



ECONOMIC DEVELOPMENT COMMISSION MEETING

September 10, 2009

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

AGENDA

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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

DISTRIBUTION:

Full Agenda Package:

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DIRECTOR DOREY
DIRECTOR KLAUS

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, TREASURER, FINANCIAL 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

Minutes of the regular meeting of the ECONOMIC DEVELOPMENT COMMISSION held at Johel Brothers Contracting Ltd. Boardroom on July 16, 2009 at 10:00 am.

PRESENT: Chair Dave Johel
Vice-Chair Dave Jackson
Director Kent
George Robbins
John Morris
Mike Kelly
Pat Foster
Bruce Sampson

ALSO

PRESENT: Director Kuhn
Director Morrison
Cathy Robertson, Community Futures Cowichan
Geoff Millar, Economic Development Manager
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: Wade Simmons
Maria Lauridsen
Director Cossey

**APPROVAL
OF AGENDA**

One addendum was added to New Business.

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 May 14, 2009 Regular EDC meeting be accepted.

MOTION CARRIED

**BUSINESS ARISING
OUT OF MINUTES**

Not applicable.

DELEGATIONS

Not applicable.

CORRESPONDENCE

Not applicable.

REPORTS

**R1
EDC 2009
Mid Term Report**

The Economic Development Manager gave an overview of the 2009 Mid Term Report which will be going forward to the Board and Municipalities. Under Business Retention and Expansion,

four ads entitled "Let us help you grow your business" produced six enquiries. The ad will be running again in the upcoming Visions Cowichan supplement. Samples of the new EDC Newsletter were distributed.

R2
Projects Update

- a) Clean Technology Study – Recommendations from Phase 1 have been modified. Focus is now sustainable energy based on Regional assets. The Business Development Officer distributed a draft of the Cowichan Lake Economic Development strategy. The sub-regional plan identified investment attraction and job creation priorities based on waste wood fibre opportunities. Phase II will identify specific companies interested to relocate here based on their needs and our community assets.

The Committee discussed the challenges of attracting industry which included political and regulatory environment, risk appetite and demonstration projects. The Committee agreed there is value in promoting the use of the LEEDS environmental standard process into large community infrastructure projects.

It was moved and seconded that the Economic Development Commission encourage an innovative and collaborative process to develop the Cowichan Place and other projects that support opportunities for Clean Technologies and regulatory policies that create sustainable, leading edge development.

MOTION CARRIED

- b) Area Agricultural Plan – Draft Report is being reviewed early September and will be presented. It will provide direction to the Board and Committee's on how to manage agriculture land versus selling for economic purposes.
- c) Tourism - The Economic Development Manager reported the Tourism Cowichan Restructure will be presented to the Regional Services Committee on July 22, 2009.

Not applicable.

NEW BUSINESS

NB1
Investor Readiness

The Business Development Officer is working with the Ministry of Community Development to develop an investor template that

can be use to market investment opportunities in the Cowichan Region. The template can also be used with other Ministries within the Government of BC as well as Linx BC. Part of the process is identifying community assets that can be used to develop greenfield development opportunities. The Ministry of Investor Services has received over 400 investor enquiries in 2009 and has passed on these enquiries to communities that have investor ready projects. The process of developing investor ready projects will allow us to deal with barriers that the investment community face in the Cowichan Region. Linx BC has developed tools to assist communities in assessing their investor readiness. Kathy Lachman recommended that EDC engage the CVRD and Municipalities to participate in an Investor Ready Test.

Ian Morrison left the meeting at 12:05 pm.

The Committee discussed investment incentives and projects in detail. It was also noted that a Regional Growth Strategy would assist the CVRD in managing growth and planning for future investment opportunities.

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was moved and seconded that the Regular meeting adjourn.

MOTION CARRIED

The meeting adjourned at 12:15 pm. Next meeting is scheduled for September 10, 2009.

Certified Correct:

Chairperson

Secretary

Dated: _____



September 8, 2009

File No.

0540-20-EC/01

CVRD Economic Development Commission
135 Third Street
DUNCAN BC 1R9

Dear David Johel:

Re: CVRD Environment Commission 12 Things Website

Altogether too often, we in local government are not provided with an opportunity to showcase all that we do right in the Cowichan Valley. To help rectify this dilemma, the Cowichan Valley Regional District Environment Commission has developed a new website called **12 things** (<http://www.12things.ca/>). It consists of our list of big ideas to ensure the sustainability of our region. These ideas showcase a sustainability framework around 12 topical areas of small, medium and large actions that will help build a stronger more resilient Cowichan.

