



## ECONOMIC DEVELOPMENT COMMISSION MEETING

October 28, 2010

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

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### AGENDA

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1. <b><u>APPROVAL OF AGENDA:</u></b>	1-2
2. <b><u>ADOPTION OF MINUTES:</u></b> EDC Meeting Minutes of September 16, 2010	3-5
3. <b><u>BUSINESS ARISING FROM THE MINUTES:</u></b>	
4. <b><u>DELEGATIONS:</u></b> D1 Rodger Hunter, Co-Chair, CVRD Environment Commission a) Update of the State of the Environment b) Cowichan Watershed Board	
5. <b><u>CORRESPONDENCE:</u></b> C1 Dave Jackson Resignation effective September 23, 2010 – Vice Chair position	
6. <b><u>REPORTS</u></b> R1 Commission membership term expirations R2 Discuss EDC meeting & Commission member networking	
7. <b><u>UNFINISHED BUSINESS:</u></b> UB1 Core measurements – follow up from Sept 2, 2010 presentation	
8. <b><u>NEW BUSINESS:</u></b>	
9. <b><u>CLOSED SESSION:</u></b>	
10. <b><u>ADJOURNMENT:</u></b>	

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Bruce Sampson, Chair  
Vacant, Vice-Chair  
Director Kent  
Director Morrison

George Robbins  
Pat Foster  
Michael Kelly  
John Morris

Jane Worton  
Marsha Stanley  
Jenn George

**DISTRIBUTION:**

**Full Agenda Package:**

DIRECTOR MARCOTTE  
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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  
DAVE DEVANA, 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 September 16, 2010 at 7:30 am.

**PRESENT:** Chair Bruce Sampson  
Director Kent  
Director Morrison  
Director Kuhn  
George Robbins  
Mike Kelly  
John Morris  
Marsha Stanley  
Jenn George

**ALSO**

**PRESENT:** Cheryl McLay, Regional Manager, Rural BC Secretariat  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager, Economic Development  
Kathy Lachman, Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT:** Vice-Chair Dave Jackson  
Pat Foster  
Jane Worton

**APPROVAL OF AGENDA**

Four addenda were added to the agenda.

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

**MOTION CARRIED**

**ADOPTION OF MINUTES**

**It was moved and seconded that the August 19, 2010 EDC meeting minutes be accepted.**

**MOTION CARRIED**

**BUSINESS ARISING OUT OF MINUTES**

Going forward Outlook meeting requests will be sent out to Commission members so the Economic Development Manager will know in advance who will be attending the meetings.

**DELEGATIONS**

**D1  
Building Resilient  
Rural Communities  
and Robust Regional  
Economies**

Cheryl McLay, Regional Manager, Rural BC Secretariat, presented a power point presentation on Building Resilient Rural Communities and Robust Regional Economies. Highlights included their mandate, vision, goals, challenges, programs & initiatives, resources, follow up and support. Discussion took place regarding transportation for the island and benefit to have a

Regional perspective. The presentation was emailed out to all the Economic Development Commission members.

**CORRESPONDENCE** Not applicable.

**REPORTS**

**R1**  
**Mid Year Budget Staff Report**

The Economic Development Manager presented the Mid Year Budget Report. EDC and Tourism are on track. Agriculture dollars are yet to be spent pending the formation of the Agriculture Advisory Committee. Some costs will be incurred for the Sustainable Economic Development Strategy. Two grants to come; one for the Site Selector Analysis and one for the Area Agricultural Plan. Most of the Tourism expenses are incurred in the fall for 2011 purchases. Currently receiving great exposure from a number of prominent sources: BC Magazine, Sunset Magazine, and Pacific Yachting Magazine. The 2011 Official Cowichan Travel Planner advertising campaign is in full swing. Support has been given to the Cowichan Agriculture Society 3<sup>rd</sup> Annual Harvest Festival and the 6<sup>th</sup> Annual Cowichan Wine & Culinary Festival.

**R2**  
**Sustainable Economic Development Strategy**

Mike Kelly left the room re spouse application.

Three submissions were received for the Request for Proposal. The Economic Development Manager met with Director Kuhn of the sub-committee to review and score. Marsha Stanley and Jane Worton also part of the sub-committee were absent and reviewed and scored the submissions on-line. Recommendations were made to the Economic Development Commission. Based on the discussion by the Economic Development Commission a recommendation was made to hire EDCD Consulting.

Mike Kelly returned to the meeting.

**UNFINISHED  
BUSINESS**

**UB1**  
**Core Measurements**

Tabled due to time constraints.

**UB2**  
**EDC Network Social**

Dates will be circulated.

**NEW BUSINESS**

**NB1**

Tabled due to Jane Worton's absence.

**Business Retention &  
Expansion Programs**

**NB2**

Tabled due to time constraints.

**Clean Technology  
Update**

**NB3**

**Agriculture Advisory  
Committee  
Appointment**

George Robbins will be the primary EDC appointment to the Agriculture Advisory Committee. Marsha Stanley will be the Alternate appointment.

**CLOSED SESSION**

Not applicable.

**ADJOURNMENT**

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

The meeting adjourned at 9:05 am. Next meeting is October 28, 2010.

Certified Correct:

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Secretary

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