CVRD

ECONOMIC DEVELOPMENT COMMISSION

THURSDAY, OCTOBER 17, 2013
COMMUNITY FUTURES BOARDROOM, 7:30 AM
135 THIRD STREET, DUNCAN BC

AGENDA

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11. CLOSED SESSION

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.

12. ADJOURNMENT

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

George Robbins, Chair	Director Morrison	Sandra Goth	Russ Jenkins
Blair Herbert, Vice-Chair	Marsha Stanley	Roger Hart	Dana Thorne
Director Kent	Michael Kelly	Warren Weir	

DISTRIBUTION:

DIRECTOR HUTCHINS, CVRD CHAIR
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER
MARK KUEBER, GENERAL MANAGER, CORPORATE SERVICES
TOM ANDERSON, GENERAL MANAGER, PLANNING & DEVELOPMENT
GEOFF MILLAR, MANAGER, ECONOMIC DEVELOPMENT
KATHY LACHMAN, EDC BUSINESS DEVELOPMENT OFFICER

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

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, September 12, 2013 at 7:30 am in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

PRESENT

George Robbins, Chair
Director I. Morrison
Sandra Goth, Russ Jenkins, Blair Herbert, Michael Kelly, Marsha Stanley, Dana Thorne and Roger Hart (7:45am)

ALSO PRESENT

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

ABSENT

Director P. Kent and Warren Weir

APPROVAL OF AGENDA

It was moved and seconded that the agenda be approved.

MOTION CARRIED

ADOPTION OF MINUTES

It was moved and seconded that the minutes of the Economic Development Commission meeting held July 18, 2013 be adopted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

None.

REPORTS

R1 – Movie Theatre

Geoff Millar gave an update and will communicate further with the City of Duncan, 2013 Junior Council.

R2 – Subcommittee Report

It was moved and seconded to accept Blair Herbert's subcommittee report with recommendations regarding the Clemens Rettich report.

MOTION CARRIED

It was moved and seconded to recommend the Board Chair appoint Blair Herbert as the Vice-Chair of the Economic Development Commission for a term to expire December 31, 2014.

MOTION CARRIED

R3 – Updates

Marsha Stanley gave an update on the Agriculture Advisory Commission.

Director Morrison gave an update on the Board.

Kathy Lachman gave an update on the Climate Action Project.

Mike Kelly gave an update on the Regional Tourism Advisory Group.

Roger Hart gave an update on the Environment Commission.

Dana Thorne gave an update on Cowichan Tribes.

Geoff Millar gave an update on Co-op's.

R4 – Round Table

Chair Robbins circulated eight goals from Economic Development Strategy.

The following list of items was compiled for further discussion at the next meeting:

Tourism Infrastructure
Food Processing
Marine Hwy
Secondary Manufacturing Forest
Transportation Plan - E&N Island Corridor, Hwys, Marine, Airport
Knowledge Based Industries
Unique Proposition
Promoting area to residents / Tourist in Home Town
Coops
Regulatory barriers to Business & Development
Business Walk – 5 Questions – Intel
Local First – 10% Shift Strategy – Listening to Local Business
CVRD Budget
Social Service Non Profit Sector
Film – Infrastructure
Advocacy for Region
Strategic Partners – Cowichan Tribes, DNC
Agri Tourism
Pilot Training
Bird Watching

CORRESPONDENCE

None.

UNFINISHED BUSINESS

State of Economy to be placed on October agenda.

Geoff Millar will report back on Regional Chambers MOU.

NEW BUSINESS

None.

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9:40 am. Next meeting is on October 17, 2013.

Chair

Recording Secretary

R4

COWICHAN VALLEY REGIONAL DISTRICT
ECONOMIC DEVELOPMENT COMMISSION

SUB-COMMITTEE
FOR THE

State of the Economy Reports
Recommendations

Submitted by Sandra Goth and Russ Jenkins
4 September 2013

State of the Economy Reports - Recommendations

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Forward:

The State of the Economy (SotE) Sub-committee was struck in December of 2012 to review and revise the State of the Economy Report 2012 as submitted by Economic Development Commission (EDC) member Jane Worton in February of 2012 and resubmitted in November of the same year.

Upon its review of the report in December 2012, the EDC expressed a wish to change the language and tone of the report and tasked a sub-committee to effect this change, and re-present the Report to the Commission at the earliest opportunity. Initially, the Sub-committee was comprised of, Sandra Goth, Roger Hart, and Robert Radford. In February 2013, Russ Jenkins agreed to join the Sub-committee and assist in completing the review.

