



**ECONOMIC DEVELOPMENT COMMISSION**  
**THURSDAY, FEBRUARY 21, 2013**  
**COMMUNITY FUTURES BOARDROOM, 7:30 AM**  
**135 THIRD STREET, DUNCAN BC**

---

**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 January 17, 2013	3-6
3.	<b><u>BUSINESS ARISING FROM THE MINUTES</u></b>	
	BA1 EDC motion, R2 - Duncan Cowichan Chamber of Commerce	
4.	<b><u>REPORTS</u></b>	
	R1 Geoff Millar, Manager Economic Development regarding Bylaw No. 3671	7-11
	R2 Chair Robbins regarding July, August & September meetings	verbal
	R3 Sub-committee regarding Power Play Strategies proposal	verbal
	R4 Sub-committee regarding farm stays	verbal
	R5 Sub-committee regarding 2012 State of the Economy	verbal
	R6 Geoff Millar, Manager Economic Development regarding "Once upon a day... Cowichan" film premiere	verbal
	R7 Kathy Lachman, Business Development Officer regarding Islands Agriculture Show	verbal
5.	<b><u>CORRESPONDENCE</u></b>	
	C1 Rodger Hart regarding event on co-ops March 1-2, 2013	12-13
6.	<b><u>UNFINISHED BUSINESS</u></b>	
7.	<b><u>NEW BUSINESS</u></b>	
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.	
	CS1 Appointment	
9.	<b><u>ADJOURNMENT</u></b>	

George Robbins, Chair  
Director Kent  
Director Dorey

Marsha Stanley  
Michael Kelly  
Darin George

Roger Hart  
Darrel Mansbridge  
Sandra Goth

Blair Herbert  
Russ Jenkins  
Robert Radford

---

**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, 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, January 17, 2013 at 7:30 am in the CVRD Boardroom, 175 Ingram Street, Duncan, BC.

**PRESENT**

George Robbins, Chair  
Director M. Dorey  
Roger Hart, Sandra Goth, Russ Jenkins, Robert Radford, Blair Herbert, Darin George, Marsha Stanley and Darrel Mansbridge

**ALSO PRESENT**

Directors B. Fraser and I. Morrison  
Cathy Mailhot, Tourism Cowichan Marketing Coordinator  
Mike Tippet, Acting General Manager, Planning & Development  
Geoff Millar, Manager, Economic Development  
Judy Mills, Recording Secretary

**ABSENT**

Director P. Kent, Mike Kelly and Kathy Lachman

**APPROVAL OF  
AGENDA**

**It was moved and seconded that the agenda be amended with the addition of New Business items as follows:**

**NB1 Islands Agriculture Show;**

**NB2 Once Upon a Day Video;**

**NB3 EDC Meetings;**

**NB4 Economic Status Indicators;**

**and that the agenda, as amended, be approved.**

**MOTION CARRIED**

**ADOPTION OF  
MINUTES**

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

**MOTION CARRIED**

**BUSINESS ARISING  
FROM THE MINUTES**

**BA1**

Director Fraser reviewed his suggestion for a systematic protocol for response to delegation proposals or issues that would cause the EDC to undertake the necessary investigations and to make timely decisions on actions or policy recommendations to the CVRD Board.

Discussion took place. Sandra Goth recommended including response to delegate.

**It was moved and seconded to adopt Director Frasers protocol for response to EDC delegations as outlined; invitation/request to appear, discussion and assessment, sub-committee investigation if necessary, development of action/policy recommendations, presentation of recommendations to EDC, implement recommendations if approved, track results and respond to delegate.**

**MOTION CARRIED**

**DELEGATIONS**

**D1 – Tourism  
Cowichan**

Cathy Mailhot, Tourism Cowichan Marketing Coordinator presented a power point on 2012-2013 marketing highlights including overview of print media promotions, tradeshow, website, familiarization tours, stakeholder support and communications, new initiatives, organization and management (2010-2015 Tourism Plan).

