



ECONOMIC DEVELOPMENT COMMISSION MEETING

July 16, 2009

10:00 AM – Johel Brothers Contracting Ltd.
8800 North Shore Road, Lake Cowichan

AGENDA

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| 2. | <u>ADOPTION OF MINUTES:</u>
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| 3. | <u>BUSINESS ARISING FROM THE MINUTES:</u> | |
| 4. | <u>DELEGATIONS:</u> | |
| 5. | <u>CORRESPONDENCE:</u> | |
| 6. | <u>REPORTS:</u> | |
| | R1 EDC Mid Term Report | 5-17 |
| | R2 Projects Update | Verbal |
| | a)Clean Technology | |
| | b)Area Agricultural Plan | |
| | c)Tourism | |
| 7. | <u>UNFINISHED BUSINESS:</u> | |
| 8. | <u>NEW BUSINESS:</u> | |
| 9. | <u>CLOSED SESSION:</u> | |
| 10. | <u>ADJOURNMENT:</u> | |

Dave Johel, Chair
Dave Jackson, Vice-Chair
Director Kent
Director Cossey

Wade Simmons
George Robbins
Maria Lauridsen
Michael Kelly

John Morris
Pat Foster
Bruce Sampson

Minutes of the regular meeting of the ECONOMIC DEVELOPMENT COMMISSION held at Community Futures Cowichan Boardroom on May 14, 2009 at 7:30 am.

PRESENT: Chair Dave Johel
Director Cossey
Director Kent
George Robbins
Maria Lauridsen
Mike Kelly
Pat Foster

ALSO

PRESENT: Director Kuhn
Director Morrison
Geoff Millar, Economic Development Manager
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: Vice-Chair Dave Jackson
Wade Simmons
John Morris
Bruce Sampson

**APPROVAL
OF AGENDA**

One addendum was added to Reports. NB3 will be discussed under R2 b).

It was moved and seconded that the agenda be accepted.

MOTION CARRIED

**ADOPTION OF
MINUTES**

It was moved and seconded that the minutes of the March 13, 2009 Regular EDC meeting be accepted.

MOTION CARRIED

**BUSINESS ARISING
OUT OF MINUTES**

Not applicable.

DELEGATIONS

Not applicable.

CORRESPONDENCE

Not applicable.

REPORTS

**R1
Tourism Cowichan**

a) Redevelopment Plan – The EDC Manager presented a power point presentation on the Duncan Tourism Development Plan.

Update

The City of Duncan recently completed the Duncan Tourism Development Plan 2009-2014 which involves regional implications. A copy of the March 19, 2009 letter addressed to the CVRD Chief Administrative Officer re Tourism Cowichan governance from the City of Duncan was distributed. As well, a memo to the Economic Development Commission from the EDC Manager which outlined the General Report recommendations and EDC recommendations for Tourism restructuring. It was noted the Tourism BC Foundations Program will assist by providing the Implementation Facilitator to create the Regional Plan.

b) Recommendations to the CVRD Board

It was moved and seconded to plan for and initiate the process of restructuring Tourism Cowichan and establish a new Tourism Cowichan Council to replace the existing committee.

MOTION CARRIED

It was moved and seconded to appoint Mike Kelly to sit on the Community Working Committee for the Regional Tourism Development Plan on behalf of the Economic Development Commission.

MOTION CARRIED

Director Cossey left at 8:30 am.

**R2
Projects Update**

- a) Clean Technology Study – The Business Development Officer gave an update and handout. EDC is moving forward with phase two, bio-energy cluster development. Plans include value of opportunities of waste products, form a Green Building Component Committee and put together a Clean Technology Industry Association. Sub regional plans will be reviewed for matching opportunities.

Ian Morrison left at 8:50 am.

- b) Area Agricultural Plan – The Economic Development Manager gave an update. From the Ground Up is interviewing Farmers and attending Farmer's Institute meetings. There is a media launch on May 14, 2009 at Averill Creek Vineyard. The study is expected to be completed before the end of the year.

**R3
Chinese Delegation**

Mayor Kent reported he met with the Chinese delegation. They were here on State business and interested in high level investments such as pulp mills and ports. An invitation was extended to join their delegation to discuss trade opportunities. They do plan to visit again.

