



ECONOMIC DEVELOPMENT COMMISSION

FRIDAY, FEBRUARY 17, 2012

7:30 AM CVRD BOARDROOM

175 INGRAM STREET

AGENDA

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NOTE: A copy of the full agenda package is available at the CVRD website www.cvr.bc.ca

Marsha Stanley, Chair
Director Kent
Director Fraser

Pat Foster
George Robbins
Michael Kelly

Jenn George
John Morris
Jane Worton

DISTRIBUTION:

Full Agenda Package:

DIRECTOR HUTCHINS, CVRD CHAIR
DIRECTOR MORRISON
WARREN JONES, CHIEF ADMINISTRATIVE OFFICER
TOM ANDERSON, GENERAL MANAGER, PLANNING & DEVELOPMENT
GEOFF MILLAR, MANAGER, ECONOMIC DEVELOPMENT
KATHY LACHMAN, EDC BUSINESS DEVELOPMENT OFFICER

Agenda:

DIRECTOR LEFEBURE	DIRECTOR GILES
DIRECTOR HARTMANN	DIRECTOR IANNIDINARDO
DIRECTOR LINES	DIRECTOR DUNCAN
DIRECTOR MCGONIGLE	DIRECTOR DOREY
DIRECTOR WALKER	DIRECTOR MARCOTTE
DIRECTOR WEAVER	

MARK KUEBER, GENERAL MANAGER, CORPORATE SERVICES
FELICITY ADAMS, MANAGER, DEVELOPMENT SERVICES, TOWN OF LADYSMITH
RUTH MALLI, CITY MANAGER, TOWN OF LADYSMITH
DAVE DEVANA, ADMINISTRATOR, DISTRICT OF NORTH COWICHAN
JOHN KOURY, EDC CHAIR, 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 Economic Development Commission Meeting held on Thursday, January 19, 2012, at 12:00 p.m. in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

PRESENT

Marsha Stanley, Chair
Directors B. Fraser and P. Kent
Mike Kelly, Pat Foster, and Jenn George

ABSENT

George Robbins, John Morris and Jane Worton

ALSO PRESENT

Directors I. Morrison, P. Weaver and L. Iannidinardo<at 12:18 pm>
Geoff Millar, Manager, Economic Development
Kathy Lachman, Business Development Officer
Dominique Beesley, Recording Secretary

**APPROVAL OF
AGENDA**

It was moved and seconded that the agenda be amended with the addition of the following New Business Items:

NB1—Manager of Economic Development re Islands Agricultural Show; and

NB2—Manager of Economic Development re Division Work Plan; and further that the agenda, as amended, be approved.

MOTION CARRIED

**ADOPTION OF
MINUTES**

It was moved and seconded that the minutes of the Economic Development Commission meeting, held November 17, 2011, be adopted.

MOTION CARRIED

STAFF REPORTS

**R1 – Environmental
Commission
Appointee**

A verbal report was given by the Manager, Economic Development regarding Environment Commission appointee.

**R2 – Community
Profiles**

A verbal report was given by the Business Development Officer regarding community profiles.

**R3 – Tourism
Cowichan
Restructure**

A Staff Report from the Manager, Economic Development, dated January 19, 2012, regarding Tourism Cowichan restructure was considered.

It was moved and seconded that it be recommended to the Board:

- 1. That a Community Working Committee be created to develop and plan for the restructuring of Tourism Cowichan; to examine all aspects of the program, determine reasonable timelines for implementation, expanded Committee membership, expand on the principles for regional operation and collaboration made in the Regional Tourism Plan – 2010 with a goal to create and develop a reasonable and logical business/operational plan including a seamless transition from the present structure to the new “Tourism Cowichan Council”;**

2. That the Community Working Committee consist of 10 to 20 individuals representing all stakeholder groups including operators and sector representatives from within the Region including political appointees and representation from the Economic Development Commission; and
3. That Economic Development Commission member Mike Kelly be appointed as the Economic Development Commission representative on the Community Working Committee.

MOTION CARRIED

NEW BUSINESS

**NB1 – Islands
Agricultural Show**

The Business Development Officer announced that the first annual Island Agricultural Show is being held at the Cowichan Exhibition Park from February 3 to February 4, 2012. (website: iashow.ca) for which admission to the public is \$5. Ms. Lachman noted that she had sent all Commission members an invitation to the show. She requested that people interested in volunteering for the event send her an email; and noted that lunch would be provided for all volunteers.

**NB2 – Division Work
Plan**

The Commission discussed the Plan and Director Kent stated that he felt that Economic Development and the CVRD's success indicators, in general, required additional discussion. He said that when the Corporate Strategic Plan was done, this Commission wanted to be a little more focussed on its priorities, i.e. who's directing and who has the exact role. The Economic Development Manager said that the Work Plan and the specific wording in success indicators were directed by the Manager, Corporate Planning.

NEXT MEETING

The next meeting of the Economic Development Commission is scheduled for Friday, February 17, 2012 at 7:30 am. ***(Note—change in meeting date & time made due to conflicts with original date expressed by several EDC members)***

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 1:25 pm.

Chair

Recording Secretary



CR5

**ECONOMIC DEVELOPMENT COMMISSION REPORT
OF MEETING HELD JANUARY 19, 2012**

DATE: January 20, 2012

To: Chairperson and Directors of the Board

Your Economic Development Commission reports and recommends as follows:

Commission Recommendation:

1. That a Community Working Committee be created to develop and plan for the restructuring of Tourism Cowichan; to examine all aspects of the program, determine reasonable timelines for implementation, expanded Committee membership, expand on the principles for regional operation and collaboration made in the Regional Tourism Plan – 2010 with a goal to create and develop a reasonable and logical business/operational plan including a seamless transition from the present structure to the new "Tourism Cowichan Council";
2. That the Community Working Committee consist of 10 to 20 individuals representing all stakeholder groups including operators and sector representatives from within the Region including political appointees and representation from the Economic Development Commission.
3. That Economic Development Commission member Mike Kelly be appointed as the Economic Development Commission representative on the Community Working Committee.

Alternate Recommendation:

1. That a Tourism Cowichan Restructure Committee be created to develop and plan for the restructuring of Tourism Cowichan; to examine all aspects of the program, determine reasonable timelines for implementation, expanded Committee membership, expand on the principles for regional operation and collaboration made in the Regional Tourism Plan – 2010 with a goal to create and develop a reasonable and logical business/operational plan including a seamless transition from the present structure to the new "Tourism Cowichan Council";
2. That the Tourism Cowichan Restructure Committee consist of 10 to 20 individuals representing all stakeholder groups including operators and sector representatives from within the Region including political appointees and representation from the Economic Development Commission.
3. That Economic Development Commission member Mike Kelly be appointed as the Economic Development Commission representative on the Tourism Cowichan Restructure Committee.