



ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, JULY 18, 2013
COMMUNITY FUTURES BOARDROOM, 7:30 AM
135 THIRD STREET, DUNCAN BC

AGENDA

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

George Robbins, Chair
Director Kent
Director Morrison

Marsha Stanley
Michael Kelly
Dana Thorne

Roger Hart
Warren Weir
Sandra Goth

Blair Herbert
Russ Jenkins
Robert Radford

DISTRIBUTION:

Full Agenda Package:

DIRECTOR HUTCHINS, CVRD CHAIR
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER
TOM ANDERSON, GENERAL MANAGER, PLANNING & DEVELOPMENT
GEOFF MILLAR, MANAGER, ECONOMIC DEVELOPMENT
KATHY LACHMAN, 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
PETER DE VERTEUIL, ADMINISTRATOR, CITY OF DUNCAN
CATHY ROBERTSON, MANAGER, COMMUNITY FUTURES COWICHAN

Minutes of the Regular Economic Development Commission Meeting held on Thursday, May 16, 2013 at 7:30 am in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

PRESENT

George Robbins, Chair
Director P. Kent
Sandra Goth, Russ Jenkins, Robert Radford, Blair Herbert, Michael Kelly, Marsha Stanley, Dana Thorne and Roger Hart

ALSO PRESENT

Sharon McLeod, Cittaslow Cowichan Bay Society
Bruce Stewart, Cittaslow Cowichan Bay Society
Nick Versteeg, Cittaslow Cowichan Bay Society
Director L. Iannidinardo, Area D, Cowichan Bay
Andy Johnston, Wine Islands Growers Association
Rachelle Rondeau, Planner, Planning & Development Division
Rob Conway, Acting General Manager, Planning & Development
Dave Devana, CAO, Municipality of North Cowichan
Cathy Mailhot, Marketing Coordinator, Tourism Cowichan
Kathy Lachman, EDC Business Development Officer
Judy Mills, Recording Secretary

ABSENT

Director M. Dorey, Darrel Mansbridge and Geoff Millar

**APPROVAL OF
AGENDA**

It was moved and seconded that the agenda be amended with the addition of the following items:

R4 EDC Meetings

NB1 Small Business Park

NB2 EDC Appointment

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 April 18, 2013 be adopted.

MOTION CARRIED

**BUSINESS ARISING
FROM THE MINUTES**

Not applicable.

DELEGATIONS

**D1 – Cittaslow
Cowichan Bay
Society**

Director Iannidinardo introduced Cittaslow Board of Directors; Bruce Stewart, Nick Versteeg and Sharon McLeod, Community Development Coordinator. The Cowichan Bay Society was established in 2009.

Nick Versteeg presented a promotional video. Sharon McLeod and Bruce Stewart presented a power point presentation. Recent accomplishments include community events, new logo, six pillar charter, social media and supporter program. Five year strategy outlined three main areas of focus; Awareness and Communication, Community and Conviviality and History and Tradition.

A request was made for \$12,500 to reach goals. Want to be a role model for other communities striving to be sustainable and need support.

Discussion took place. Chair Robbins explained the organization does not have funds to assist them at this time. Commission recommendations included researching the business improvement areas concept or uniting the community under one enhancement association. Cathy Mailhot, Tourism Cowichan Marketing Coordinator, suggested listing events on the Tourism Cowichan Calendar of Events. Kathy Lachman, EDC Business Development Officer, offered to meet and assess if there are any programs under Economic Development that could assist.

Cittaslow delegates left the meeting.

**D2 – Wine Islands
Growers Association**

Andy Johnston, President, Wine Island Growers Association (WIGA) and Owner, Averill Creek Winery discussed development of the Cowichan Valley as an oenological area. We have a great climate for growing grapes and it is optimal for the Pinot family. Averill Creek Winery recently demonstrated they are a world class Pinot Noir producer. Challenge is marketing the region. Land is affordable and available and there is opportunity to promote investment in China. Need promotional material. There are employment opportunities. Mr. Johnston receives six resumes per week at his winery. Require infrastructure, marketing, sales people and assistance with BC Liquor Distribution Branch (LDB).

