



**ECONOMIC DEVELOPMENT COMMISSION**  
**THURSDAY, JANUARY 17, 2013**  
**COMMUNITY FUTURES BOARDROOM, 7:30 AM**  
**135 THIRD STREET, DUNCAN BC**

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**AGENDA**

		<u>PAGES</u>
1.	<b><u>APPROVAL OF AGENDA</u></b>	1-2
2.	<b><u>ADOPTION OF MINUTES</u></b>	
	M1 Regular EDC meeting minutes of November 15, 2012	3-6
3.	<b><u>BUSINESS ARISING FROM THE MINUTES</u></b>	
	BA1 Director Fraser regarding response to Delegations	7-8
4.	<b><u>DELEGATIONS</u></b>	
	D1 Cathy Mailhot, Tourism Cowichan Marketing Coordinator regarding Tourism marketing and development initiatives	9
5.	<b><u>REPORTS</u></b>	
	R1 Geoff Millar, Manager, Economic Development regarding EDC appointments	verbal
	R2 Geoff Millar, Manager, Economic Development regarding Duncan-Cowichan Chamber of Commerce	10-11
	R3 Geoff Millar, Manager, Economic Development regarding Power Play Strategies	To be distributed
6.	<b><u>CORRESPONDENCE</u></b>	
	C1 Email dated January 7, 2013 from Randy Bertsch, Chief Operations Officer, Island Savings Credit Union	12-14
7.	<b><u>UNFINISHED BUSINESS</u></b>	
	UB1 Farm stays in the Region	
	UB2 Proposed Automated Curbside Collection Program	
8.	<b><u>NEW BUSINESS</u></b>	
9.	<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.	
10.	<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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George Robbins, Chair  
Director Kent  
Director Fraser

Roger Hart  
Michael Kelly  
Marsha Stanley

Blair Herbert  
Russ Jenkins  
Sandra Goth

Robert Radford  
Darin George  
Darrel Mansbridge

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**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

**Agenda:**

DIRECTOR LEFEBURE  
DIRECTOR HARTMANN  
DIRECTOR LINES  
DIRECTOR MCGONIGLE  
DIRECTOR WALKER  
DIRECTOR WEAVER

DIRECTOR GILES  
DIRECTOR IANNIDINARDO  
DIRECTOR DUNCAN  
DIRECTOR DOREY  
DIRECTOR MARCOTTE

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, COUNCILLOR, 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, November 15, 2012 at 7:30 am in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

**PRESENT**

Marsha Stanley, Chair  
Directors B. Fraser and P. Kent  
Mike Kelly, Roger Hart, Sandra Goth, Russ Jenkins, Robert Radford and Blair Herbert

**ALSO PRESENT**

Rick Pipes, Co-Owner Merridale Estate Cidery  
Ross Tennant, Vice-President, South Cowichan Chamber of Commerce  
Mike Hanson, President, South Cowichan Chamber of Commerce  
Director I. Morrison  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager, Economic Development  
Judy Mills, Recording Secretary

**ABSENT**

George Robbins, Darin George, Keith Chicquen, Jane Worton and Kathy Lachman

**APPROVAL OF  
AGENDA**

It was moved and seconded that the agenda be amended with the addition of Business Arising item as follows:

BA5 Roger Hart term expiry;

and the addition of Delegations as follows:

D2 Ross Tennant and Mike Hanson, South Cowichan Chamber of Commerce regarding waste management;

and the addition of Correspondence as follows:

C1 Jane Worton;

C2: Canadian Union of Public Employees;

and the addition of New Business as follows:

NB1 EDC update;

And that Delegations D1 and D2 are prior to Business Arising from the Minutes and Correspondence C1 and C2 are prior to Reports;

and that the agenda be approved.

**MOTION CARRIED**

**ADOPTION OF  
MINUTES**

Chair Stanley explained the green replacement sheet notes a change to page 5 of the October 18, 2012 EDC minutes.