It was noted the Seattle tradeshow is the first time tapping the US market since 2008. Go Vancouver Island multi-media campaign targets Alberta market. More to be done to find ways to measure industry and performance. Requisition of \$120,000 is leveraged to approximately \$500,000 budget.

On Thursday, March 14, 2013, Tourism Vancouver Island (TVI) is hosting a Professional Development day at the Cowichan Golf & Country Club. If you are interested to attend, EDC will cover the \$75 registration fee for two members. Please contact Cathy Mailhot at [cmailhot@cvrd.bc.ca](mailto:cmailhot@cvrd.bc.ca).

**REPORTS**

**R1 – EDC  
Appointments**

Geoff Millar reported at the December 12, 2012 Board meeting George Robbins was re-appointed and made Chair of the EDC and Marsha Stanley was re-appointed and is now the EDC appointee on the Regional Agricultural Advisory Commission (RAAC). As well, at the January 9, 2013 Board meeting Darrel Mansbridge was appointed as the VIU interim representative until a new Campus Academic Administrator is hired and Director Mel Dorey was appointed to the EDC and Director Fraser's appointment was rescinded. Roger Hart's term is up for re-appointment at the January Environment Commission meeting.

Thank you letters were sent to Jane Worton and Keith Chicquen for their contribution to the commission.

Darin George advised he will be the First Nations representative until a manager is appointed to the Khowutzun Development Corporation (KDC). KDC will be putting together an economic board with a new vision and there will be opportunity for cross representation.

Darrel Mansbridge reported Cowichan Campus VIU enrollment is up 18%. They are running a culinary program at Providence Farm with plans to open a restaurant. Working on Hospitality Program and developing regional plan. Plan to offer Bachelor of Science & Sustainable Agriculture degree programs. Discussing development of Trade Centre which will require a second building. Innovation Lab is community based and works with business and industry. It was also noted discussions are taking place regarding engaging with Unions and Provincial Government programs.

It was decided Chair Robbins will attend the January 22, 2013 RAAC meeting in Marsha Stanley's absence.

**R2 – Duncan-  
Cowichan Chamber  
of Commerce**

Geoff Millar reported he met with George Gates, President, Duncan-Cowichan Chamber of Commerce regarding Chamber representation on the EDC and EDC representation on their Board of Directors. Two recommendations came forward.

Member discussion took place. It was decided the first recommendation was valuable providing the five Cowichan Region Chambers enter into an MOU. The second recommendation was considered unnecessary as the Chamber appointee could report to the commission and to the Chamber Boards.

It was moved and seconded that the EDC recommend the Board approve the vacant seat on the EDC commission be allocated for an appointee of the Duncan-Cowichan Chamber of Commerce subject to the five Chambers entering a Memorandum of Understanding agreement.

**MOTION CARRIED**

**R3 – Power Play Strategies**

Geoff Millar reported after the Power Play Strategies presentation Mike Kelly, Roger Hart and Geoff Millar met and had a conference call with Bill Roche who offered to provide a formal proposal to the EDC for the Young Entrepreneurs Program. The proposal was received and reviewed and the sub-committee agreed on a recommendation that is included in the January 9, 2013 staff report to the EDC. The motion would require an amendment subject to finance approval which cannot occur until after the 2012 year end is complete.

It was noted that commercial sponsor Coastal Community Credit Union is opening a branch in Duncan this Spring and there may be an opportunity to leverage the EDC involvement in the program. As well, there is opportunity to involve First Nations in the program. Junior Achievement, a complementary program, also has an interest to present to the EDC.

Member discussion took place. It was decided more information is needed regarding competitive comparison, the evaluation process, whether more costs are involved and if the teachers are on board.

Director Morrison left the meeting at 8:49 am.

It was moved and seconded to table the Power Play Strategies Proposal to the February 21, 2013 EDC meeting.

**MOTION CARRIED**

The Chair appointed Robert Radford and Russ Jenkins to serve on the sub-committee in Mike Kelly's absence.

**CORRESPONDENCE**

**C1 – Island Savings Credit Union**

Geoff Millar reported Bill Snell, Chief Financial Officer, Island Savings Credit Union is available to meet with the commission on February 7, 2013 at 8:30 am.

