

Minutes of the Regular Economic Development Commission Meeting held on Thursday, February 21, 2013 at 7:30 am in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

PRESENT

George Robbins, Chair
Director P. Kent
Roger Hart, Russ Jenkins, Robert Radford, Blair Herbert, Michael Kelly

ALSO PRESENT

Dana Thorne, Cowichan Tribes
Tom Anderson, General Manager, Planning & Development
Geoff Millar, Manager, Economic Development
Kathy Lachman, EDC Business Development Officer
Judy Mills, Recording Secretary

ABSENT

Director M. Dorey, Marsha Stanley, Darin George, Darrel Mansbridge and Sandra Goth

APPROVAL OF AGENDA

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

R8 Film Cowichan Update;

R9 Economic Development Readiness Program;

and New Business item as follows:

NB1 Member input;

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 January 17, 2013 be adopted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

BA1 – Duncan Cowichan Chamber of Commerce

Geoff Millar reported he met with George Gates, President of the Duncan-Cowichan Chamber of Commerce and advised the Economic Development Commission wants a Memorandum of Understanding agreement in place between the five Chambers prior to a Duncan-Cowichan Chamber appointment being made to the Economic Development Commission.

REPORTS

R1 – Bylaw No. 3671

Geoff Millard advised on January 9, 2013 the CVRD adopted Bylaw No. 3671 to amend EDC establishment Bylaw No. 2497. Amendments include the following:

1. Section 5 c) Director is no longer required for quorum.
2. Section 6 c) (i) added "*upon the request of the Board*", matters which may legally or financially bind or commit the Board.
3. Section 6 c) (iii) deleted monthly reports and replaced with "*progress/status reports*" to the Board.

R2 – EDC Meetings

Chair Robbins led discussion regarding EDC meeting dates. Members agreed for the Commission to take a recess during the months of July and August 2013 and confirmed the September 19, 2013 meeting date to be unchanged by the UBCM Conference.

**R3 – Youth
Entrepreneurship
Programs**

Roger Hart reported that the Youth Entrepreneurship Subcommittee had been asked to provide more information. Extensive Subcommittee discussions took place with Bill Roche from the PowerPlay Strategies Program and Coastal Community Credit Union. The Subcommittee arranged a presentation with Junior Achievement and then met again to consolidate information gathered. There was questions asked about Coastal Community Credit Union's commitment to the Program and they confirmed \$2500 has been earmarked for the Duncan Program. Geoff Millar contacted the Superintendent of School District #79, Joe Rhodes, who confirmed they are moving forward with this program.

Russ Jenkins gave an overview of Junior Achievement Program. Gail Stroud and Deborah Wakeham, Regional Director, gave presentations. Program is well established and is largest non-profit program in Canada. There are 30,000 BC participants. The program is administered by volunteers and provided at no cost. The manuals are left behind to continue on with the program. They are partnered with many organizations including The Keg Restaurant and Coast Capital Savings Credit Union who have donated \$150,000. An invitation was offered to the Commission to view classroom process April 25, 2013. The program is aligned with the Ministry of Education's curriculum and learning outcomes although we would need to look further into deliverables.

Roger Hart summarized the discussion. The Subcommittee agrees both programs are very good and align with the EDC strategy; endorse both programs; but feels we should not put money into one without putting money into both. Russ Jenkins is reaching out to Junior Achievement regarding partnership branding.

Discussion took place.

It was moved and seconded to express support for both the PowerPlay Strategies and Junior Achievement programs as they are consistent with Economic Development Strategy goal #3 to improve industry-academic links and expand entrepreneurship.

MOTION CARRIED

R4 – Farm Stays

Kathy Lachman circulated a staff report. Blair Herbert reported the EDC and RAAC farm stay Subcommittees held a joint meeting on February 19, 2013. They agreed farm stays are a unique experience for tourists and it is not competitive with hotel accommodations. They also recognized there are challenges and that certain conditions should be considered when allowing farm stays. A joint Subcommittee recommendation was made and will also be brought forward at the February 26, 2013 RAAC meeting.

Discussion took place.

It was moved and seconded to recommend that the Board allow agri-tourism accommodation farm stays by drafting an amendment to the applicable CVRD zoning bylaws to align with the Agricultural Land

Commission regulations under permitted uses; and further, that a letter be forwarded to the District of North Cowichan advising them of this change.

MOTION CARRIED

Geoff Millar will provide a progress update at the March 21, 2013 meeting.