Do you have an environmental initiative you would like to showcase? If you do, we want to help you! We are in the process of adding new pages behind each of the 12 numbered boxes on our webpage designed to add depth to each subject while highlighting the information and resources available to the public about these issues.

Webpage category #12 is called ***Lead the Way***. Here, we invite all municipal governments, First Nations governments and Chambers of Commerce in the Cowichan Valley to showcase any 'green' initiative or undertaking that they feel proud of and would like to showcase. This could also be expanded to include an employee/council/board or commission member who has done exceptional work independently that you want to draw the public's attention to.

Please – send us your list of great green initiatives so we can populate our ***Lead the Way*** web page. Email a description of your initiative to dfreer@cverd.bc.ca or mail to Dyan Freer, Engineering & Environmental Services, 175 Ingram Street, Duncan, British Columbia, V9L 1N8. We plan on going live with this information in early September so time is of the essence!

.../2

We would also like to ask that you consider putting a link to this website on your home page.
Thank you for your assistance in this matter.

Sincerely,

Gerry Giles
Chair, CVRD Regional Board

GG/dkf

pc: Warren Jones, Administrator
Brian Dennison, P. Eng., General Manager, Engineering & Environmental Services
Kate Miller, MSc., MCIP, Manager, Regional Environmental Policy



AUG 31 2009

August 27, 2009

CVRD Economic Development Commission
135 Third Street
DUNCAN, BC V9L 1R9

Attention: David Johel, Chair

Dear David Johel:

Re: CVRD Climate Change workshop, September 24, 2009

The CVRD Environment Commission is pleased to invite you to an informal workshop and presentation for local government's senior staff, directors and council members, featuring some of the top names in the climate change sector as guest speakers. Bruce Sampson, a member of the CVRD Environment Commission and former Vice-President of Sustainability at BC Hydro has invited internationally known guest speakers and leading specialists on climate change to spend an afternoon with you. They include:

Jim Hogan - Chair of David Suzuki foundation;

Colin Grant - Founder and CEO of Visible Strategies, Vancouver, and a board member of the International Centre for Sustainable Cities, a member of the Vancouver Mayor's Sustainable Council and the Vancouver Climate Leader's Group;

Guy Dauncey - Founder and President of the BC Sustainable Energy Association and a consultant specializing in green building, sustainable energy and sustainable community development, as well as an author of numerous books;

Nola Kate Seymour - President and CEO of the International Centre for Sustainable Cities; and

Climate Change Secretariat – a provincial representative TBA

Please mark Thursday, September 24, 12 noon - 4 p.m. on your calendars and RSVP to Dyan Freer at 250.746.2504 or by email dfreer@cvrld.bc.ca by **September 4th, 2009** to reserve your spot. The complete agenda and location of the venue will be sent out after our numbers are decided.

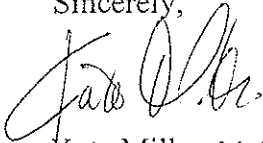
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David Johel
August 27, 2009

Page 2

Thank you and we hope to hear from you as soon as possible!

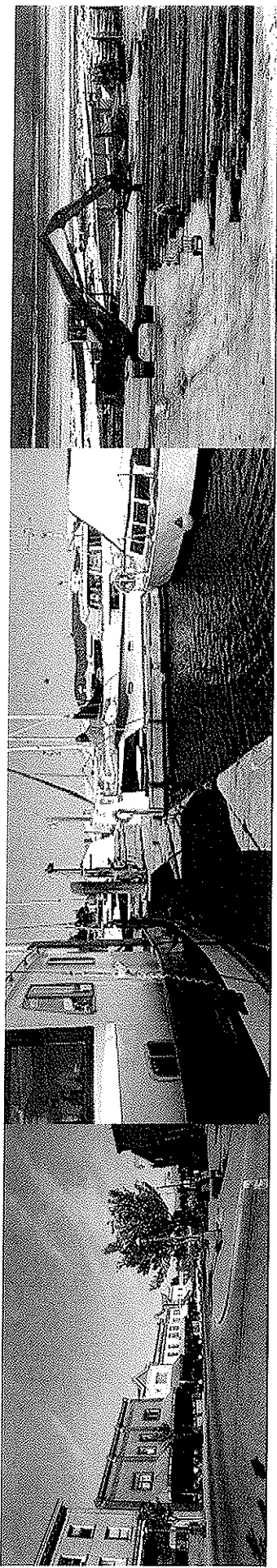
Sincerely,

A handwritten signature in black ink, appearing to read 'Kate Miller', is written over the printed name.