Darin George left the meeting at 9 am.

**UNFINISHED BUSINESS**

**UB1 – Farm Stays**

Blair Herbert reported there was a mini meeting with Mike Tippet, Manager Community & Regional Planning. The CVRD and ALR are reviewing bylaw changes. Variance cost is \$2200. Mike Tippet added preliminary feedback that Directors are supportive but cautious. Happy for applications to come forward regarding community plans but there is no initiative to re-zone at this point. Director Fraser noted the economic side of use of farm land has not been discussed at the Board level.

Chair Robbins formed a sub-committee with Blair Herbert (Chair), Russ Jenkins and Marsha Stanley to bring forward recommendations. Mike Tippet also

expressed interest to participate. Item will be brought forward on the February 21, 2013 agenda.

Discussion ensued. Marsha Stanley left the meeting at 9:15 am.

**UB2 – Proposed  
Automated Curbside  
Collection Program**

Geoff Millar reported electoral consent was received through the Alternative Approval Process (AAP). He will send a follow up letter to the South Cowichan Chamber of Commerce in response to their delegation at the November 15, 2012 EDC meeting.

**NEW BUSINESS**

**NB1 – Islands  
Agriculture Show**

Geoff Millar reported the Islands Agriculture Show is on February 1-2, 2013. EDC has VIP admission passes. Port Alberni is hosting the Welcome Reception on February 1<sup>st</sup> at 4:30 pm. An invitation will be circulated. All members are welcome to attend.

**NB2 – Once Upon a  
Day Video**

Geoff Millar reported Nick Versteeg has produced a world class production entitled Once Upon a Day...Cowichan. A 6 minute highlight will be presented to the CVRD Communications Committee on February 5, 2013. The video will be launched at the Cowichan Theatre on March 7, 2013. There will be a VIP reception beforehand and an invitation will be circulated to all members.

Darrel Mansbridge left the meeting at 9:21 am.

**NB3 – EDC Meetings**

Chair Robbins discussed lengthening the timeline of EDC meetings. Members agreed to extend the meeting to 9:30 am with a time limit on delegations.

Further discussion took place and it was agreed to add general discussion on what members want to accomplish to the February 21, 2013 agenda.

It was noted the 2012 State of Economy was not on the agenda as the updated report has not been completed. The sub-committee (Sandra Goth, Roger Hart, Robert Radford & Geoff Millar) will set a meeting to report at the February meeting.

Blair Herbert left the meeting at 9:37am.

**NB4 – Economic  
Status Indicators**

Director Fraser recommended the state of economy report should lead to some action and provided examples on the hand out circulated.

**CLOSED SESSION**

Not applicable.

**ADJOURNMENT**

It was moved and seconded that the meeting be adjourned.

**MOTION CARRIED**

The meeting adjourned at 9:39 am.

---

Chair

---

Recording Secretary



R 1

## COWICHAN VALLEY REGIONAL DISTRICT

### BYLAW No. 3671

#### A Bylaw to Amend Economic Development Commission Establishment Bylaw No. 2497

**WHEREAS** the Regional Board wishes to amend Economic Development Commission Establishment Bylaw No. 2497 to adjust the quorum requirement and clarify the responsibilities of the Commission;

**NOW THEREFORE** the Board of Directors of the Cowichan Valley Regional District enacts as follows:

#### 1. CITATION

This bylaw may be cited for all purposes as "CVRD Bylaw No. 3671 – CVRD Economic Development Commission Amendment Bylaw, 2013".

#### 2. AMENDMENTS

a) Section 5 c) of Bylaw No. 2497 is hereby deleted and replaced with the following:

5. c) A quorum is five members.

b) Section 6 c) (i) of Bylaw No. 2497 is hereby deleted and replaced with the following:

6. c) (i) upon the request of the Board, matters which may legally or financially bind or commit the Board.

c) Section 6 c) (iii) of Bylaw No. 2497 is hereby deleted and replaced with the following:

6. c) (iii) progress/status reports to the Board.

READ A FIRST TIME this 9<sup>th</sup> day of January, 2013.