**UNFINISHED
BUSINESS**

Not applicable.

NEW BUSINESS

**NB1
EDC Bylaw Revisions**

A memo was distributed to the EDC from the Economic Development Manager regarding EDC by-law revisions. Recommendations were discussed.

It was moved and seconded the Economic Development Establishment By-Law #2497 be revised to read under Section 3-Membership:

"The Commission shall consist of 13 members as follows:

a) Two Commission members shall be Directors from 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.

c) All members shall be appointed by Board resolution.

d) Of the eleven members from the community, one member shall be appointed by the CVRD Board representing regional First Nations communities and one member shall be appointed annually by the Environment Commission."

MOTION CARRIED

**NB2
EDC Business Cards**

Business cards were handed out for each of the Economic Development Commission members.

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was moved and seconded that the Regular meeting adjourn.

MOTION CARRIED

The meeting adjourned at 9:18 am. Next meeting is scheduled for July 16, 2009.

Certified Correct:

Chairperson

Secretary

Dated: _____



Economic Development Cowichan
Mid Year Report 2009
Cowichan Region
Economic Development Commission



Mandate

Economic Development Cowichan provides
economic development, tourism marketing
and film attraction services for the
Cowichan Valley Regional District



EDC Services

Balanced Approach to Economic Development

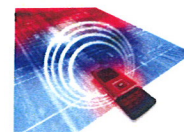
- Business Retention and Expansion
- Business Attraction
- Community Development



Economic Development

Priorities for 2009

- Business Retention and Expansion
- Area Agriculture Plan
- Clean Technology
- Sub-Regional Plans



Tourism and Film



Priorities for 2009

- Tourism Infrastructure and Product Development
- Tourism Marketing
- Film Development and Production Attraction



Business Retention and Expansion

Work with existing businesses to expand their markets

Work with new businesses to create business plans and access financing



Economic Development Cowichan

Let us help you grow your business

Economic Development Cowichan has programs and services to help make your business successful in these challenging economic times

We can assist you with:

- Finance and marketing
- Access to new markets and customers
- Employee attraction and retention

To find out how we can help, contact:
Kathy Lachman,
Business Development Officer
at **250-746-7880** or
email klachman@cvrd.bc.ca

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



Area Agriculture Plan



An Economic Development Cowichan partnership to create an Area Agriculture Plan:

The plan will demonstrate

- Economic,
- Environmental,
- Cultural and
- Sustainable community development benefits based on a vibrant agricultural sector.

What Will the Area Agriculture Plan Do?

- Propose a vision for agriculture in the Cowichan Region.
- Provide guidance on how the vision and plan shall be clearly articulated through policy and governance opportunities, including recommendations for development of community plans.
- Identify changes in farm business management, which could be implemented by individual farmers and/or by farmers' organizations.

What Will the Area Agriculture Plan Do?

- Provide guidance to identify what the Regional District can do to encourage agricultural activity within and outside of the ALR and to help agriculture compete with other uses for a limited land base
- Provide suggestions to address current issues and to develop policies that ensure a strong future for agriculture
- Create an inventory of local agricultural products and agricultural land use

What Will the Area Agriculture Plan Do?

- Suggest strategies to attract young (and/or new) farmers to the local agricultural sector
- Create tools by which the Cowichan Valley Regional District can make decisions concerning the loss of agricultural lands and agricultural uses
- Suggest strategies to attract new investment (locally and from outside the area) that will result in growth of both primary agriculture and value added production

Clean Technologies



EDC sees Clean Technology as an emerging sector and one that is suitable for business attraction and investment.

Clean Technology is important because:

- It is seen as an economic driver and an opportunity to diversify the economy
- Environmental considerations in the region prevent traditional smokestack type development- Clean Technology is seen as a positive sector for attraction
- Clean energy investment in U.S. reached 2.7 billion in 2007



Clean Technologies-Recommendations

1. Cluster development strategy targeting advanced building components and bio-energy
2. Development of a Cowichan Region Clean Technology Advisory Council
3. Undertake review of local bylaws and regulations to ensure positive environment for clean technology companies
4. Formation of Advanced Building Components Association
5. Development of Clean Technology Development Initiative

