



ECONOMIC DEVELOPMENT COMMISSION MEETING

September 16, 2010

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

AGENDA

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

George Robbins
Pat Foster
Michael Kelly
John Morris

Jane Worton
Marsha Stanley
Jenn George

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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 August 19, 2010 at 7:30 am.

PRESENT: Vice-Chair Dave Jackson
Director Kent
Director Morrison
Director Kuhn
George Robbins
Pat Foster
Mike Kelly
John Morris
Marsha Stanley

ALSO

PRESENT: Tom Anderson, General Manager, Planning & Development
Cathy Robertson, Manager, Community Futures Cowichan
Angela Evans, Sustainability Facilitator, Fraser Basin Council
Geoff Millar, Manager Economic Development
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: Chair Bruce Sampson
Jane Worton

APPROVAL OF AGENDA

It was moved and seconded the agenda be accepted.

MOTION CARRIED

ADOPTION OF MINUTES

It was moved and seconded that the June 17, 2010 EDC meeting minutes be accepted.

MOTION CARRIED

BUSINESS ARISING OUT OF MINUTES

Not applicable.

DELEGATIONS

**D1
Community Futures
Cowichan Update**

Cathy Robertson, Manager, Community Futures Cowichan (CFC) presented an overview of their organization and how they fit with Economic Development Cowichan (EDC). Their mission is to "help people build thriving businesses and vibrant communities to achieve economic sustainability". Their core funding comes from Western Economic Diversification. It was noted 98% of all business in BC is small businesses. An example of a success story between CFC and EDC is No Nuttin Foods. CFC funded their

business start up and EDC assisted to establish the relationship with the 2010 Olympic Games which then led to the guest spot on the Martha Stewart Show. Currently CFC and EDC are involved in a project with the Cowichan Bay Maritime Centre. Community strength is important for small business.

Mike Kelly arrived at 7:45 am.

CORRESPONDENCE

C1 Resignation

The Economic Development Manager announced John Plas submitted his resignation as of June 28, 2010. The Economic Development Commission agreed to send a letter of appreciation for his contribution to the Commission.

REPORTS

R1 Sustainable Economic Development Strategy

Four responses were received for the Expression of Interest (EOI). The sub-committee agreed to send a Request for Proposal (RFP) to all four consultants based on their experience with Economic Development and Strategies. Timeline for review is September 13, 2010. Director Kent requested the RFP include an addendum with specific deliverables.

R2 Area Agriculture Update

The Economic Development Manager gave an update on the Area Agricultural Plan. On August 11, 2010 the CVRD Board approved the Agricultural Advisory Committee Terms of Reference be approved with the addition of adding to the membership list; one member from the Economic Development Commission and one member from Farm Credit Canada and changing Duncan Farmer's Market representative to Farmer's Market representative. The Terms of Reference will be circulated.

UNFINISHED BUSINESS

UB1 Core Measurements

Angela Evans, Sustainability Facilitator for Fraser Basin Council and Smart Planning Communities provided assistance to the Core Measurements sub-committee on how to structure indicators. She presented a powerpoint presentation which focuses on community sustainability and recommendations for follow ups and contact with Steve Litke an indicator expert. He is available to meet with our group September 2, 2010. Handouts were given with questions and performance metrics.

In the absence of John Plas the sub-committee is open to a new member.

Director Kent, Director Morrison and John Morris left at 8:50 am.

NEW BUSINESS

NB1
EDC Planning &
Social

Chair Bruce Sampson will host a planning and network social in September. Date to be decided.

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was recommended that the Regular meeting adjourn.

The meeting adjourned at 9:07 am. Next meeting is September 16, 2010.

Certified Correct:

Chairperson

Secretary

Dated: _____



STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION MEETING OF SEPTEMBER 16, 2010

DATE: September 10, 2010

FILE NO:

FROM: Geoff Millar, Manager,
Economic Development Division

BYLAW NO:

SUBJECT: Mid-Year Budget Report

Action:

This report is submitted for information purposes only.