WIGA mandate is to promote and develop wine industry in the Cowichan Valley and Vancouver Island through education, programs and conferences. First annual WIGA conference will be held in July 2013 and will host world class speakers. Request was made for funding to provide more speakers.

Discussion took place. Chair Robbins advised there are no funds to assist with speakers however Kathy Lachman, EDC Business Development Officer and President of the Islands Agricultural Show Society offered to meet with WIGA to assist with marketing and promotion. This could include a booth at the upcoming July 2013 conference. Roger Hart also volunteered to assist on behalf of the Commission.

Andy Johnston left the meeting.

REPORTS

**R1 – Green Building
Rezoning and
Private Sector Green
Building Policies**

Rachelle Rondeau gave a power point presentation on draft CVRD Green Building Policies. Options are to promote existing programs and rebates, educate builders and new program development. Held workshop on March 27, 2013 and now looking for feedback from the EDC and Environment Commission. Next step is to present draft policies to Electoral Area Services and Board.

Rob Conway reported it is the interest from CVRD Board to encourage Green Practices. Now have Sustainability Checklist. Builders like that it is incentive based versus regulatory. Permit fees are 1% of construction value and offers future savings up to 30%. Buying a home with certified rating is an advantage for marketing.

Discussion took place. Commission recommended the need to quantify costs and average savings over length of time and communicate short and long term benefits and also expressed concern that the draft policies would not achieve the desired objectives.

It was agreed to table a motion for discussion at the next meeting. Rachelle Rondeau and Dave Devana left the meeting.

R2 – Planning Sessions

Chair Robbins reviewed EDC Planning dates for June 2013. Discussion took place.

It was moved and seconded the Economic Development Commission hold a pre-planning day meeting on Thursday, June 13, 2013 from 7:30 to 9:30 am and a 2013 EDC Planning Session on Thursday, June 20, 2013 from 8 to 11 am.

MOTION CARRIED

R3 – Staff Report

Cathy Mailhot, Tourism Cowichan Marketing Coordinator reviewed the May 16, 2013 staff report regarding the 2013 Cowichan Vacation Guide and the City of Duncan. Discussion took place. Director Kent noted that stakeholder engagement has not been achieved and need to consider as part of work plan. Cathy Mailhot reported that a Tourism Advisory body, which consists of industry representatives, has recently been formed and established priorities. Plan is to meet with Economic Development Commission. Chair advised there is a need to review Tourism process and how it fits with Commission and staff.

It was moved and seconded that the Economic Development Commission refer topic of Tourism to discuss Commission role in upcoming Planning Session on June 20, 2013.

MOTION CARRIED

R4 – EDC Meetings

It was agreed by the members to hold a July EDC meeting and discuss at that time if there will be an Aug EDC meeting or recess.

CORRESPONDENCE

C1 – VIU Invitation

Kathy Lachman advised an invitation has been received by VIU for participants for MBA Mock Interviews and a Business Mixer. Members can RSVP to Julie Goodman, Julie.goodman@viu.ca, if they wish to attend.

UNFINISHED BUSINESS

Not applicable.

NEW BUSINESS

NB1 – Small Business Park

Director Kent advised John Morris has developed concept for small business park using recycled containers and submitted application. It is an opportunity to reuse shipping containers through business incubation program. He is interested to present his concept to the commission via delegation. Photo examples were circulated.

Discussion took place. Members would like more information as to the purpose of the delegation. Supportive of the concept however the Commission has no funds to assist with implementation.

It was agreed that EDC staff will send follow up letters including contact information to today's meeting delegates. Chair Robbins will speak with the Economic Development Manager regarding delegation process and putting this topic on next agenda.

NB2 – EDC Appointment

Chair Robbins reported VIU has hired a new Campus Academic Administrator starting June 17, 2013. Darrel Mansbridge will no longer be attending EDC meetings.