READ A SECOND TIME this 9<sup>th</sup> day of January, 2013.

READ A THIRD TIME this 9<sup>th</sup> day of January, 2013.

ADOPTED this 9<sup>th</sup> day of January, 2013.

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Corporate Secretary



## **COWICHAN VALLEY REGIONAL DISTRICT**

**BYLAW No. 2497**

**(As Amended by Bylaws No. 2637, 3183, 3391 and 3671)**

---

**BYLAW NO. 2497**

**– ECONOMIC DEVELOPMENT COMMISSION ESTABLISHMENT BYLAW, 2004**

**CONSOLIDATED FOR CONVENIENCE ONLY  
(JANUARY 9, 2013)**

The amendment bylaws listed below have been incorporated into enactment bylaw No. 2497 for convenience purposes only. Persons making use of the consolidated version of Bylaw No. 2497 are advised that it is not a legal document and that for the purpose of interpreting and applying the law, the original bylaws must be consulted. Certified copies of original bylaws are available through the Corporate Secretary's Office.

**AMENDMENT BYLAW**

**EFFECTIVE DATE**

Bylaw No. 2637  
Bylaw No. 3183  
Bylaw No. 3391  
Bylaw No. 3671

February 23, 2005  
August 13, 2008  
June 9, 2010  
January 9, 2013





## **COWICHAN VALLEY REGIONAL DISTRICT**

**BYLAW No. 2497 - Consolidated for Convenience with  
Amending Bylaws No. 2637, 3183, 3391 and 3671**

### **A Bylaw To Establish An Economic Development Commission For The Cowichan Valley Regional District.**

---

**WHEREAS** the Board of Directors of the Cowichan Valley Regional District has adopted a bylaw to establish and operate economic development as an extended service;

**AND WHEREAS** the Board wishes to establish a Regional Economic Development Commission to direct the function of economic development;

**NOW THEREFORE** the Board of Directors of the Cowichan Valley Regional District, in open meeting assembled, enacts as follows:

#### **1. CITATION**

This bylaw may be cited for all purposes as "CVRD Bylaw No. 2497 - Economic Development Commission Establishment Bylaw, 2004".

#### **2. DEFINITIONS**

In this bylaw:

- a) "Commission" means the Economic Development Commission established by this Bylaw.
- b) "Board" means the Board of the Cowichan Valley Regional District.

#### **3. MEMBERSHIP**

The Commission shall consist of thirteen members, as follows:

- a) Two Commission members shall be Directors of the Cowichan Valley Regional District.
- b) Eleven members shall be drawn from community groups, organizations, or sectors concerned with economic development and growth within the Cowichan Valley Regional District with one member representing regional First Nations communities and one member representing the Environment commission.
- c) All members shall be appointed by Board resolution.

4. **TERM OF OFFICE**

- a) The term of office for Commission members shall be two years.
- b) In the event of vacancy of office, a replacement appointee shall hold office for the otherwise unexpired term of office.
- c) Commission members may be re-appointed for a further term or terms.
- d) The Regional Board may remove from membership any member appointed who has failed to attend three consecutive Commission meetings without good cause.

5. **PROCEDURE**

- a) The Board Chair shall appoint a Chairperson and Vice-Chairperson of the Commission who shall hold office until a successor is appointed.
- b) In the absence of the Chairperson or Vice-Chairperson, the Commission shall elect from the members present a temporary Chairperson for the purpose of that meeting only.
- c) A quorum is five members.
- d) All decisions, resolutions and recommendations of the Commission shall be made by a majority of the members present at the meeting, with each member having one vote.
- e) Where not otherwise covered in this bylaw, the rules of procedure governing Commission meetings shall be those of the current Procedure Bylaw of the Cowichan Valley Regional District.
- f) Minutes shall be kept for all meetings of the Commission, and a copy of such minutes shall be forwarded to the office of the Cowichan Valley Regional District.