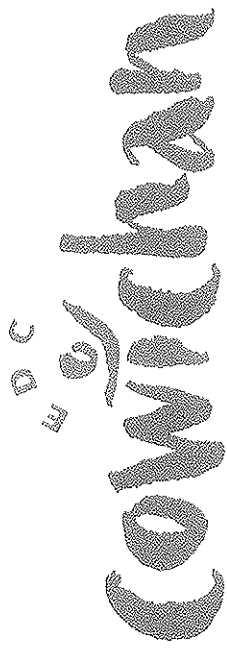
Kate Miller, M. Sc, MCIP, LEED AP
Manager, Regional Environmental Policy Division
Engineering and Environment Department

KM/dkf

pc: CVRD, CAO, Chair and Board of Directors
City of Duncan, CAO, Mayor and Council
Town of Lake Cowichan, CAO, Mayor and Council
Municipality of North Cowichan, Administrator, Mayor and Council
Town of Ladysmith, City Manager, Mayor and Council
Cowichan Tribes, General Manager, Chief and Council

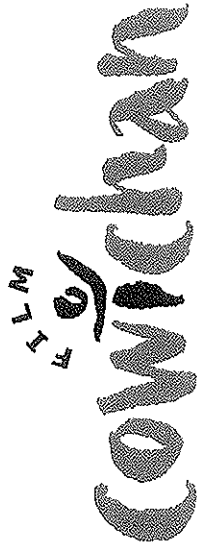


Economic Development Cowichan Strategic Plan 2010



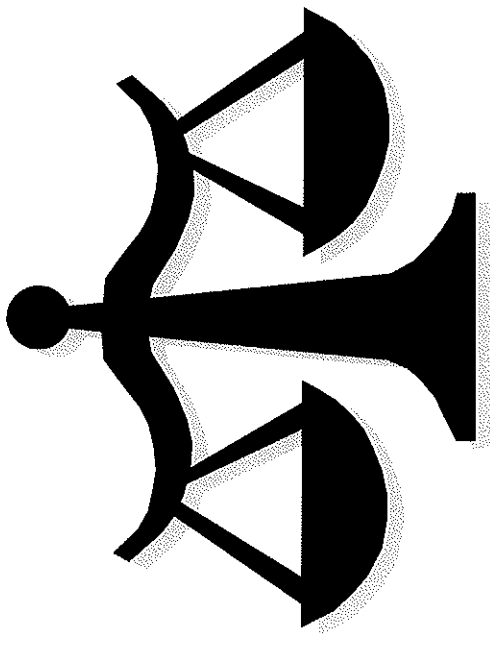
Mandate

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



Balanced Approach to Economic Development

- Business Retention and Expansion
- Business Attraction
- Community Partnerships



Strategic Planning



NEW

The CVRD Board of Directors identified “healthy economy” as one of the goals for the Cowichan Valley Regional District during their Strategic Planning Session

Economic Development Cowichan is implementing a new process to merge our business planning process with the strategic planning process of the CVRD

The new strategic plan will include the development of performance measures

Strategic Planning Process

- ❑ 2010 Strategic Plan will not include any new major initiatives but will continue to build on the foundation created in 2009
- ❑ Draft Strategic Plan to be ratified by the Economic Development Commission on September 10th
- ❑ EDC Strategic Plan will be included in CVRD overall strategic plan that will go to the CVRD Board on September 14
- ❑ Budget will be developed from approved strategic plan

Attract New and Diversified Businesses

Strategies:

- ☐ Implement phase 1 and 2 of the Clean Technology report
- ☐ Implement the Cowichan Region Area Agriculture Plan
- ☐ Continue to promote resort/hotel development
- ☐ Continue to attract film productions
- ☐ Develop investment opportunities