It was moved and seconded the Economic Development Commission recommend to the Board that Warren Weir, Campus Academic Administrator, Vancouver Island University, be appointed to the Economic Development Commission for a term to expire December 31, 2014; and that the appointment of Darrel Mansbridge, Acting Principal, Vancouver Island University, be rescinded.

MOTION CARRIED

CLOSED SESSION Not applicable.

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

MOTION CARRIED

The meeting adjourned at 9:37 am.

Chair

Recording Secretary



STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION MEETING OF JULY 18, 2013

DATE: July 18, 2013

FILE NO: EDCGen

FROM: Geoff Millar, Manager, Economic Development Division

BYLAW NO: 2922

SUBJECT: Economic Development Commission Delegations

Recommendation/Action:

That the Economic Development Commission receives and notes the following as information.

Relation to the Corporate Strategic Plan:

Supports the CVRD Corporate Goal "Support policies and initiatives that strengthen the local economy."

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

Background:

At the May 16, 2013 Economic Development Commission meeting the Commission requested information regarding the CVRD delegation process and that it be brought forward for discussion at the next EDC meeting. The CVRD has a delegation Bylaw No. 2922 that establishes general procedures to be followed by Commissions and Committees as part of conducting their business. Section 14 focuses on delegations and is shown below:

14. DELEGATIONS

- a) An individual or a delegation may address the Committee at a meeting provided written application on a prescribed form has been received by the office of primary responsibility by 1:30 pm, one week prior to the meeting. Each address must be limited to ten (10) minutes unless a longer period is agreed to by unanimous vote of those members present.
- b) The number of delegations permitted at a Committee meeting is two (2).
- c) Where written application has not been received by the office of primary responsibility prior to the close of the application period, or two delegations have already been received for the meeting, an individual or delegation may address the meeting if approved by the unanimous vote of the members present.
- d) The Committee must not permit a delegation to address a meeting of the Committee regarding a bylaw in respect of which a public hearing has been held, where the public hearing is required under an enactment as a pre-requisite to the adoption of the bylaw.
- e) The Committee must not permit a delegation to address the Committee regarding development applications that require public hearings/meetings as part of the regular process.
- f) Delegations requesting to appear on an issue that has already been decided by the Committee or Board may only appear if the delegation has new information to present and may only appear at one subsequent meeting.

In response to my request for clarification on delegations, CVRD Manager of Legislative Services, Joe Barry stated the following:

- a) Anyone can submit an application to appear up to 1:30 pm one week before the meeting.
- b) The number of delegations is limited to two.
- c) If somebody applies after the deadline period and/or you have already reached your maximum number of two, the person can appear at the start of the meeting and request to be added as the third (or fourth, or fifth, etc) delegation.
- d) A unanimous vote is required to add a delegation.
- e) Maximum delegation presentation length is 10 minutes (unless extended by unanimous vote).
- f) A delegation doesn't have to have a request; they can simply present for informational purposes.

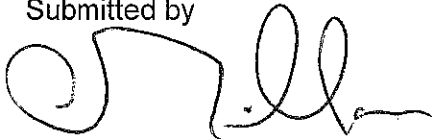
Mr. Barry added, 'In theory, while the bylaw specifically doesn't state this, you would have the discretion of not considering an application that clearly had nothing to do with economic development. If you had a request from a person that clearly isn't related to economic development in the region then sending the applicant away is a reasonable thing to do.'

He added, 'However, if the application is basically related to economic development, then you have to allow them to appear. If you have someone apply and there really is no interest from the Commission to do anything...let the delegation speak, strictly enforce the 10 minute rule, thank them for their presentation and move on to the next item. The Commission is not bound to take any action; hearing them solely as information is fine.'

This information clearly lays out the parameters for delegations and their appearance at EDC meetings. Staff will assess all applications and apply the economic development rule as laid out above. We will encourage applicants to meet with staff, as appropriate, in an effort to reduce the number of delegations appearing at meetings.