The initial review was conducted by Sandra Goth, Russ Jenkins, and Robert Radford. The revised version of the SotE Report 2012 was approved by the EDC on 18 April 2013 and presented to the Regional Services Board by Sandra Goth on 24 April 2013. Staff advised that the presentation of the Report was "Well received with supportive comments and interesting questions from many Board members" many of which were recorded and distributed to EDC members.

The Sub-committee was directed to develop a new SotE Report for 2013.

To clarify the next steps regarding the development of an SotE, Sub-committee members Sandra Goth, Russ Jenkins, and Robert Radford met on 22 May 2013. Roger Hart was unable to attend due to personal commitments. It was agreed by Sandra Goth and Russ Jenkins that the task, as requested by the EDC, was to develop recommendations for a SotE Report 2013.

At this meeting, Robert Radford tendered his resignation, citing a number of reasons, stating he would be "happy to volunteer my services to help in updating the official goals and objectives of the Economic Development Commission"

Subsequently, Roger Hart withdrew from the Sub-committee task, citing "neither the expertise nor access to the necessary resources' to participate and his desire to work in partnership with Robert Radford preparing "annual reports that show the EDC's progress".

Sandra Goth and Russ Jenkins agreed to meet weekly to establish recommendations for a Terms of Reference (TOR) for the 2013 Report.

Contact was initiated with six (6) of the seven (7) other Regional Districts on Vancouver Island to determine their approach and status to reporting on their current state of the economy. Five (5) responded with information that was most helpful. It was expected that contact would be made with other Regional Districts where the population and other characteristics reflected those of the CVRD.

Statistics Canada was investigated as the primary source for the required information for future SotE Reports for the CVRD. It is apparent that the new regulations for Statistics Canada may have an adverse impact on the costs and ability to extract relative information.

The 13 and 20 June 2013 planning sessions facilitated by Clemens Rettich Business Consulting Ltd., may change how the EDC defines its role and therefore affect how the EDC goes forward with reports such as the SotE.

Executive Summary:

The Sub-committee for development of the State of the Economy Reports makes the following recommendations for consideration of the EDC:

- The State of the Economy Report (SotE) will be a vibrant and dynamic document that will be the foundation for other deliverables of the Economic Development Commission (EDC) and Economic Development Cowichan Work Plan.
- The SotE will be the source for statistical information and present realities that are the drivers and constraints of economic development in the Cowichan Valley Regional District (CVRD).
- It will provide a context for future economic development activities.
- The production of the SotE will be sufficiently resourced to ensure content that is reliable and useful in understanding the present economic environment of the CVRD.
- The SotE will include a trends analysis to answer the 'what next' and 'so what' considerations for the Board of Directors and staff.

The Recommendations:

- The SotE will be a foundation document for other deliverables of the EDC and Economic Development Cowichan.
- The SotE will be prepared every 5 years following on the most recent census and updated with new information as and when requested.
- The Sustainable Economic Development Strategy (SEDS) will flow from the SotE.
- Progress of the SEDS will be monitored by the EDC at least annually and possibly quarterly.
- The Economic Development Work Plan for CVRD staff will draw from the SotE and the SEDS.

Vision / Objectives:

- To be a dynamic and vibrant document that will describe the present state of the economy based on statistical evidence and realities of the communities, incorporated and unincorporated, within the CVRD.
- It will contain illustrative stories of the economic creativity within the CVRD.
- The beauty of CVRD will be illustrated through photographs and local artwork.

Terms of Reference for a State of the Economy Report:

- The document will identify activity within the geography and the demographics that must be considered when planning for economic development in the region.
- The statistical reporting will be based on the most recent census as reported by Stats Canada, including BC Stats, Service Canada, Vancouver Island Real Estate Board (VIREB), etc.
- Benchmarking comparisons to other regions on Vancouver Island, and select regions of British Columbia will be incorporated into the Report.
- All other statistics will be referenced.

Frequency:

- Each SotE will be a vibrant and dynamic document which will capture the most up to date statistics, community profiles, and trends of the region.
- The SotE will be prepared every 5 years following on the release of the new census numbers, with the most up to date statistics, community profiles, and trends of the region.
- The SotE will be revisited as required to ensure the current state of the CVRD is accurately reflected.
- Changes may occur in the structure of the SotE to accommodate new economic impacts to the CVRD.