Clean Technologies- Next Steps

Formation of Cowichan Bio-energy Team

- Made up of government and industry stakeholders
- Team is looking at:
 - Bio-energy opportunities in:
 - Waste wood fibre
 - Municipal waste to energy
 - Agriculture waste



Clean Technologies- Phase Two

Phase Two of the project is to:

- Identify specific clean technology companies
- Understand their needs
- Develop marketing plan based on matching their needs with our competitive advantages



Film Cowichan- 2009



Film attraction is a priority in 2009

- Bay Film Studios, first full scale film studio outside Metro Vancouver (\$3.2 mil+ investment in the region to December 2008)
- Vancouver Island University Orientation to Film Courses
- Fifth Annual Cowichan International Aboriginal Film Festival
- A number of labour market and film development projects are planned for 2009-2010



Film Cowichan- 2009



- Feature film production underway in June-July shooting in various Cowichan locations.
- Two cooking-culinary shows in production at Bay Film Studios.
- Job Creation Project underway to work with youth and emerging film makers in the region, with a focus on First Nations film makers.
- Cowichan International Aboriginal Film Festival one of the top emerging festivals in Canada. (CTV now major sponsor for 2010)
- The goal of Film Cowichan is to create a Film Culture in the Region leading to year round opportunities and employment.



Tourism Cowichan Marketing

Tourism Cowichan Goals (2009-2010)

- Continue to create awareness and boast about the uniqueness of Cowichan product offerings
- Maximize leverage and participation with partners and stakeholders
- Create better tourism products and services through education and promotional support
- Create new Tourism Cowichan structure with dedicated representation from Tourism stakeholders

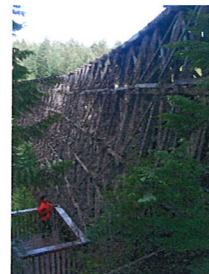


Tourism Cowichan Marketing



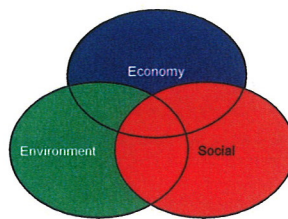
Market existing tourism product

- Tourism Fulfillment Advertising
- Develop and support Cowichan Publications and Collateral
 - Travel Planner; Free Regional Map; BC Ferries rack card; Wine and Culinary Festival Card
- Advertising in Key Markets
- Public Relations –Festivals, Attractions and Events



Partnerships

- ❖ Partnerships are key to the success of our organizations
- ❖ Recognize that economic development is not done in isolation



*Areas of overlap
are opportunities
for collaboration*

Sub Regional Plans



- EDC has developed a process to incorporate regional differences and priorities into the business planning process to enhance economic development services to the whole region.
- Five sub-regional plans are proposed or in place and include:
 - Ladysmith,
 - Cowichan Lake,
 - City of Duncan,
 - North Cowichan and
 - South Cowichan.



Sub Regional Plans



Community Based Planning

A planning process that emphasizes:

- Outreach to engage all stakeholder groups
- Focus on explicit values
- Inclusive process
- Broad access and means to participate
- Broad community participation

Community Based Planning



Cowichan Community Based Planning

- Define Community Values
- Evaluate Current Conditions (SWOT)
- Define/Refine Mission and Goals
- Identify Options
- Evaluate/Select Option/s
- Implement
- Monitor and Adjust Planning Elements

Constituents Informed and Engaged at Every Step

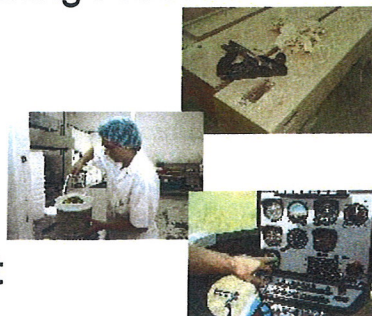
Community Based Plan - Process

- Formation of a Community Economic Development Team
- Team will garner input from residents and businesses on economic development priorities
- Priorities will be incorporated into an economic development plan with short, medium and long term goals
- Plan can then be adopted into Economic Development Cowichan business plans, local government OCP, used to review existing policy and bylaws, and ultimately used to attract additional businesses

Economic Development Community Based Planning

Economic Development Planning Process:

- Outreach
- Focus
- Inclusivity
- Accessibility
- Community Engagement





Thank You
Economic Development Cowichan