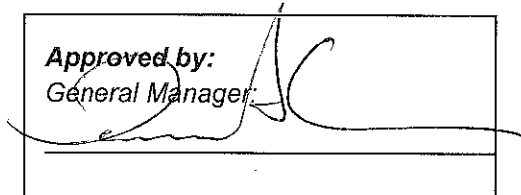
However, it is noted that Commission members wish to encourage a better two way flow of information from the business community, so in the proper circumstances, a delegation appearance is entirely appropriate, sometimes, without a specific request. Unless approved by unanimous vote of EDC members present at a meeting, the ten minute rule should be enforced and staff will monitor the time of each delegation's appearance.

Submitted by



Geoff Millar, Manager
Economic Development Division
Planning & Development Department

Approved by:
General Manager



GM:jm



May 23, 2013

File No: EDCG

Cittaslow Cowichan Bay Society
Attn: Sharon McLeod
PO Box 6
Cowichan Bay BC V0R 1N0

Dear Ms. McLeod:

Re: Economic Development Commission Meeting May 16, 2013

Thank you very much for your presentation to the Economic Development Commission on May 16, 2013. We found your presentation interesting and insightful. As part of your presentation, you made a request for \$12,500 to reach your goals. The Economic Development Commission commends your efforts and the work that you have done, however there are no funds for programs to assist your organization at this time.

Commission recommendations included researching the business improvement areas concept or uniting the community under one enhancement association. Tourism Cowichan Coordinator, Cathy Mailhot suggested listing your events on the Tourism Cowichan Calendar of Events. You can email event information to tourismcowichan@shaw.ca.

Kathy Lachman, CVRD Business Development Officer, Economic Development Division has offered to meet with your organization to assess if there are any programs under Economic Development that can assist you. Congratulations on presenting a great initiative and we wish you all the best in your future endeavors.

Yours truly,

George Robbins
Chair, Economic Development Commission

GR:jm

pc: Geoff Millar, Manager, Economic Development Cowichan

June 6, 2013

File No: EDCG

Andy Johnston, President
Wine Islands Growers Association
6552 North Road
Duncan BC V0R 1N0

Dear Mr. Johnston:


Re: Economic Development Commission Meeting May 16, 2013

Thank you very much for your presentation to the Economic Development Commission on May 16, 2013. We found your presentation interesting and insightful. We recognize the value of the grape and wine industry to our region and the opportunities it can create for investment and employment. We understand that your presentation also included a request for funding, and as discussed there are no funds to assist your organization at this time.

Kathy Lachman, CVRD Business Development Officer and President of the Islands Agricultural Show Society offered to meet with your organization to assist with marketing and promotion. This could include a booth at your upcoming July 2013 conference.

The Commission thanks you for your presentation and understands the value of your initiatives for the Cowichan Region. Kathy Lachman will keep the Commission informed of your upcoming meeting.

Yours truly,



George Robbins
Chair, Economic Development Commission

GR:jm

pc: Geoff Millar, Manager, Economic Development Cowichan



CVRD

STAFF REPORT

**ECONOMIC DEVELOPMENT COMMISSION MEETING
OF JULY 18, 2013**

DATE: July 18, 2013

FILE NO: EDCGen

FROM: Geoff Millar, Manager, Economic Development Division

BYLAW NO:

SUBJECT: Consultants Report

Recommendation/Action:

That the Economic Development Commission receive the consultant's report from Clemens Rettich and further that the Commission form a subcommittee and agree to meet at a date and time to be determined to review and discuss the report and the accompanying recommendations.

Relation to the Corporate Strategic Plan:

Supports the CVRD Corporate Goal of creating a vibrant economy.

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

Background:

The Economic Development Commission met on June 13 and 20, 2013 in sessions facilitated by Clemens Rettich. Mr. Rettich has completed his report and it is attached to this staff report.