Participation:

- The EDC will appoint commission members to a sub-committee to give input into the development of the framework for each separate SotE Report
- The sub-committee will provide progress reports at each regular meeting of the EDC.

Resourcing:

- The Board of Directors will commit the appropriate funds and other resources, including staff and/or consultants, to ensure a timely, well-informed, and useful document.

Timeline:

- An SotE Sub-committee will be formed by the EDC to provide leadership for the development the SotE no later than November of the year to be studied.
- The draft SotE will be completed to meet the budgetary and time constraints of the staff Work Plan.
- The draft SotE will be presented by the end of February to the EDC for initial approvals.
- The EDC will then instruct the Sub-committee to present the SotE by the end of March to the CVRD Board for approval.
- The final document will be ready for publication within thirty days of presentation to the Board.
- Following acceptance of the final document, the SotE Sub-committee will be disbanded.

Documents:

A list of key documents will be referenced for the production of SotE reports, for example:

- The CVRD By-Law No. 2497 Economic Development Commission Establishment Bylaw, 2004 - (As Amended by Bylaws No. 2637, 3183, 3391, and 3671).
- The previous State of the Economy Report
- The most current Sustainable Economic Development Strategy
- The most current Economic Development Cowichan Work Plan
- Reports from other jurisdictions, e.g.:

- ✓ Other Vancouver Island jurisdictions
- ✓ Reports from CVRD communities
- ✓ Other British Columbia Regional District Reports

- There will be a list of hyper-links to key documents considered in the development of the SotE.

References

Regional District Reports and Publications

1. RDN Economic Development Strategy Report 2011
2. RDN Profile of Demographic and Economic Trends 2010
3. RDN Business Information Guide 2010
4. RDN A Clean Technology Hub
5. RDMW Economic Development Map and Analysis 2012
6. RDMW Regional Profile 2009
7. RDMW regional Strategy 2013-14
8. SRD Strategic Plan Summary Report 2012

Websites

1. http://en.wikipedia.org/wiki/List_of_regional_districts_of_British_Columbia
2. http://www.acrd.bc.ca/
3. http://www.crd.bc.ca/
4. http://www.comoxvalleyrd.ca/
5. http://www.cvrd.bc.ca/
6. http://www.rdmw.bc.ca/
7. http://www.vancouverislandnorth.ca/
8. http://www.rdn.bc.ca/
9. http://investnanaimo.com/
10. http://www.strathconard.ca/siteengine/activepage.asp?PageID=1

Reports and Publications:

1. Corbett, Anne and James M. Mackay. Guide to Good Governance, Not-for-Profit and Charitable Organizations, Ontario Hospital Association, April 2009, pp. 153-154. Used with permission.
2. ICE T Annual Report 2011/2012

Presentations:

1. Economic Development Cowichan, Regional Economic Overview, "Cowichan Progress" 2008
2. Economic Development Cowichan, Economic Development Plan 2010

Appendices

A. SotE Indicators:

The indicators below include those found in the CVRD SOE 2012, the NRD website Southern Community Economic Development, and the authors suggestions.

Sources

- Sources of information are extremely important
- Should be shown for all statistics used or referred to in the document

Common comparisons

- Historical, e.g. last census vs current
- By city, district, and electoral area within the regional district
- National
- BC
- Other Vancouver Island Regional districts
- Other provincial Regional Districts with similar population, area, and economic diversity

Projections

- Source of projections and reason or discussion where available

1) **Population**
   - By city, district, and electoral area in the regional district
   - History to show growth – current census vs previous
   - Age groupings e.g. 0-5, 6-14, 15,-24, 25-44, 45-64, 65+
   - Migration – international, interprovincial, intra-provincial, in-migration (calculated using the above three indicators)
   - Demographics of migration
   - Family structure
   - Marital status
   - Households
2) **Workforce**
   - By percentage of population
   - By sex
   - By city, district, and electoral area in the regional district
   - Businesses by number of employees
   - Businesses by type of business
   - Average personal income
   - Average household income
   - Average labour force income
   - Employment / unemployment rate
3) **Business Growth**
   - Business licences by industry
   - New business incorporation 2001-2011 by region
   - Business failure by region
   - Net business growth
   - Job creation

- Economic Diversification (measure sectors and changes in sectors over time by % of firms and employment to monitor economic diversification).
- Retail sales in CVRD per capita vs provincial, national averages