It was moved and seconded that the minutes of the Economic Development Commission meeting, including the noted change, held October 18, 2012 be adopted.

**MOTION CARRIED**

## DELEGATIONS

### D1 – Merridale Estate Cidery

Rick Pipes, co-owner Merridale Estate Cidery, handed out a one page summary. He reported that Cowichan is lagging behind on an opportunity to augment agri-tourism through our lack of on-farm accommodation that would attract overnight visitors to our many food and wine sources that are subject to extensive day visits. In effect, the lack of capacity in the region means that we do not take advantage of one of our key tourism drawing cards as people stay elsewhere. There are lots of issues about the use of farmland for non-farming purposes, about the Agriculture Land Commission (ALC) regulations, about economic viability of small farms, about making economic units that young farmers can use to get started that need to be considered. Many of these issues need a clear policy response on the part of the CVRD so that zoning rules, advice to the ALC and responses to applicants are consistent and clear.

Other communities such as Okanagan and Comox Valley are leading this change and it is an excellent opportunity to stimulate investment, jobs and tourism revenues. The process needs to be executed in a responsible manner noting farm stays would not be principle use of farm land and does not involve rezoning land for commercial use. Rick Pipes, who is a lawyer by profession, would like to be actively involved in the process and could assist with legal side.

Tom Anderson reported the Planning & Development department has just completed the South Cowichan Official Community Plan (OCP) and is reviewing the bylaw zoning and this would be a good time to discuss farm stay option. He will have Mike Tippet, Manager, Community & Regional Planning contact Rick Pipes to discuss further.

Member discussion took place. It was noted it is necessary for EDC to support growth of small farms and encouraged Rick Pipes to speak to the Regional Agricultural Advisory Commission (RAAC) and move recommendation to Board level.

Rick Pipes left the meeting.

### D2 – South Cowichan Chamber of Commerce

Ross Tennant, Vice-President and Mike Hanson, President, South Cowichan Chamber of Commerce reported that many of the waste management contractors in the region are upset by the lack of opportunity to present a level-ground bid on the service package that is being put before the public for approval. There has not been an opportunity to bid for some time so that comparative advantages are not capable of being assessed. There are many policy level issues embedded in this situation. Not the least is the advisability of having the public sector actively displace existing private sector businesses using public tax funds and preferential borrowing power. The question was posed about the appropriateness of a decision process that is not supported by public tendering to seek alternatives when cost advantages are given as a major reason. These concerns deserve to be examined carefully because of the implications for the overall CVRD relationship with the business and investment community. The Chamber is unclear as to why the Board has not consulted the Economic Development Commission as per their bylaw.

Director Morrison noted the CVRD is in the process of considering moving waste collection from an external contract with private sector firms to an in-house public function. An Alternative Approval Process is in progress that seeks public agreement with the necessary capital borrowing to support the initiative.

Geoff Millar noted the Regional Services Committee will be reviewing EDC bylaw wordings at the November 28, 2012 meeting.

Ross Tennant and Mike Hanson left the meeting.

**BUSINESS ARISING  
FROM THE MINUTES**

**BA1 – World Junior  
A Hockey Challenge**

Geoff Millar reported the Board recommendation has been sent to the South Cowichan Chamber of Commerce Executive Director, Shawna Benson, and they are waiting to hear back.

Director Morrison reported discussion took place at the November 14, 2012 Board meeting regarding return of proceeds. Hockey Canada does not write cheques to local government but will support a legacy. An amendment was made to the Board motion.

**BA2 – Sports  
Tourism**

Geoff Millar reported at the November 14, 2012 Board meeting the motion received support and is moving forward as a 2013 supplemental budget item and will be reviewed by the Corporate Leadership Team.

**BA3 – EDC Bylaw**

Geoff Millar reported that EDC bylaw #2497 was not included for review on the October Regional Services Committee agenda but will be on the November 28, 2012 Regional Services Committee agenda.