Submitted by

Geoff Millar, Manager
Economic Development Division
Planning & Development Department

GM:jm

Approved by:
Général/Manager:

Mission Clarification - "Why Are We Here"

Report by facilitator Clemens Rettich

For CVRD Economic Development Commission

Framework

I was asked by the chair of the Economic Development Commission and the staff of Economic Development Cowichan to spend a couple of mornings with Commission members and other stakeholders to review the mission and direction of the Economic Development Commission (EDC).

The first Thursday morning was spent discussing the personal reasons why people were members, and what they saw from their perspectives as their own roles in the organization. As well we had an open-ended discussion about the promises and challenges of the organization. My own objective in this meeting was to get as much 'flavour' and history as is possible in a couple of hours.

The second Thursday morning was spent with a larger group including representatives from the CVRD and representatives from other interested organizations. There were 24 participants. At this meeting I encouraged a more directed conversation to establish a clear record to identify why the Commission existed. I suggested three questions to explore the problem space under some guidance:

1. What is missing?
2. What could this be?
3. Why are we here?

Day 1.

Members gave the following reasons for giving their time and expertise to the EDC:

- Have a positive economic impact on the community
- Bring positive constructive, and objective solutions to the kinds of thing the EDC was recently criticised for in the press
- Networking for professional and community opportunities
- Be involved in the business community
- Generate a positive future for youth in the valley
- Want to open the valley for business and reduce bureaucracy
- Motivate a thriving business environment
- Advocate for the tourism business
- Improve infrastructure
- To give back to the community through support, coordinate, and advise

Day 2

We began by exploring the “problem space” before leaping into the answer space. Taking the time for the initial questions improves the chances that we will answer the right question when it is time to focus on plans, strategies, and tactics.

1. *The first question posed was: What is missing? This and the next question are a vernacular approach to what is more formally called a Gap Analysis.*

- Clear direction from the CVRD Board
- Communication/engagement with the Board; email responses to close the communication/information loop; clarity around the intelligence role of the Commission to gather statistics and data to improve the Board's decision-making
- Clarity about the Commission's place in the CVRD; including the relationships between CVRD and various bodies (Film, Ec Dev, Tourism Cowichan, etc); a context for our work
- Clarity of what “involved” means if we only have an “advisory mandate”; a purpose beyond a façade or buffer between the business community and the CVRD board
- Depth of understanding by CVRD Board and Cowichan community of the Commission's work; an understanding by the Board of the Commission's individual and collective capacities
- Being / feeling valued by the Board
- Good communication with community
- Capacity; resources; a budget
- Excitement, enthusiasm, commitment, shared goals
- Information on abilities, capabilities and expertise of individual Commission members
- A more complete understanding of economic development by community
- Good data on Cowichan valley economy

2. *The second question posed was: What could this be? Where the first question frames things as a ‘negative’ and in the past/present, this question frames things in the ‘positive/possible’ and moving forward.*

If the Commission could provide the best value given its membership and capacities, it could:

- Provide strong economic foundation for the Cowichan Valley
- Provide good communication
- Change the paradigm for the valley – move forward with knowledge based economic development, enhance special and sustainable values

- Develop a stronger brand – e.g. “best of the good life” vs the current “things look better from here”
- Maximize potential / infrastructure
- Increase the capacity of the CVRD economic development structure; provide tools; provide people; provide intelligence for the Board
- Have the ability to remove economic development barriers
- Be compassionate and purposeful
- Promote the “Eden factor”
- Have the influence with government to reduce red tape
- Have staff and Commission membership expertise fully utilized as front line people in the business community and economic development community
- Support the Board in retaining an economic development lens for decisions
- Support the development of Silicon Valley of Canada
- Promote the message that we care about “you and yours”
- Fully have time to talk about big picture stuff
- Replicate the effort we put with Junior Hockey Championships
- Be the ear for the (small) business voice providing intelligence and feedback
- Be advocates for efficient and friendly government
- Be the catalyst to knit 4 municipalities together with common vision of business success
- Have North Cowichan as an integral player
- Have a significant question to address for each meeting
- Own the mechanism of communication between Commission, Board, and Business Community
- Meet formally (delegations) as well as quarterly informally (no delegations) throughout the year
- Have a PR function; be the conduits back to our constituency (the community at large and the business community specifically)
- Use email appropriately and use appropriate channels to communicate
- Be a force in retention
- Have access to information to do the job
- Play a role in identifying businesses ready to grow or at risk of failing
- Have a bio page on the economic development website
- Be a catalyst for knowledge transfer and innovation
- Act as a resource centre and concierge to provide “customer service” to the business community