6. **RESPONSIBILITIES**

The responsibilities of the Commission shall be as follows:

- a) Support, coordinate and promote economic development efforts within the Cowichan Valley Regional District.
- b) Develop and implement a community economic development strategy that facilitates managed growth, diversification, job creation and long term economic stability for the Cowichan Valley Regional District.
- c) Subject to the provisions otherwise contained in this bylaw, provide the Board with advice by way of:
  - i) upon the request of the Board, matters which may legally or financially bind or commit the Board.

- ii) directing preparation of an annual business/financial plan including a detailed operating budget
- iii) progress/status reports to the Board.

7. GENERAL

All members of the Commission shall serve without remuneration, except for such "out of pocket" expenditures as may have received prior authorization by the Regional Board.

No recommendation of the Commission, or other matter requiring ratification by the Regional Board shall be acted upon until it has been considered by the Regional Board.

8. REPEAL

CVRD Bylaw No. 2095 – Economic Development Commission Establishment Bylaw, and amendments thereto, is hereby repealed.

READ A FIRST TIME this 28<sup>th</sup> day of January, 2004.

READ A SECOND TIME this 28<sup>th</sup> day of January, 2004.

READ A THIRD TIME this 28<sup>th</sup> day of January, 2004.

ADOPTED this 28<sup>th</sup> day of January, 2004.

Mary Marcotte  
Chairperson

J. E. Barry  
Secretary

**Judy Mills**

---

**From:** Roger Hart <roger@island.net>  
**Sent:** Saturday, February 02, 2013 10:47 AM  
**To:** Geoff Millar; Kathy Lachman  
**Cc:** Judy Mills  
**Subject:** Upcoming event on food co-ops, March 1-2 at VIU

Hi Geoff and Kathy:

What a great reception last night! Congratulations to all concerned.

The enclosed just arrived in my mailbox and I thought it might be of interest to both the Ag Show participants and members of the EDC. Please forward if you think it appropriate.

Roger

Begin forwarded message:

**From:** Robert Douglas <douglas.robert.g@gmail.com>  
**Subject:** Upcoming event on food co-ops, March 1-2 at VIU  
**Date:** February 1, 2013 10:20:59 PM PST  
**To:** Robert Douglas <douglas.robert.g@gmail.com>

**Public Talk/Workshop on Building Local Food Co-ops**

**March 1-2, VIU**

As part of an ongoing series to promote co-ops as an effective model of economic development, Cowichan Co-operative Connections is hosting a public lecture, film screening and workshop on food co-ops on March 1-2.

The two-day event, titled ***Stronger Together: How Co-operatives Can Increase Farmer Incomes and Expand the Local Food Sector***, is being sponsored by a number of community partners, including the Cowichan Agricultural Society, the Cobble Hill Women's Institute, Island Savings Credit Union, Vancouver Island University, Viridian Energy Co-operative and the BC Co-operative Association.

On **Friday, March 1**, long-time food activist Heather Pritchard will give a talk on the role co-ops can play in expanding the local food sector. Heather is the farm program manager at FarmFolk CityFolk and co-founder/farmer with Glorious Organics Co-op in the Fraser Valley. The Friday event will also include a

screening of *Food Security: It's In Your Hands*, a documentary film by Nick Versteeg on local farming and food production.

On **Saturday, March 2**, a workshop on building food co-ops will be held at the Lecture Theatre of Vancouver Island University's Cowichan Campus from 9:00 am to 12:00 pm. The workshop will explore a wide range of co-op models and will include presentations and question/answer sessions with Heather Pritchard (FarmFolk CityFolk), Carol Murray (BC Co-op Association) and Chris Diplock (BC Co-op Association). These presentations will introduce the basics of the co-op model; discuss how food processing and other value-added co-ops can benefit farmers; outline the advantages of co-op land trusts and community farm co-ops; and touch on examples of successful farmer co-ops.

If you are a farmer looking to expand your business, or if you are just looking to get started the local food sector, this is an event you won't want to miss.

Admission is by donation and preregistration is not required, however, we would appreciate it if you notified us beforehand if you will be attending the workshop in order to help us with planning.

For more information, please contact Don Skerik at 250-710-4775 or [donskerik@gmail.com](mailto:donskerik@gmail.com)