

Minutes of the Regular meeting of the Economic Development Commission held at the Community Futures Boardroom, July 21, 2011 at 7:30 am.

PRESENT: Marsha Stanley, Chair
Pat Foster
Director K. Kuhn
Director P. Kent
Mike Kelly
John Morris
George Robbins
Jenn George

**ALSO
PRESENT:** Ann Kjerulf, CVRD Planner
Director L. Iannidinardo
Louise McMurray, Manager, Film Cowichan
Maria Lauridsen, Principal, VIU Cowichan Campus
Geoff Millar, Manager, Economic Development
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: Director I. Morrison, Jane Worton, John Morris & Tom Anderson

**APPROVAL OF
AGENDA**

Moved R1 Film Cowichan under delegations. Added one item to new business.

It was moved and seconded the agenda be accepted.

MOTION CARRIED

**ADOPTION OF
MINUTES**

It was moved and seconded the Regular EDC meeting minutes of June 16, 2011 be accepted.

MOTION CARRIED

**BUSINESS ARISING
FROM THE MINUTES**

June 16, 2011 new business item #4 will be addressed under the Film Cowichan delegation.

**DELEGATIONS
D1
EELGRASS
PROPOSAL**

CVRD Planner Ann Kjerulf presented a power point on the proposed Vessel Operation Restriction Regulation (VORR) and navigation channel for Cowichan Bay. It is a partnership of the CVRD, Cowichan Tribes, Transport Canada, Fisheries & Oceans, Living Rivers, RCMP and the BC Wildlife Federation. The presentation included the rationale, challenge & response, VORR & navigation channel proposal and the process being followed. Currently seeking feedback with an on-line survey on the CVRD website which is available until July 31, 2011. Next step will be to submit a formal application to the federal government. Discussion

ensued regarding business owners, economic impact on growth, eco tourism, the Cowichan estuary and village operations. The survey link will be circulated to members.

**D2
FILM COWICHAN**

Louise McMurray, Film Cowichan Manager gave a brief overview of the role of Film Cowichan and processes involved; attraction, pre-preparation, filming and wrap up. Each film has impact on the community. Fine line to walk between confidential activity and creating awareness. Cowichan locations are poised to become very active in the near future. Increased film activity means we need to be more prepared to work with industry and understand benefits. Draft guidelines/protocol is included in the agenda package.

City of Duncan major film experience impacted volume of business and was disruptive for consumers and government staff. Currently there is no filming allowed. Planning to attend the Committee of the Whole meeting with guidelines August 2, 2011.

Looking for positive support and input from the Economic Development Commission so we can move forward to formally adopt. Discussion ensued. It was recommended to form a committee with key players and stakeholders from each community including business people and politicians. Another option is to hold a public meeting to flush out problems and solutions then present to politicians. It is a challenge with time, process and continuity of filming.

**UNFINISHED
BUSINESS**

**UB1
EDC MEMBERSHIP**

The Economic Development Manager reported the resumes were sent out to the subcommittee (Marsha Stanley, Director Kent, John Morris & Geoff Millar). Still working on collecting feedback. An update with recommendations will be provided for the September meeting.

John Morris is the EDC appointee to the Environment Commission. As Bruce Sampson's term has expired the Environment Commission will be making a new appointment to the EDC.

**UB2
JOINT MEETING
WITH ENVIRONMENT**

Director Kent reported the July 28th joint EDC and Environment Commission meeting has been cancelled. It will be rescheduled for August. Environment Commission will present 12 big things and EDC will present 8 goals of the Sustainable Economic Development Strategy.

REPORTS

**R2
SUBCOMMITTEE
REPORTS FOR EDC
WORKPLAN 2011/12**

The EDC Business Development Officer reported the subcommittee reports are included in the agenda package. Subcommittee 1 should meet again to flush out more detail. Goal #6 solutions are to move forward and form a joint subcommittee with EDC and Environment for the Green Business Development Plan.

**R3
TOURISM COWICHAN
MARKETING PLAN**

For information purposes.

**R4
BUILDING REPORT**

For information purposes.

NEW BUSINESS

**NB1
AGRICULTURE
WRAPPER**

The Economic Development Manager reported there will be a 4 page Agriculture wrapper advertisement on the outside of the Citizen newspaper July 22, 2011. The feature will include local faces, promotion, taste and future of agriculture.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9:07 am. The next meeting will be on September 15, 2011 at the Community Futures Cowichan Boardroom, 135 Third Street at 7:30 am.

Certified Correct:

Chairperson

Secretary

Dated: _____