**BA4 – EDC Chair**

Geoff Millar reported as per the October 18, 2012 EDC minutes Chair Stanley announced she will be stepping down as the EDC Chair effective December 31, 2012 but wishes to continue as an EDC Commission member. George Robbins has submitted written interest in becoming the EDC Chair. If anyone else is interested to stand as Chair please advise Geoff Millar by November 30, 2012. Appointment recommendation(s) will be sent to the CVRD Chair and CAO. The Chair will make the appointment at the December 12, 2012 Board meeting.

**BA5 – Roger Hart**

Roger Hart advised he is the Environment appointee to the Economic Development Commission and his term expires December 31, 2012. In reviewing the February 2012 CVRD Board minutes he was appointed for a one year term which suggests his term would expire in February 2013. The EDC Bylaw states member terms are two years. Roger Hart requested Geoff Millar or the Chair send correspondence to the Environment Commission regarding clarification of his term expiry.

Geoff Millar will follow up.

**CORRESPONDENCE**

**C1 – Jane Worton**

Geoff Millar read Jane Worton's resignation email dated November 8, 2012. Jane remains committed to the work of economic development in our region and would be pleased to continue to support on a voluntary basis any specific tasks that the Commission or the Economic Development staff might request of her.

**C2 - CUPE**

Geoff Millar reported he received an invitation for the Economic Development Commission to attend a Canadian Union of Public Employees (CUPE) presentation on the 10% Shift Program. It will be held on Wednesday, November 21, 2012 from 6 to 9 pm at Island Savings Centre. The invitation will be circulated.

**REPORTS**

**R1 – State of Economy Draft Report**

Geoff Millar distributed the 2012 State of Economy draft report and is looking for comments from the commission. Member discussion took place and it was agreed to hold an informal meeting in December 2012 to address all issues. Geoff will contact Jane Worton and coordinate meeting date.

Chair Stanley noted there is no December EDC meeting scheduled however she will be hosting an EDC Christmas social at the MNP office and will coordinate a date with Geoff Millar.

**UNFINISHED BUSINESS**

**UB1 – Invitations to Sectors**

Geoff Millar reported he is lining up a series of delegations for 2013 including: Mary Marcotte, Regional Agricultural Advisory Commission Chair & Wayne Haddow, Regional & First Nations Agrologist; Mike Hooper, President, Nanaimo Airport; Robert Arthurs, Senior Manager Business Services & Olympic Legacy. Sandra Goth recommended Early Childhood Educators and Director Fraser reminded that he recommended financial sector and investors in the area.

In depth discussion took place which led to further discussion regarding the meeting delegations. Chair Stanley formed a sub-committee including Mike Kelly, Blair Herbert and herself to review the Agriculture Land Commission regulations and CVRD bylaws pertaining to Farm Stays in the Region. Geoff Millar will circulate information to all members on the Alternate Approval Process which pertains to waste management services and the item will be brought forward at the January EDC meeting.

**UB2 – Ross Milnthorp**

Geoff Millar reported Ross Milnthorp will give a Facility Investment Presentation on Tuesday, December 4, 2012 from 1 to 2 pm in the CVRD Boardroom.

**NEW BUSINESS**

**NB1 – EDC Update**

Geoff Millar reported Live Edge Designs, a local furniture manufacturer, is making all the common tables for Starbucks and all boardroom tables for Hilton Hotels; as well, NoNuttin' Foods, a local manufacturer that produces nut and dairy free snacks has launched a highly successful gluten free oatmeal product.

MLA Bill Routley has expressed interest to speak with the EDC at a future meeting regarding a Provincial Committee on Timber Supply called Growing Fibre, Growing Value.

**CLOSED SESSION**

Not applicable.

**ADJOURNMENT**

It was moved and seconded that the meeting be adjourned.

**MOTION CARRIED**

The meeting adjourned at 9:07 am.