3. The third question posed was: Why are we here? If we could fill in the gaps of what is missing, and realize/create what this could be, to what end? What is our role in making an impact on the economic development of the Cowichan Valley?

- To make the Cowichan Valley appealing to business
- To facilitate the process of marketing/branding the Cowichan Valley
- To have an 'honestly biased' voice to decision makers; to have the "coaching role" of providing good information, honest feedback/review, and holding government accountable to constituencies Commission members represent
- To research and debate and make recommendations especially around infrastructure
- To pass forward our opinions and agendas for change
- To act as a resource to front line staff and back up to staff's role in communicating to the Board and government
- To function as advocates for business community; retaining the perspective of the "whole" business community over regional concerns
- To provide committed, embedded leadership (embedded in that members have 'informal constituencies' but no formal representative authority)

More...

Two additional items came up that were not a formal part of this process but should add value.

Tom Anderson offered the following in his role as support to the Commission:

- To develop communication channels
- To meet with Commission and discuss today's outcomes
- To clarify the Economic Development agenda of the Board and the Commission's role in that agenda

It has been suggested the Commission may want to review the language of the Environment Commission Bylaw. I have presented it here as suggested, removing item (b) because it is specific to the Environment Commission (Waste Management monitoring), and otherwise replacing 'Environmental' with 'Economic'. An interesting read results.

- a) Develop an Economic Strategic Plan that will provide strategic guidance on economic issues and responses for the Cowichan Valley Regional District.
- b) [strike]
- c) Undertake specific inquiries aimed at evaluating a major issue or issues affecting the community and the economy and recommending solutions to the Board.
- d) Monitor and advance implementation of the CVRD Economic Strategic Plan and report annually, or as required, to the Board.

Summary

A: What I Heard

The following is **my summary of what I heard** as the main themes of the conversations I participated in.

1. There are complete gaps in the communication cycle. The Commission does not know in any detail what is going on in the business community of the Cowichan Valley. The Commission does not know what the short, medium, and long term agendas of the Board are for economic development in the Cowichan Valley. For work that it has done on behalf of the Board, the Commission has received little or no feedback as to the effectiveness or impact of that work. The business community and the Board have no formal communication channel between them.
2. There is a sense that neither the community nor the Board have a clear grasp of the role and potential of the Commission and its members.
3. There is no clarity whether the Commission's role is strategic or tactical or a mix of the two. The word 'implement' in the Economic Development Commission bylaw suggests some tactical, executive, operational capacity, but it is not matched by a budget or a clear mandate as to what kinds of things it may implement.
4. In the absence of a clear mandate, clear communication, or clearly assigned resources (the Economic Development staff is shared by the Commission, but is not in the direct employ of the Commission) there is a sense of ad hoc meeting agendas, ad hoc projects, and a feeling of drift. What 'direction' is provided often comes in the form of presentations from members of the business community, but even these are not in the control of the Commission.
5. There is a sense of missed opportunity, and underused resources such as time, member expertise, and community engagement. Some members come as representatives of specific constituencies but do not feel those constituencies are well served with the anaemic information and limited networking/intelligence-gathering opportunities provided.
6. There is a Strategic Plan that has mixed levels of respect from the Commission and that has, according to some members, not measurably delivered on stated outcomes.
7. There are other bodies with overlapping and possibly competing agendas as regards the economic development of the Cowichan Valley. Clarification is required on the film, agriculture, and tourism sectors and the roles that staff and Commission have in their development. As a further perceived challenge these bodies also draw on the resources of the paid Economic Development staff (Why would this be a challenge when the work in those sectors is clearly economic development?).