4) **Investment**
   - Commercial
   - Industrial Construction
   - Land available for industrial use
   - Land available for agriculture
5) **Construction** –
   - Building permits
     - Residential, non-residential, total
     - By year 2004-2011
     - By value
     - Residential number of housing units
   - Housing starts
   - Total housing stock
   - Assessed property values by city, district, and electoral area in the regional district
6) **Taxes**:
   - Residential, non-residential
   - Mill rates in Duncan, Ladysmith, Lake Cowichan, North Cowichan with comparisons
   - Historical
7) **Forestry**
   - Percentage of RD economic base
   - Firms ranked by size, employees, sales
   - Employment statistics
   - labour force income
8) **Agriculture**
   - Percentage of RD economic base
   - number of farms in the CVDR 2001, 2006, 2011
   - By size of operation
   - Gross farm receipts
9) **Tourism**
   - Percentage of RD economic base
   - Employees
   - Labour force income
   - Rooms
   - Room revenues
   - Visits to Cowichan Region Visitor Centres
10) **Film**
    - Percentage of RD economic base
    - Number of films
11) **Social Services**
    - Child Care
    - (Complete list)

B. List of Current Regional Districts

Div.	Population (2011)	Area (km²)	Density (/km²)	Head office location	Name
1	31,061	6,588	4.7	Port Alberni	Alberni-Clayoquot
2	39,208	73,361	0.53	Burns Lake	Bulkley-Nechako
3	359,991	2,340	153.8	Victoria	Capital
4	62,392	80,609	0.77	Williams Lake	Cariboo
5	3,206	24,492	0.13	Bella Coola	Central Coast
6	58,441	22,095	2.6	Nelson	Central Kootenay
7	179,839	2,905	61.9	Kelowna	Central Okanagan
8	50,512	28,929	1.7	Salmon Arm	Columbia-Shuswap
9	63,538	1,701	37.4	Courtenay	Comox Valley
10	80,332	3,475	23.1	Duncan	Cowichan Valley
11	56,685	27,543	2.1	Cranbrook	East Kootenay
12	277,593	13,335	20.8	Chilliwack	Fraser Valley
13	91,879	50,676	1.8	Prince George	Fraser-Fort George
14	2,313,328	2,883	802.5	Burnaby	Greater/Metro Vancouver
15	37,361	104,461	0.36	Terrace	Kitimat-Stikine
16	31,138	8,082	3.9	Trail	Kootenay Boundary
17	11,506	20,244	0.57	Port McNeill	Mount Waddington
18	146,574	2,038	71.9	Nanaimo	Nanaimo
19	81,237	7,503	10.8	Coldstream	North Okanagan
20	5,578	85,111	0.07	Fort Nelson	Northern Rockies
21	80,742	10,414	7.8	Penticton	Okanagan-Similkameen
22	60,082	117,391	0.51	Dawson Creek	Peace River
23	19,906	5,075	3.9	Powell River	Powell River
24	18,784	19,781	0.95	Prince Rupert	Skeena-Queen Charlotte
25	38,170	16,310	2.3	Pemberton	Squamish-Lillooet
26	629	118,663	0.01	(n/a)*	Stikine Region
27	43,252	18,278	2.4	Campbell River	Strathcona
28	28,619	3,777	7.6	Sechelt	Sunshine Coast
29	128,473	44,448	2.9	Kamloops	Thompson-Nicola

* The Stikine Region is not officially classified as a regional district,[2] and is administered directly by the provincial government.

C. Potential Contact List of Regional Districts

Contact was intended to reach Vancouver Island Regional Districts and those other Regional Districts where the population and other characteristics reflected those of the CVRD.