\_\_\_\_\_  
Chair

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

## **Responding to Delegations to the EDC**

One of the EDC's primary roles is to advise the CVRD Board on development of policies that will further economic development in the region. Delegations appearing before the EDC will from time to time bring issues and opportunities forward that lend themselves to a policy response. We had two such examples brought to us at our November 15<sup>th</sup> meeting.

### **Farm Stay Capacity**

We were told that Cowichan is lagging behind on an opportunity to augment agri-tourism through our lack of on-farm accommodation that would attract overnight visitors to our many food and wine sources that are subject to extensive day visits. In effect, the lack of capacity in the region means that we do not take advantage of one of our key tourism drawing cards as people stay elsewhere. There are a lot of issues about the use of farmland for non-farming purposes, about the ALC regulations, about economic viability of small farms, about making economic units that young farmers can use to get started that need to be considered. Many of these issues need a clear policy response on the part of the CVRD so that zoning rules, advice to the ALC and responses to applicants are consistent and clear.

### **Waste Management**

The CVRD is in the process of considering moving waste collection from an external contract with private sector firms to an in-house public function. An AAP is in progress that seeks public agreement with the necessary capital borrowing to support the initiative. The delegation told us that many of the waste management contractors in the region are upset by the lack of opportunity to present a level-ground bid on the service package that is being put before the public for approval. They mention the fact that there has not been an opportunity to bid for some time so that comparative advantages are not capable of being assessed. There are many policy level issues embedded in this situation. Not the least is the advisability of having the public sector actively displace existing private sector businesses using public tax funds and preferential borrowing power. Also the question was posed about the appropriateness of a decision process that is not supported by public tendering to seek alternatives when cost advantages are given as a major reason. These concerns, brought forward by a Chamber of Commerce, deserve in their view to be examined carefully because of the implications for the overall CVRD relationship with the business and investment community.

## **Response to Delegations**

Both of these delegations raised important matters that deserve a thoughtful examination and response from the EDC. They are indicative of the kind of information that may well arise from all delegations that appear before the Commission. Where issues or opportunities arise that have policy or direct action implications we should be seen to provide a timely and substantive response that leads to advice to the CVRD Board. We did exactly that with a recent action item, the proposal from the South Cowichan Chamber of Commerce to go for a component of the hockey tournament. That led to a review of the proposal, a conditional recommendation to the Board, approval by the Board to take action with a financial commitment and triggered a policy direction to pursue sports tourism in general. I believe that we should be taking this kind of systematic action on all substantive presentation made to the Commission, both on those directly consistent with our strategic plan and those that crop up that we did not anticipate in advance. Our usefulness as a commission is tied to our responsiveness to the people who take the trouble to appear at our meetings.

At our January 2013 EDC meeting I would like to see us discuss a systematic protocol for response to delegation proposals or issues that would cause us to undertake the necessary investigations and to make timely decisions on action or policy recommendations to the CVRD Board.

As a suggestion it might go something like this:

**Invitation to or agreement to receive and hear a delegation**

**Discussion of the thrust and importance of issues or opportunities raised**

**Assessment of the importance or urgency of the action and/or policy matters that have been raised**

**Detailed investigation by a task group of the merits of cases made if the EDC judges it to be important**

**Development of action/policy recommendations to the CVRD Board deemed advisable by the EDC**

**Presentation to the Board**

**Tracking of the results with direct feedback to the original presenting delegation.**



D 2

## Request to Appear as a Delegation

### Meeting Information

Request to Address:

☐ CVRD Board

☒ Committee

If Committee, specify the Committee here:

Economic Development Cowichan

Meeting Date: 01/17/2013

Meeting Time: 7:30 AM

### Applicant Information

Applicant Name: Cathy Mailhot

Representing: Tourism Cowichan

(Name of organization if applicable)

As: Marketing Manager

(Capacity / Office)

Number Attending: 1

### Applicant Contact Information

Applicant Mailing Address: 135 Third St

Applicant City: Duncan

Applicant Telephone: 250-510-5586

Applicant Fax:

Applicant Email: cmailhot@cvrd.bc.ca

### Presentation Topic and Nature of Request:

Update Commission members on tourism marketing and development initiatives



R2

## STAFF REPORT

### ECONOMIC DEVELOPMENT COMMISSION MEETING OF JANUARY 17, 2013

DATE: January 9, 2013  
FROM: Geoff Millar, Manager, Economic Development Division  
SUBJECT: Duncan-Cowichan Chamber of Commerce

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#### **Recommendation/Action:**

1. That the Economic Development Commission recommends a seat on the Commission be allocated for an appointee of the Duncan-Cowichan Chamber of Commerce.
2. That the Economic Development Commission recommends an appointee for the Duncan-Cowichan Chamber of Commerce Board of Directors.

#### **Relation to the Corporate Strategic Plan:**

This recommendation supports development of partnerships within the business community that are consistent with several goals in the Sustainable Economic Development Strategy.

- Goal 1 Increase Cowichan's capacity as a place for business; and
- Goal 3 Create a unique sense of place – Strategic Objective of partnering with business organizations;

These goals support the CVRD Corporate Strategic Plan Goal of "A Healthy Economy".

**Financial Impact:** *(Reviewed by Finance Division: N/A)*

#### **Background:**

There are five Chambers of Commerce within the Cowichan Region – Ladysmith Chamber of Commerce, Chemainus and District Chamber of Commerce, Duncan-Cowichan Chamber of Commerce, Cowichan Lake and District Chamber of Commerce and South Cowichan Chamber of Commerce. Collectively the Chambers have approximately 1400 members. I have been meeting with Duncan-Cowichan Chamber President George Gates regarding development of a closer working relationship between Chambers and EDC. George has also been leading an effort to have the five Chambers work cooperatively to the benefit of all their members.

A first step on the Duncan-Cowichan Chamber side is formulating a draft five Chamber Memorandum of Understanding agreement to work together on matters of mutual interest. This would be a positive move towards fostering more collaborative relationships between their members, the Commission and the CVRD. Bringing the five Chambers of Commerce groups together under this type of agreement would make this overall umbrella group one of the largest Chamber organizations in the province.

The seat for the Duncan-Cowichan Chamber of Commerce would eventually become a regional seat for a five Chamber representative once the MOU is finalized and implemented.

The CVRD (and the EDC) is already involved in the Cowichan Region Visitor Centre Project, led by the Duncan-Cowichan Chamber, as the financial conduit for the CVRD contribution of \$293,000 to the project.

The Duncan-Cowichan Chamber of Commerce passed a motion at their December Board meeting to support this initiative and has set aside a seat on their Board of Directors for an EDC representative, either a Commission member or staff person.

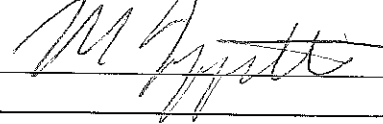
Submitted by,



Geoff Millar, Manager  
Economic Development Division  
Planning & Development Department

GM/jm

Approved by:  
General Manager:



C1

## Judy Mills

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**From:** Judy Mills  
**Sent:** Tuesday, January 08, 2013 9:41 AM  
**To:** Judy Mills  
**Subject:** FW: Economic Development

**From:** Bertsch, Randy [<mailto:RBertsch@iscu.com>]  
**Sent:** Monday, January 07, 2013 7:58 AM  
**To:** Geoff Millar  
**Subject:** RE: Economic Development

Thank you Geoff,

Bill Snell has just advised me he has a conflict for the 17<sup>th</sup> as he also sits on the Board for Children's Health Foundation for Vancouver Island and they have called a special meeting for this day. I am wondering if we are able to postpone our engagement until February. I know Bill really wants to meet with the commission and he is the best person to represent us so am hoping we are able to postpone until next month. Sorry for this challenge.

