

Minutes of the Regular Economic Development Commission Meeting held on Thursday, April 18, 2013 at 7:30 am in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

**PRESENT**

George Robbins, Chair  
Director P. Kent  
Russ Jenkins, Robert Radford, Blair Herbert, Michael Kelly and Roger Hart (8:03am)

**ALSO PRESENT**

Carrie Dusterhoft, Ministry JTST, Economic Development Division  
Jacob Ellis, Manager, Corporate Planning  
Director I. Morrison (7:45am)  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager, Economic Development  
Kathy Lachman, EDC Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT**

Director M. Dorey, Marsha Stanley, Darrel Mansbridge, Dana Thorne and Sandra Goth

**APPROVAL OF AGENDA**

**It was moved and seconded that the agenda be approved.**

**MOTION CARRIED**

**ADOPTION OF MINUTES**

**It was moved and seconded that the minutes of the Economic Development Commission meeting held March 21, 2013 be adopted.**

**MOTION CARRIED**

**BUSINESS ARISING FROM THE MINUTES**

Not applicable.

**DELEGATIONS**

**D1**

Carrie Dusterhoft, Acting Regional Manager-Vancouver Island, Ministry of Jobs, Tourism and Skills Training (JTST), Economic Development Division gave a power point presentation and hand out on Provincial role in regional economic development. There are different levels in which they can provide support. Most recent strategic direction is job plan. Policies and regulations have been reduced by 42% which equates to the removal of 150,000 regulations. They enable legislation with tools to help communities improve business investment in their area. Work BC is an excellent website for regions but does not break down to smaller communities. Good to keep an eye on Economic Development Division website to see what they are up to. Small business BC website has resources. Opportunities BC website launched last fall lists investment opportunities. EDC has approximately 35 opportunities listed. Ministry staff assists with navigation to get to the right people. International trade and investment role links up BC's Trade and Investment Reps visiting BC twice a year familiarizing themselves with landscape, geography and opportunities. October 2012 island tour met with businesses in Campbell River and 20 Nanaimo/Cowichan export companies participating in the peer and mentor program. Several companies have been successful with exports. Connected Kathy Lachman, EDC Business Development Officer with Winter Fancy Food Show in San Francisco. Kathy took product from two companies and created good leads for distributors and buyers. One company received a lead with an airline that is interested in buying one of their new products. Most interaction

with Ministry is through staff and international trade. Just wrapping up fifteen Economic Development Essentials for Local Government Leaders workshops. Geoff Millar, Roger Hart, Russ Jenkins and Dana Thorne attended the April workshop. Ministry is looking for feedback on next phase of workshops. Recently launched Business Attraction Toolkit to enhance attraction for businesses and investment using comprehensive templates for strategic planning. Carrie strongly recommends looking at website if interested to diversify economy. They are open to feedback.

Members asked questions. Director Kent noted Island Coastal Economic Trust (ICE-T) will be supporting a Building Capacity Program which will lead to working with province for overall economic strategic plan.

**REPORTS**

**R1 – Relationship to the Corporate Strategic Plan**

Jacob Ellis gave a power point presentation and hand out on Backgrounder on the CVRD and the Economic Development Commission's relationship to the Corporate Strategic Plan (CSP). EDC provides input, direction and guidance on the development of a sustainable economic development strategy (SEDS). The SEDS is then incorporated into and forms part of the CVRD CSP. The CSP is then used to establish corporate priorities, guide funding decisions, and provide long-term direction for the Regional District. Work Plans are developed based on the priorities set in the CSP.

Currently, under the CSP, Economic Development falls under the goal and objectives of a Viable Economy. Proposed CSP revisions includes the goal of Vibrant Economy with proposed objectives to include: increase Cowichan's capacity as a Place for Business; increase the Competitiveness of the Cowichan Region; Create a Unique Sense of Place; Be a Community of Choice for Green Business; Cowichan~Creative and Cultural; Thriving and Diverse Agriculture; Support Tourism Cowichan; Lead by Example.

Members asked questions. It was agreed the State of the Economy Report is an important tool to keep the Board informed and assist with decisions. Director Kent reported the ICE-T Annual Report, which has just been released, shows examples of performance measures now in place. Report to be distributed.

Chair Robbins invited Carrie Dusterhoft and Jacob Ellis to stay for the remainder of the meeting.

**R2 – Farm Stays, Budget & Appointments**

Geoff Millar reported after a joint EDC and Regional Agricultural Advisory Commission (RAAC) subcommittees meeting the RAAC members rejected farm stay use. The opposing EDC and RAAC recommendations went forward to the Board on March 27, 2013 and they voted against allowing agri-tourism accommodation and farm stays. The topic will be referred to the Electoral Area Services Committee. Tom Anderson reported that the report is being drafted and will be on their agenda within a month and we will see how the Directors respond.

On March 27, 2013 the Board approved to add \$25,000 to the EDC budget for Film Cowichan as a supplemental budget item.

On March 13, 2013 the Board re-appointed Roger Hart as the Environment Commission representative and appointed Dana Thorne as the replacement appointee for the First Nations representative on the Economic Development Commission.

**R3 – State of the Economy Report**

Geoff Millar reported the EDC 2012 State of Economy Report will be on the April 24, 2013 Regional Services Committee agenda. Members are asked to attend. The State of Economy Subcommittee met last week and Roger reported they set two tasks; develop Terms of Reference for the subcommittee and develop Terms of Reference for the Economic Development Commission. This would provide more details than the EDC bylaw does now, can be amended from time to time and would outline goals and objectives on which we want to report. This could be addressed at the Visioning and Planning Session to be scheduled before the end of June. Tom Anderson noted Terms of Reference can be adopted versus amending bylaw. Fine tuning is acceptable however different direction is not. It would be appropriate to look at the overlay between the EDC and RAAC.

Director Kent explained there is more responsibility and activity with same resources. The two commissions, EDC and RAAC, have no budget. There is a shrinking capacity with demands to report more. This is something to be addressed at the Board. If there was a budget for needs and resources that would allow the commission to take on more work.

Chair Robbins suggested members meet to review process and presentation for the upcoming Regional Services Committee meeting. It was decided to meet on Monday, April 22, 2013 at 11 am at the EDC office.

**R4 – Climate Action**

Kathy Lachman reported the RAAC Climate Action Subcommittee has drafted a Climate Change Adaptation Strategy. Emily MacNair from BC Agriculture Climate Action Initiative is working on this pilot project and will handle the changes and refinement. Potential partners have been identified and there may be funding as well as staff resource. Emily will be advising if additional funding is approved. If approved, it will be used to implement recommendations.

Discussion took place. It was noted many action items are water related and the report includes collaboration of work that has been done by DNC and Watershed Board. Director Kent also noted there could be a linkage regarding carbon credits and ICE-T funding.

**CORRESPONDENCE**

Not applicable.

**UNFINISHED BUSINESS**

Not applicable.

**NEW BUSINESS**

Not applicable.

**CLOSED SESSION**

Not applicable.

**ADJOURNMENT**

**It was moved and seconded that the meeting be adjourned.**

**MOTION CARRIED**

The meeting adjourned at 9:30 am.

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Chair

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Recording Secretary