Clean Technology Activities

- ❑ Develop investor ready projects based on clean technology opportunities
- ❑ Develop marketing materials
- ❑ Review and revise land use policies and bylaws
- ❑ Further formation of clean technology stakeholder groups
- ❑ Attendance at key trade shows to attract investors

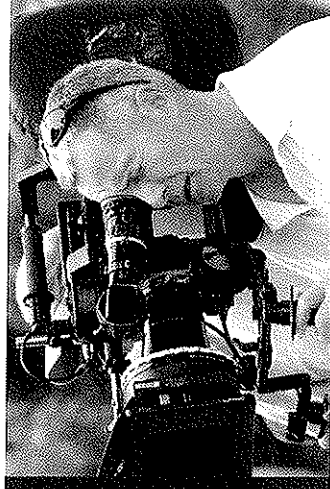
Area Agriculture Plan

- ☐ Recommendations from the Area Agriculture Plan will be implemented
- ☐ Unknown at this time what those recommendations are

Tourism Product Development

- ❑ Continue to market the region for the attraction of tourism product- hotel, resort and marine

Film Cowichan Activities



- ❑ Continue with Job Creation Project to work with youth and emerging film makers in the region, with a focus on First Nations film makers.
- ❑ Coordinate Cowichan International Aboriginal Film Festival (CTV now major sponsor for 2010)
- ❑ Create a film culture in the Region leading to year round opportunities and employment.

- ❑ Number of activities completed from clean technology project
- ❑ Number of recommendations implemented from Area Agriculture Plan
- ❑ Number of hotel/resort activities completed
- ❑ Number of films attracted to region
- ❑ Economic spin-off of film activities

Retain and Expand Local Businesses

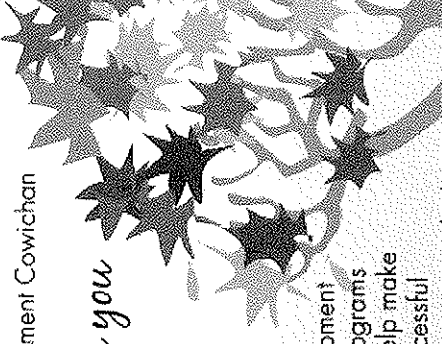
Strategies:

- ☐ Continue to promote Cowichan First program
- ☐ Expand the promotion of existing businesses
- ☐ Continue to support marketing collaborations
- ☐ Continue to provide one-on-one business coaching services

Activities:

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



Tourism Cowichan Goals

- ❑ 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

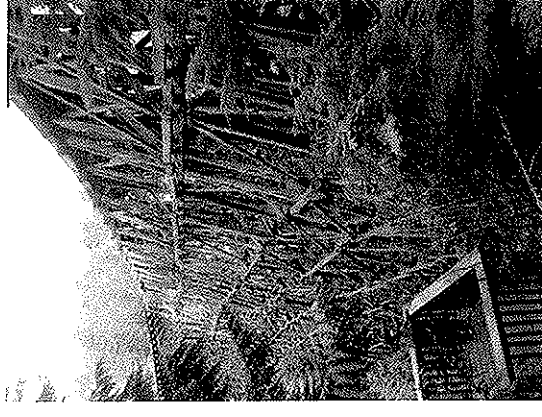
- ❑ Tourism Fulfillment Advertising

- ❑ 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



Performance Measurement

- ❑ Number of programs developed to assist businesses
- ❑ Number of businesses assisted through accessing new markets
- ❑ Number of businesses assisted in coaching
- ❑ Number of marketing collaborations and dollar values
- ❑ Number of travel planners distributed
- ❑ Number of advertisements

Performance Measures

- ❑ Number of businesses and dollars leveraged through tourism partners and stakeholders
- ❑ Number of tourism newsletters and regional meetings
- ❑ Efforts to start process to create new Tourism Cowichan structure

Facilitate Community Partnerships

Strategies:

- ❑ Facilitate collaboration and partnerships between multiple levels of government
- ❑ Facilitate collaboration and partnerships between business entities

Activities

- ☐ Liaise with various government stakeholders including:
 - ☐ Federal/Provincial governments
 - ☐ Local governments
 - ☐ CVRD administration and CVRD Board
 - ☐ Peer groups

