



## ECONOMIC DEVELOPMENT COMMISSION MEETING

August 19, 2010

7:30 AM – Community Futures Board Room  
135 Third Street, Duncan, BC, V9L 1R9

---

### AGENDA

	PAGES
1. <b><u>APPROVAL OF AGENDA:</u></b>	1-2
2. <b><u>ADOPTION OF MINUTES:</u></b> EDC Meeting Minutes of June 17, 2010	3-5
3. <b><u>BUSINESS ARISING FROM THE MINUTES:</u></b>	
4. <b><u>DELEGATIONS:</u></b> D1 Cathy Robertson, Manager, Community Futures Cowichan Update	
5. <b><u>CORRESPONDENCE:</u></b> C1 John Plas Resignation	6
6. <b><u>REPORTS</u></b> R1 Sustainable Economic Development Strategy – General Manager, Planning & Development R2 Area Agriculture Update – Manager Economic Development	
7. <b><u>UNFINISHED BUSINESS:</u></b> UB1 Discuss core measurements	
8. <b><u>NEW BUSINESS:</u></b> NB1 EDC Planning & Social	
9. <b><u>CLOSED SESSION:</u></b>	
10. <b><u>ADJOURNMENT:</u></b>	

---

Bruce Sampson, Chair  
Dave Jackson, Vice-Chair  
Director Kent  
Director Morrison

George Robbins  
Pat Foster  
Michael Kelly  
John Morris

John Plas  
Jane Worton  
Marsha Stanley

---

**DISTRIBUTION:**

**Full Agenda Package:**

DIRECTOR MARCOTTE  
DIRECTOR HAYWOOD  
DIRECTOR SEYMOUR  
DIRECTOR WALKER  
DIRECTOR HUTCHINS  
DIRECTOR MCGONIGLE

DIRECTOR HARRISON  
DIRECTOR IANNIDINARDO  
DIRECTOR DUNCAN  
DIRECTOR COSSEY  
DIRECTOR DOREY  
DIRECTOR KUHN

AS WELL AS:

DIRECTOR GERRY GILES, CVRD CHAIR  
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER  
GEOFF MILLAR, ECONOMIC DEVELOPMENT MANAGER  
KATHY LACHMAN, BUSINESS DEVELOPMENT OFFICER  
TOM ANDERSON, GENERAL MANAGER PLANNING & DEVELOPMENT  
MARK KUEBER, GENERAL MANAGER CORPORATE SERVICES  
FELICITY ADAMS, MANAGER OF DEVELOPMENT SERVICES, TOWN OF LADYSMITH  
RUTH MALLI, CITY MANAGER, TOWN OF LADYSMITH  
JIM DIAS, ADMINISTRATOR, 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 meeting of the ECONOMIC DEVELOPMENT COMMISSION held at the Community Futures Boardroom on June 17, 2010 at 7:30 am.

**PRESENT:** Vice-Chair Dave Jackson  
Director Morrison  
George Robbins  
Pat Foster  
Mike Kelly  
John Plas  
Jane Worton  
Marsha Stanley

**ALSO**

**PRESENT:** Director Kuhn  
Linden Colette, Social Planning Cowichan  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager Economic Development  
Kathy Lachman, Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT:** Chair Bruce Sampson  
Director Kent  
John Morris

**APPROVAL OF AGENDA**

Due to schedules the delegates requested to be first up on the agenda.

**It was moved and seconded the agenda be accepted.**

**MOTION CARRIED**

**ADOPTION OF MINUTES**

**It was moved and seconded that the May 13, 2010 EDC meeting minutes be accepted.**

**MOTION CARRIED**

**BUSINESS ARISING OUT OF MINUTES**

**BA1  
2010 Potential Activities**

The Economic Development Manager discussed the memo to the CVRD EDC members regarding proposed delegations, site visits and municipal tours for future meetings. Discussions indicated an interest to include small business site visits and Business & Retention information. Also it was agreed there was value to host coffee meetings with Associations to identify how the EDC can assist them.