Regards,

Randy

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**From:** Geoff Millar [<mailto:gmillar@cvrd.bc.ca>]  
**Sent:** Friday, January 04, 2013 12:20 PM  
**To:** Bertsch, Randy  
**Subject:** RE: Economic Development

Happy New Year Randy:

I hope you're keeping well and enjoyed your holiday break.

I'm following up on our email exchange regarding the ISCU delegation to our Economic Development Commission on January 17. I'm not sure how much information I sent you before Christmas but wanted to answer your questions in order.

Commission members ;

Chair – George Robbins – retired, former owner of Westcan Terminals in Cowichan Bay.

Marsha Stanley – partner MNP Duncan office. CA and co-owner of Damali Lavender Farm and Winery.

Roger Hart – retired – former College Administrator and business owner.

Darrel Mansbridge – Acting Campus Administrator VIU and appointee to EDC

Mike Kelly – Planner and partner in planning./tourism consultancy based in Duncan.

Darin George – Cowichan Tribes Councillor and appointee to EDC.

Sandra Goth – proprietor Goth Communications

Blair Herbert – owner principal - Remax Duncan

Russ Jenkins – retired, former forest industry executive.

Robert Radford – retired – former administrator and business manager.

The main mandate for the Commission is to provide advice, suggest direction and offer recommendations to the Regional District board for their consideration regarding the regional economy and means to improve it.

The Commission members have requested information on your view on the financial outlook for the Cowichan Region, any business projections you have for the region or Vancouver island, ISCU perspective on the Cowichan region in general and any other information that you feel might be pertinent for the Commission. This could certainly include information from Helmut Pastrick's earlier presentation in the fall 2012. I did circulate the Power Point from Helmut to all Commission members.

The eight major goals in the newly developed Sustainable Economic Development Strategy are:

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

Please let me know if you need further information and I will submit a delegation info form (as required under CVRD policy). I look forward to having coffee with Bill and/or yourself.

Many thanks Geoff

Geoff Millar  
Manager, Economic Development Division  
Planning & Development Department  
Cowichan Valley Regional District  
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Tel: 250-746-7880 ext 246 Toll Free: 1-866-746-2508 Fax: 250-746-7801



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**From:** Bertsch, Randy [<mailto:RBertsch@iscu.com>]  
**Sent:** Tuesday, December 04, 2012 1:37 PM  
**To:** Geoff Millar  
**Subject:** RE: Economic Development

Hi Geoff,

I have spoken to Bill Snell and he would be pleased to join your group. We do have a few questions though and wonder if you could provide answers to the following;

- 1) Who is on your Commission?
- 2) Can you provide a little more insight as to what you would like us to present.
- 3) How long is your meeting and how long would we have to present

- 4) What is the preferred method to communicate...general discussion, power point presentation or formal presentation

It likely would be helpful for Bill to meet you for coffee to chat about your expectations as well. Look forward to your responses

Randy

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**From:** Geoff Millar [<mailto:millar@cvrd.bc.ca>]  
**Sent:** Saturday, November 24, 2012 3:01 PM  
**To:** Bertsch, Randy  
**Subject:** Economic Development

Hi Randy:

I hope you're keeping well and adjusting to your new quarters in the Duncan Mall. I've been in and used the services at the branch and I'm very impressed.

When we last talked a month or so ago, you mentioned that Island Savings Credit Union could have you and/or your CFO speak to our Economic Development Commission about the Vancouver Island and regional economy from your perspective as the premiere financial institution based on Vancouver Island and answer questions from Commission members.

I'm setting up our Commission meetings and presentations for the New Year and I would like to see if an ISCU representative would be available for our first meeting of the year on January 18, 2013. The meetings take place in the morning beginning at 730am.

I'd be pleased to supply more details or meet in person to discuss what a presentation could look like and to give you background information about our Commission.

Thanks again for bringing Helmut Pastrick to our region to present his outlook for the province and the Island and I look forward to maintaining our relationship with Island Savings Credit Union.

Best regards Geoff

Geoff Millar  
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Planning & Development Department  
Cowichan Valley Regional District  
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