R5 – State of the Economy Report

Subcommittee report was circulated. Robert Radford reported the State of Economy report is meaningful to record progress and report to Board. The indicators are all viable but there is concern regarding information being available to source.

Discussion took place.

It was moved and seconded that the Economic Development Commission approve the EDC State of Economy Subcommittee develop regular annual reports on the CVRD state of the economy.

MOTION CARRIED

It was moved and seconded that the EDC State of Economy Subcommittee collaborate with EDC staff to refine the existing 2012 State of Economy report including a disclaimer and bring back to the Economic Development Commission for approval prior to submitting to the Board.

MOTION CARRIED

R6 – Film Premiere

Geoff Millar reported on March 7, 2013 there will be a film premiere for *Once Upon a Day...Cowichan*. The film has 15 local sponsors. To attend the VIP reception please RSVP to Judy Mills. Media event will be held on February 21, 2013.

Chair Robbins attended the 2012 Vancouver Island Business Excellence Awards in January and noted several businesses within our region won awards:

1. GNB Builders – Best Construction Company of the year & Best Business of the year under 15 employees
2. Wedderspoon – Best Manufacturer of the Year
3. Chemainus Theatre – Best Non-Profit of the year
4. Lush Eco Lawns – Best Green Business of the year

R7 – Islands Agriculture Show

Kathy Lachman gave a PowerPoint presentation on the 2013 Islands Agriculture Show held on February 1-2, 2013. A non-profit society has been formed to administer the show and Kathy Lachman and Geoff Millar are on the Board of Directors. The show was bigger this year with 68 booths and tradeshow attendance was up 50% from last year. There were 16 conference sessions and 190 delegates which is an increase from 148 delegates last year. Alberni Valley was the feature farming community. There was a Young Farmers Program with an open invitation to the school board for free attendance. Stage activities were on-going on both days. There were several concessions including Farm Gate catering. Great media attention from Sun FM who had a booth and did on-site broadcasting. There were over 20 volunteers including 4H Club. There is a video and more information on the website at www.iashow.ca

R8 – Film Cowichan

Geoff Millar circulated an update on the Film Industry in the Cowichan Region. He advised with the 2013 budget constraints, film got cut from the core EDC

budget. It has been put forward as a \$25,000 supplemental item which the senior management team will review and make a recommendation to the Board. We saw huge film activity in January and February 2013 with potential for a TV series. Film Commissioner, Louise McMurray, has interest to form a regional film commission. A tax benefit is offered for filming in rural BC. Tom Anderson noted last year film brought 1.4 million dollars into the region. With all that is going on there is potential. If the film supplemental is approved EDC will continue with 2013 projects.

It was moved and seconded that the Board support the 2013 Economic Development Division supplemental budget item for Film Cowichan in the amount of \$25,000.

MOTION CARRIED

Members requested the update on the Film Industry in the Cowichan Region be distributed with the meeting minutes.

R9 – Economic Development Readiness Program

Director Kent reported that Island Coastal Economic Trust (ICET) launched an Economic Development Readiness Program. It will provide communities, First Nations and non-profit organizations working in economic development with access to up to \$30,000 in matching funding to support eligible projects related to economic development planning and high value investment attraction. The program will provide smaller communities with limited resources the ability to develop economic strategies, develop the tools they need to attract new investment and collaborate with other communities to develop regional strategies and marketing initiatives. The program will also assist larger communities refine their economic development toolbox and improve their competitive position to attract investment to the region. You can apply twice per calendar year. An example is the 7 million dollar Visitor Centre project which is breaking ground in March 2013 at the BC Forest Discovery Centre. Director Kent will provide contact details to Dana Thorne to see if it fits with First Nations 30 year program to build capacity. Program requirement is for expertise which is not currently available.

CORRESPONDENCE

C1 – Co-ops

Roger Hart announced public talk/workshop on Building Local Food Co-ops will be held on March 1-2, 2013 at VIU.

UNFINISHED BUSINESS

Not applicable.

NEW BUSINESS

NB1 – Member Input

Discussion took place regarding separate workshop including planning session and round table input from members.

It was moved and seconded to recommend EDC staff proceed with organizing an Economic Development Commission planning/work session before end of June 2013.

MOTION CARRIED

**RESOLVING INTO
CLOSED SESSION
9:25 AM**

It was moved and seconded that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90 (1) (a) as follows:

(a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality;

MOTION CARRIED

**RISE FROM
CLOSED SESSION
9:30 AM**

It was moved and seconded that the Board rise without report, and return to the Open portion of the meeting.

MOTION CARRIED

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9:32 am.

Chair

Recording Secretary