- ☐ Liaise with various business stakeholders including:
 - ☐ Local businesses
 - ☐ Business associations

Performance Measurements

- ❑ Number of strategic partnerships and collaborations developed
- ❑ Number of planning department meetings attended
- ❑ Number of presentations to CVRD Board

Act on Strategic Opportunities

Strategies:

- ❑ Create a strategic opportunities reserve fund to leverage grant funding
- ❑ Continue to promote and assist with investor templates
- ❑ Continue with project planning to ensure key future projects are shelf ready to take advantage of grant opportunities

Activities

- ❑ Research grant funding opportunities
- ❑ Work with provincial government to develop and promote investor templates
- ❑ Develop “shovel ready” projects

- ❑ Number of grants researched
- ❑ Number of investor templates completed
- ❑ Number of shovel ready projects developed

Develop sub-regional economic development plans

Strategy:

- Develop sub-regional economic development plans for 5 sub-regions in Cowichan Region
- Incorporate plan goals and activities into EDC strategic plan

Environment

Activities

- ❑ 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.

Cowichan Lake Area ED Plan

Strategic goals:

- Attract businesses in key sectors that will create jobs
- Downtown Revitalization

Sector Priorities:

- Waste wood- pellet plant
- Mining opportunities
- Hotel/Resort opportunities

Ladysmith ED Plan

- ❑ Ladysmith developed Community Vision document that identified economic development opportunities
- ❑ EDC is working with them to identify areas of collaboration in targeted sectors:
 - ❑ Tourism infrastructure- marine
 - ❑ Value-added wood
 - ❑ Professional and knowledge based businesses
 - ❑ Food and beverage
 - ❑ Green industries

Performance Measurements

- ❑ Completion of five sub-regional plans
- ❑ Incorporation of sub-regional plan goals and objectives into EDC strategic plan

Governance

Use 2010 to look at different governance models. The process will entail:

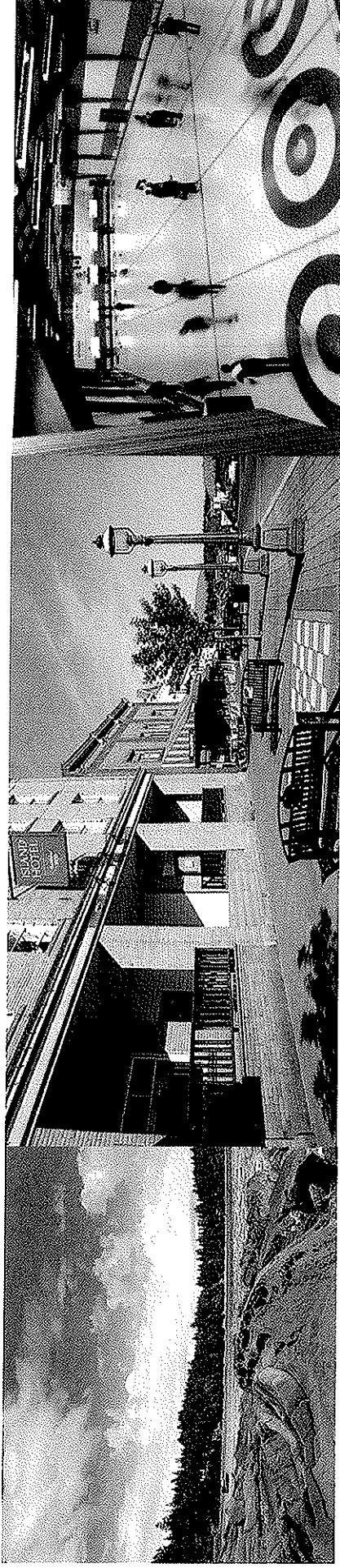
- ❑ Examining difference economic development models using research already gathered
- ❑ Determining the best model for the

Cowichan Region

- ❑ Working with CVRD Board and staff to implement new model should the decision be reached to change the existing model

Communication Plan

- ❑ Desire to increase communication to stakeholders
 - Increase the number of newsletters
 - Brief Economic Development update presentation to Regional Services Committee once every two months
 - Presentation and networking opportunity to stakeholders, local businesses and general public once every two months to update on EDC activities
 - Continue with CVRD policy direction to bring Commission recommendations to the CVRD Board



Thank You

Economic Development Cowichan