Purpose:

To provide the Commission with an update on the status of the Economic Development Division budgets – Economic Development (121) and Tourism (123). This report reflects the status of budgets up to July 31, 2010.

Financial Implications:

Economic Development Budget (121)

Expenditures:

General expenditures including salaries, benefits and office operations are right in line with projections and are where they should be at this time of year. With regard to specific accounts for various projects, several smaller line item accounts such as webpage and miscellaneous equipment are right at 100% expended for the year.

The funds budgeted for Economic Development projects Business Attraction and Business Retention still have several projects to be completed and are expected to be in line by year end. The Agriculture Project expense is for the Area Agriculture Plan and that project is awaiting appointment of the Agriculture Advisory Committee by the CVRD Board in September. There will be expenses associated with the Agriculture project that will begin once the committee is in place. Clean Technology is virtually completed for the year 2010 and a small amount remains in that account and will be used before the end of the year. Additional funds will be required to meet logistical requirements of the Sustainable Economic Development Strategy to be completed in 2010.

Currently total EDC (121) expenses are at 59% expended which allows for completion of all projects before December 31, 2010.

Revenues:

Revenues from various sources are at 96% of budget which is right in line with expectations. Recovery of Costs dollars to come includes small market retail support advertisers (Boulevard Magazine) and minor cost recovery from participants in the Cowichan Wine and Culinary Festival.

We are expecting two grants to come in before year end – (1) Federal Department of Foreign Affairs and International Trade – Foreign Direct Investment (FDI) support program and (2) Investment Agriculture Foundation support for the now completed Cowichan Region Area Agriculture Plan.

Tourism Budget (123)Expenditures:

Expenditures in tourism are generally focused on the fall because that is the main purchasing period in the planning and buying cycles within the tourism industry. General expenditures are at 34% but heavy activity will occur in expenses for the Official 2011 Cowichan Travel Planner with expected delivery by December 15, 2010. Advertising sales for the Travel Planner are now underway. Additional expenses occur in business supported co-op advertising for shared projects with Tourism Vancouver Island and Ministry of Tourism Culture and the Arts (formerly Tourism BC) advertising. Planning is also underway for display and promotional material (that can be utilized for both EDC and Tourism purposes) and Social Media strategy in preparation for staff training and implementation in 2011. Other general operating costs are in line with where they should be at this time of year.

Revenues:

Revenues from various sources are at 19% of our budget expectations which is right in line with where we should be at this time of year. Our partnered programs – 2011 Travel Planner Tourism Vancouver Island and Tourism BC marketing materials and several other publications are all booked and paid for in the fall with associated revenues coming in from industry partners. These programs are all shared expenses with regional tourism businesses.

Project and Program Updates - 2010Clean Technology

- Development of Clean Technology Strategy
- Development of biomass investment attraction promotional material
- Feasibility of energy crops developed
- Feasibility of biogas production on agriculture lands developed
- Worked with greenhouse operator to switch from natural gas to biomass
- Worked with wood producer to develop value-added products from waste wood
- Attended Pacific West Biomass Tradeshow
- Attended BC Bioenergy Tradeshow & workshops
- Participated as a speaker in Ministry of Community and Rural Development webinar
- Working with First Nations group on waste to energy facility
- Investigation into brownfield redevelopment- attended one day workshop

Area Agriculture Plan

- Continuation from 2009
- Agriculture plan presented to Electoral Area Services Committee- May 2010
- CVRD Board approved the creation of an Agricultural Advisory Committee

Agriculture and Food Processors Promotion

- Attended Pacific Agriculture Show- promoted 2 specific value added products and highlighted region to attract new farmers
- Partnership with Cowichan Agricultural Society in 3rd Annual Harvest Festival
- Attended BC Foodservices Expo- took 4 local companies and featured these producers and their products
- Attendance at BC Grocery Showcase
- Participate in Investment Agriculture Foundation – Island Agri-Food Initiative funding program

Business Retention and Expansion

- Development of new program in partnership with Community Futures Cowichan
- Development of 'Made in Cowichan' local product identification labeling program

Sub-Regional Plans

- Development of Economic Development Strategy for the Cowichan Lake area
- Active participation in economic development committee programs for North Cowichan and Ladysmith.