I heard the following as possibilities for the good use of this Commission and its dedicated and passionate volunteer members:

1. To first and foremost make contributions that support the success of existing businesses in the Cowichan Valley, across all communities.
2. To act as an intelligence-gathering body to support the development of strategic plans that governs the actions of the CVRD Board and the Economic Development Cowichan staff.
3. To act as advocates for the business community of the Cowichan Valley and for the community's productive interactions with the Board. This advocacy role would include collecting data from the business community, and taking specific concerns of the community forward to ensure they are considered in the strategic priorities of government.
4. To offer the opportunity to provide appropriate value to members and their informal or formal constituencies through the sharing of emerging business 'news' and opportunities, in a high-value networking environment.
5. To act as partners in the marketing and promotion of the Cowichan Valley, its values for business, and its brand.
6. To act as the "voice" of the CVRD Board in a quasi-PR function for the communication of economic priorities, projects, and accomplishments.

B: I suggest the following actions:

1. Clarify the role of the Commission in relationship to the goals of the Board and in relationship to other Board Commissions. This should include a review of the applicable bylaws, and the overall 'org chart' to determine where the Commission fits in relationship to other organizations. Review the mission and vision of the Commission. I suggest setting up a small working group to work directly with government officials directly responsible for the Commission and its work. (Senior managers at CVRD and EDC staff)
2. Formalize a budget or a clear process for obtaining resources to do effective work in the areas of research, reporting, and promotion. Having identified the work the Commission is to do, tie the required resources to that work.
3. Formalize and significantly improve communication channels between the Commission, the CVRD Board and the business community. Ensure the Economic Development Commission clearly understands the role and relationship of the agriculture, film and tourism work undertaken by the economic development staff and the CVRD Corporate Strategy and the EDC Sustainable Economic Development Strategy.

4. It is my sense that after confirming the exact role of the Commission in the economic life of the Cowichan Valley, creating a high-quality communication culture is the next most important priority coming out of these conversations. Right now there is inadequate 'upstream and downstream' communication between the business community and the Commission, and the Commission and the Board. As well a 'silo' has emerged in the creation of the Agriculture Commission in that the Economic Development Commission has no real say in agriculture related matters. However this is not an area that the Commission can address directly; only suggest to the Board that it have a look at this as it clarifies the Commission's role.
5. In further developing the communication culture, two Commission members sit on other CVRD Commissions (Agriculture and Environment) and I suggest they should present short verbal mini-reports at each regular EDC meeting as a way of updating members on other related activities within those Commissions.
6. As part of the agenda to improve communication it is a direct recommendation that the Commission by policy and in practice review and improve the formal channels used for communication. In particular the use of email to carry on the business of the Commission is inappropriate and should be rethought.

Clemens Rettich
June, 2013

May 23 2013



CITY OF DUNCAN

C1

May 27, 2013

File# 0550-30

Economic Development Commission
135 Third Street
Duncan, BC V9L 1R9

Dear Board Members:

RE: Movie Theatre

I wish to advise that Council, at its May 21, 2013 meeting considered Junior Council's motion that a new location for a Movie Theatre be examined, and that various Movie Theatre companies be contacted and asked whether they would consider locating in the City of Duncan.

Council considered this request but felt that a review and consideration from the Economic Development Commission was more appropriate.

Please address your reply to the 2013 Junior Council, c/o the City of Duncan.

Sincerely

Tricia Mayea
Office Assistant

UBI

May 16, 2013 EDC Meeting

Tabled Motion regarding Green Building Rezoning and Private Sector Green Building Policies

Roger Hart tabled motion that EDC supports the policy in principle but feels the actual policy itself needs some work.