning their expectations of Tourism Cowichan's role, and laying the groundwork for future collaborations and partnerships amongst operators and with Tourism Cowichan. There is substantial evidence that most operators recognize the benefits of working collectively, as a region.
- Learning about individual communities' tourism initiatives.

**Communications:**

- Examining effectiveness of various types of communications with stakeholders including the e-Newsletter and other e-communications and social media.
- Exploring ways of increasing communications and creating more dialogue amongst tourism operators.

**Marketing & Promotion:**

- Partnered with Tourism Vancouver Island at Vancouver and Edmonton Home & Garden Shows in February and March.
- Exhibited at the Victoria Guest Services Network tradeshow May 2, which gave us the opportunity to promote Cowichan to both hospitality workers and Victoria area attractions and accommodations. We were the only exhibitor from outside the Victoria area. There is a definite awareness of, and desire to visit Cowichan in the South Island.
- Partnered with the Raptor Centre and the Duncan-Cowichan Chamber to host a tourism industry Mixer May 9.
- Hosted a full day Familiarization tour for Concierges and front end hospitality staff from the Victoria area, on May 9, recognizing that they can greatly influence their guests to come to Cowichan.
- I will be undertaking research into more formal packaging of local products.
- Planning for the 2013 travel planner has begun, with preliminary ideas including more imagery, grouping major activities and interests (such as arts, wine & culinary, outdoor activities) into tours to entice longer stays.
- Monitoring effectiveness of travel planners on BC Ferries.

**Stakeholder/Business Support**

- Tourism Cowichan supports tourism businesses by providing education and training opportunities. On May 30 we are partnering with Tourism BC to present the "Managing Your Online Reputation" Workshop.

**Advertising:**

- The weekly Cowichan Events ads in the Times Colonist/Nanaimo Daily News have begun again, with a revamped look.
- I am reviewing the multi page spread in the Times Colonist- which will be leveraged with stakeholder participation.

**Events:**

- Working with organizers of the Island Spirit Geocaching event July 7, and promoting pre and post event activities. This event is expected to attract 750 to 1000 people to the region.
- Assisting the Wine & Culinary Festival committee with organizing culinary events and activities.
- Facilitating a 3 day tour of Yukon tourists, organized by Air North, coinciding with the Victoria Thanksgiving Day Marathon.

Please feel free to call me for more information or clarification.

**Cathy Mailhot, Tourism Cowichan Marketing Coordinator 250-510-5586**

**Ian MacPherson**

Ian MacPherson is the founding Director of the British Columbia Institute for Co-operative Studies (now the Center for Co-operative and Community Based Economy) at the University of Victoria. He holds a Ph.D. degrees in history from the University of Western Ontario. Ian taught at the University of Victoria from 1976 to 2008, he served as Chair of the Department of History from 1981 to 1989 and as Dean of Humanities from 1992 to 2000. His research has been largely on the history of the co-operative movement, particularly in Canada. He has written books on the English-Canadian co-operative movement from 1900 to 1945; the Co-operative Union of Canada; Co-operative Insurance Services; Co-operative Trust Company; the British Columbian credit union movement and the international credit union movement.

Dr. MacPherson has served on boards of co-operatives for twenty-five years at the provincial, national and international levels. He was the founding President of the Canadian Co-operative Association (ICA) between 1989 and 1993. He chaired the process and wrote the documents by which the International Co-operative Alliance revised their international co-operative principles at the Manchester Congress of the ICA in 1995.

Ian has written numerous books on co-operatives and published dozens of articles in academic and co-operative journals around the world. He has presented papers, participated in panels, given speeches and facilitated workshops in over 160 academic and non-academic conferences and meetings in more than sixty countries around the world.

He has twice received the Distinguished Service Award of the British Columbia credit union movement and a Distinguished Service Award from the British Columbia Region of the Canadian Co-operative Association. He is a member of the Canadian Credit Union Hall of Fame and he has received the "credit union ambassador" award from the World Council of Credit Unions for his work on documenting the history of the international credit union movement. He is the first recipient of the Canadian Co-operative Achievement Award, presented by the Canadian Co-operative Association to individuals who have made outstanding contributions to the co-operative movement. In 2005, the International Co-operative Alliance (ICA) presented Dr MacPherson with the Rochdale Pioneer Award, the highest award in the international movement.