Div.	Population (2011)	Area (km²)	Density (/km²)	Head office location	Name
10	80,332	3,475	23.1	Duncan	Cowichan Valley
Vancouver Island					
1	31,061	6,588	4.7	Port Alberni	Alberni-Clayoquot
3	359,991	2,340	153.8	Victoria	Capital
9	63,538	1,701	37.4	Courtenay	Comox Valley
17	11,506	20,244	0.57	Port McNeill	Mount Waddington
18	146,574	2,038	71.9	Nanaimo	Nanaimo
27	43,252	18,278	2.4	Campbell River	Strathcona
Other Regional Districts for potential contact					
6	58,441	22,095	2.6	Nelson	Central Kootenay
8	50,512	28,929	1.7	Salmon Arm	Columbia-Shuswap
11	56,685	27,543	2.1	Cranbrook	East Kootenay
19	81,237	7,503	10.8	Coldstream	North Okanagan
21	80,742	10,414	7.8	Penticton	Okanagan-Similkameen
Not contacted					
2	39,208	73,361	0.53	Burns Lake	Bulkley-Nechako
4	62,392	80,609	0.77	Williams Lake	Cariboo
5	3,206	24,492	0.13	Bella Coola	Central Coast
7	179,839	2,905	61.9	Kelowna	Central Okanagan
12	277,593	13,335	20.8	Chilliwack	Fraser Valley
13	91,879	50,676	1.8	Prince George	Fraser-Fort George
14	2,313,328	2,883	802.5	Burnaby	Greater/Metro Vancouver
15	37,361	104,461	0.36	Terrace	Kitimat-Stikine
16	31,138	8,082	3.9	Trail	Kootenay Boundary
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22	60,082	117,391	0.51	Dawson Creek	Peace River
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24	18,784	19,781	0.95	Prince Rupert	Skeena-Queen Charlotte
25	38,170	16,310	2.3	Pemberton	Squamish-Lillooet
26	629	118,663	0.01	(n/a)*	Stikine Region
28	28,619	3,777	7.6	Sechelt	Sunshine Coast
29	128,473	44,448	2.9	Kamloops	Thompson-Nicola

R5

CVRD

STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION MEETING OF OCTOBER 17, 2013

DATE: October 1, 2013 **FILE NO:** EDCGen

FROM: Geoff Millar, Manager, Economic Development Division

SUBJECT: Commission Member Reports

Recommendation/Action:
That Commission members appointed from or employed by specific agencies/organizations report on their agency/organization activities in an allotted time of no more than five minutes unless otherwise requested.

Relation to the Corporate Strategic Plan: N/A.

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

Background:
The Economic Development Commission has requested that time be allowed at each Economic Development Commission meeting for reports from Commission members appointed to or employed by specific agencies/organizations.

Commission members to report:
1. CVRD Director update – Directors Phil Kent and/or Ian Morrison
2. Regional Agricultural Advisory Commission - Marsha Stanley
3. Regional Tourism Advisory Group - Mike Kelly
4. CVRD Environment Commission - Roger Hart
5. Cowichan Tribes - Dana Thorne
6. Vancouver Island University - Warren Weir

Submitted by,

Geoff Millar, Manager
Economic Development Division
Planning & Development Department

Approved by:
General Manager

GM/jm

R6

CVRD

STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION MEETING OF OCTOBER 17, 2013

DATE: October 1, 2013 **FILE NO:** EDCGen

FROM: Geoff Millar, Manager, Economic Development Division **BYLAW NO:**

SUBJECT: Round Table Topics for Discussion

Recommendation/Action:
That Commission members allocate thirty minutes for discussion of items relevant to the regional economy using a 'Round Table' format.

Relation to the Corporate Strategic Plan: N/A.

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

Background:
The Economic Development Commission has requested that time be allocated at each Economic Development Commission meeting for 'Big Picture' thinking.

At each Commission meeting, each member may bring forward an item relevant to or impacting the regional economy for further discussion or for information purposes. Time allocated for this Round table discussion will be thirty minutes.

At the September 2013 Commission meeting, members developed a list of Round Table discussion items and requested that this list be further refined through in-depth discussion at the October 2013 meeting. The list of items is below:

1. Tourism Infrastructure
2. Pilot Training
3. Bird Watching
4. Food Production
5. Marine Highway
6. Secondary Manufacturing Forestry
7. Transportation Plan - E&N, Island Corridor, Highways, Marine, Airport
8. Knowledge Based Industries
9. Unique Proposition
10. Promoting area to residents / Tourist in Home Town
11. Co-ops
12. Regulatory barriers to Business & Development
13. Business Walk – 5 Questions – Intel
14. Local First – 10% Shift Strategy – Listening to Local Business
15. CVRD Budget
16. Social Service Non Profit Sector
17. Film – Infrastructure
18. Advocacy for Region
19. Strategic Partners – Cowichan Tribes, District of North Cowichan
20. Agri Tourism

Submitted by,

Geoff Millar, Manager
Economic Development Division
Planning & Development Department

Approved by:
General Manager

GM/jm