**DELEGATIONS****D1  
VIU Update**

Maria Lauridsen, Principal, Vancouver Island University, Cowichan Campus and Sarah Loewen, Manager, Centre for Continuing Studies gave a presentation on the new Vancouver Island University. It will include a 120 seat lecture theatre which will be available as a community resource. The interest is to use the facility for maximum use. Continuing Studies include 28 professional certificate and diploma programs. Recognize that Economic Development and Education are tied together. Sarah is available to meet and discuss needs of community. Currently there is a gap around science education (1<sup>st</sup> and 2<sup>nd</sup> year) and Business and Health Care programs. The University employs 200 full-time/part-time staff and registers between 3000 and 5000 students per year. The new facility is scheduled to be completed and open in Jan 2011. After opening, Phase II will include seeking funds for a trade's component. In 2010, VIU will be handing out \$102,000 in gifts to local high schools. It was noted that Child Care Training did not meet the mandate and scope criteria for resources. Agriculture is a good fit with the Region and is on VIU's radar and they are interested to discuss further with EDC.

**CORRESPONDENCE** Not applicable.

**REPORTS****R1  
Staff Report**

Director Morrison arrived at 7:55 am.

Tom Anderson, General Manager, Planning & Development reviewed the options for initiating the process to develop a Sustainable Economic Development Strategy. It was agreed to put out an Expressions of Interest (EOI) to target key consultants. It will include background information. Once responses are received it will be short listed to 3 consultants and they will be required to respond with a proposal. Plan is to complete this process by late fall. It was noted there are 5 or 6 consultants that are suitable for this project. EDC staff will work closely with consultant to build relationship and information requirements. A short list committee was formed; Marsha Stanley, Jane Worton and Director Kuhn. Budget is \$20,000 with possible option to spend another \$5,000. EDC to provide information regarding what other communities budgeted. The CVRD Economic Development Commission granted consent to the General Manager, Planning & Development to proceed with an EOI.

Linden Colette and Jane Worton left meeting at 8:45 am.

**R2**  
**EDC update**                      The Economic Development Manager provided an update on the Economic Development 2010 Work plan activities.

**R3**  
**Update on Regional Tourism Plan**                      The Economic Development Manager handed out an overview on the Cowichan Region Tourism Plan. The question was raised would the gas tax dollars fit with Tourism? Currently the \$120,000 budget is primarily used for marketing which responds to "demand". The Regional Plan calls for a management organization which responds to "supply".

Director Morrison left the meeting at 9am.

**UNFINISHED BUSINESS**                      Not applicable.

**NEW BUSINESS**

**NB1**  
**Core Measurements**                      The sub-committee; John Plas, Jane Worton and Director Kent, put together a list of preliminary EDC indicators. John Plas distributed the handout. A good example of a "sustainable" and "inter connected" strategy is Williams Lake – Imagine our Future. It illustrated alignments with Tourism, Affordable Housing etc. The sub-committee will come back in August with a more evolved approach and recommendations that can be used as a background document for the consultant.

Director Kuhn left at 9:15 am.

**NB2**  
**EDC Newsletter**                      Economic Development Cowichan "Year in Review" is posted on the Economic Development website.

**CLOSED SESSION**                      Not applicable.

**ADJOURNMENT**                      **It was recommended that the Regular meeting adjourn.**

The meeting adjourned at 9:23 am. Next meeting is August 19, 2010.

Certified Correct:

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Secretary

Dated: \_\_\_\_\_

**Geoff Millar**

---

**From:** John and Angela [acwjrp@hotmail.com]  
**Sent:** Monday, June 28, 2010 7:05 PM  
**To:** Bruce Sampson  
**Cc:** Geoff Millar; Phil Kent  
**Subject:** Plas Resignation from EDC

Bruce,

As I have mentioned to both Phil & Geoff, I have been working for a former colleague on a strategy project in Hong Kong (I'm here now for my third time in the last two months). I have been offered a full-time contract position for the next three years based out of HK. I am seriously considering this opportunity and will most likely agree once we settle on terms later this week.

I will have to tender my resignation from my current EDC post. I will send along a formal resignation letter addressed to both you and Gerry.

I would like to ensure that the performance metrics work continue in my absence. Both Phil & Jane have a good grasp of what work needs to get done. Hopefully with the aid of Angela Evans and the ED Cowichan staff we can produce an adequate framework for assessing ED initiatives in a sustainable and quantitative way going forward.

I have enjoyed my brief time with the EDC and trust the CVRD will benefit from its advocacy and advice well into the future.

Sincerley,

John Plas

---

The New Busy think 9 to 5 is a cute idea. Combine multiple calendars with Hotmail. [Get busy.](#)