Tourism Infrastructure

- Canadian Hotel and Resort Conference- in October
- Worked with pocket cruise ship operator for several port stopovers in Cowichan

Support

- Cowichan Bay Cittaslow
- Cowichan Watershed Board- Technical Advisory Committee
- BC Artisan Distillers Association

Partnerships

- Partnering with CVRD Environment Commission on a District Energy workshop

Film Cowichan

Overview - Film Cowichan continues to work closely with the Greater Victoria Film Commission and Island North Film to provide a cohesive service for attracting films to the Island and provides full support services for film activities in the Cowichan, from locations to permitting.

We are continuing to work on development of a Media Arts, Language and Arts Centre for the Cowichan region in conjunction with Cowichan Tribes.

Successes – A number of films continue to scout productions in the region. Bay Film Studio is continuing to attract investment in the region with the completion of two syndicated television cooking shows and two full length feature films in development.

The growth of the internationally recognized Cowichan Aboriginal Festival of Film and the Arts continues to bring attention to the Region and to First Nations artists from our region and further afield. This plays a key role in the development of local aboriginal tourism and film related tourism opportunities and attracts direct and indirect economic benefits from the film industry dollars to our region (estimated 2010 at \$2 million)

Tourism Cowichan

Main focus of Tourism Cowichan activities is on tourism fulfillment advertising, publishing Cowichan related publications and collateral marketing materials, attendance at Trade Shows, Stakeholder Communication (newsletters & website), advertising in key markets and public relations.

Advertising – Tourism Fulfillment: Tourism Vancouver Island Vacation Planner-Guide and TVI Outdoors Guide; 2010 free Cowichan Region Map (MapWorks); Certified Folder 2010 Travel Planner distribution to Vancouver Island and rest of BC Visitor Centres; Van Dop Arts and Cultural Guide; Cowichan Travel Planner now available in new downloadable version on the website.

Cowichan related publications – 2010 Cowichan Travel Planner; BC Ferries Rack Card on three major routes to Vancouver Island; Support material for Cowichan Wine and Culinary Festival. A major focus of tourism marketing for Cowichan is the www.tourismcowichan.com website. It has been extensively updated in the past year and is undergoing constant change to improve the ease of navigation, look and efficiency of the site.

Advertising in Key Markets – Tourism Cowichan events calendar – Victoria Times-Colonist, Nanaimo Daily News and Cowichan Valley Citizen; Cowichan Travel Planner racking at Victoria International Airport and Nanaimo Airport; Boulevard Magazine -Nanaimo/Victoria; Cowichan Wine and Culinary Festival.

Trade and Consumer Shows: Calgary Home & Garden Show; Edmonton Home and Garden Show; Cowichan Travel Planners and collateral material is displayed and handed out at many national and international tourism trade shows through a contract with Tourism Vancouver Island.

Partnerships: External partnerships provide considerable leverage to Tourism Cowichan marketing budget. Includes - Cowichan Wine and Culinary Festival, Regional Chambers of Commerce, Kinsol Foundation, community festivals in Duncan, Chemainus, Ladysmith and Cowichan Lake, MS Cowichan Grape Escape Bike Tour, Tourism Victoria, Tourism Nanaimo and other Tourism related organizations. Tourism Cowichan publishes monthly newsletters to all tourism businesses in the region with news, updates, marketing and promotional opportunities and industry news.

Submitted by,



<i>Financial Review:</i> <hr/> <i>Signature</i>
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Geoff Millar
Manager, Economic Development Division

GM: jm