

Minutes of the Regular Economic Development Commission Meeting held on Thursday, May 16, 2013 at 7:30 am in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

PRESENT

George Robbins, Chair
Director P. Kent
Sandra Goth, Russ Jenkins, Robert Radford, Blair Herbert, Michael Kelly, Marsha Stanley, Dana Thorne and Roger Hart

ALSO PRESENT

Sharon McLeod, Cittaslow Cowichan Bay Society
Bruce Stewart, Cittaslow Cowichan Bay Society
Nick Versteeg, Cittaslow Cowichan Bay Society
Director L. Iannidinardo, Area D, Cowichan Bay
Andy Johnston, Wine Islands Growers Association
Rachelle Rondeau, Planner, Planning & Development Division
Rob Conway, Acting General Manager, Planning & Development
Dave Devana, CAO, Municipality of North Cowichan
Cathy Mailhot, Marketing Coordinator, Tourism Cowichan
Kathy Lachman, EDC Business Development Officer
Judy Mills, Recording Secretary

ABSENT

Director M. Dorey, Darrel Mansbridge and Geoff Millar

APPROVAL OF AGENDA

It was moved and seconded that the agenda be amended with the addition of the following items:

R4 EDC Meetings

NB1 Small Business Park

NB2 EDC Appointment

and 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 April 18, 2013 be adopted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

Not applicable.

DELEGATIONS

D1 – Cittaslow Cowichan Bay Society

Director Iannidinardo introduced Cittaslow Board of Directors; Bruce Stewart, Nick Versteeg and Sharon McLeod, Community Development Coordinator. The Cowichan Bay Society was established in 2009.

Nick Versteeg presented a promotional video. Sharon McLeod and Bruce Stewart presented a power point presentation. Recent accomplishments include community events, new logo, six pillar charter, social media and supporter program. Five year strategy outlined three main areas of focus; Awareness and Communication, Community and Conviviality and History and Tradition.

A request was made for \$12,500 to reach goals. Want to be a role model for other communities striving to be sustainable and need support.

Discussion took place. Chair Robbins explained the organization does not have funds to assist them at this time. Commission recommendations included researching the business improvement areas concept or uniting the community under one enhancement association. Cathy Mailhot, Tourism Cowichan Marketing Coordinator, suggested listing events on the Tourism Cowichan Calendar of Events. Kathy Lachman, EDC Business Development Officer, offered to meet and assess if there are any programs under Economic Development that could assist.

Cittaslow delegates left the meeting.

D2 – Wine Islands Growers Association

Andy Johnston, President, Wine Island Growers Association (WIGA) and Owner, Averill Creek Winery discussed development of the Cowichan Valley as an oenological area. We have a great climate for growing grapes and it is optimal for the Pinot family. Averill Creek Winery recently demonstrated they are a world class Pinot Noir producer. Challenge is marketing the region. Land is affordable and available and there is opportunity to promote investment in China. Need promotional material. There are employment opportunities. Mr. Johnston receives six resumes per week at his winery. Require infrastructure, marketing, sales people and assistance with BC Liquor Distribution Branch (LDB).

WIGA mandate is to promote and develop wine industry in the Cowichan Valley and Vancouver Island through education, programs and conferences. First annual WIGA conference will be held in July 2013 and will host world class speakers. Request was made for funding to provide more speakers.

Discussion took place. Chair Robbins advised there are no funds to assist with speakers however Kathy Lachman, EDC Business Development Officer and President of the Islands Agricultural Show Society offered to meet with WIGA to assist with marketing and promotion. This could include a booth at the upcoming July 2013 conference. Roger Hart also volunteered to assist on behalf of the Commission.

Andy Johnston left the meeting.

REPORTS

R1 – Green Building Rezoning and Private Sector Green Building Policies

Rachelle Rondeau gave a power point presentation on draft CVRD Green Building Policies. Options are to promote existing programs and rebates, educate builders and new program development. Held workshop on March 27, 2013 and now looking for feedback from the EDC and Environment Commission. Next step is to present draft policies to Electoral Area Services and Board.

Rob Conway reported it is the interest from CVRD Board to encourage Green Practices. Now have Sustainability Checklist. Builders like that it is incentive based versus regulatory. Permit fees are 1% of construction value and offers future savings up to 30%. Buying a home with certified rating is an advantage for marketing.

Discussion took place. Commission recommended the need to quantify costs and average savings over length of time and communicate short and long term benefits and also expressed concern that the draft policies would not achieve the desired objectives.

It was agreed to table a motion for discussion at the next meeting. Rachelle Rondeau and Dave Devana left the meeting.

R2 – Planning Sessions

Chair Robbins reviewed EDC Planning dates for June 2013. Discussion took place.

It was moved and seconded the Economic Development Commission hold a pre-planning day meeting on Thursday, June 13, 2013 from 7:30 to 9:30 am and a 2013 EDC Planning Session on Thursday, June 20, 2013 from 8 to 11 am.

MOTION CARRIED**R3 – Staff Report**

Cathy Mailhot, Tourism Cowichan Marketing Coordinator reviewed the May 16, 2013 staff report regarding the 2013 Cowichan Vacation Guide and the City of Duncan. Discussion took place. Director Kent noted that stakeholder engagement has not been achieved and need to consider as part of work plan. Cathy Mailhot reported that a Tourism Advisory body, which consists of industry representatives, has recently been formed and established priorities. Plan is to meet with Economic Development Commission. Chair advised there is a need to review Tourism process and how it fits with Commission and staff.

It was moved and seconded that the Economic Development Commission refer topic of Tourism to discuss Commission role in upcoming Planning Session on June 20, 2013.

MOTION CARRIED**R4 – EDC Meetings**

It was agreed by the members to hold a July EDC meeting and discuss at that time if there will be an Aug EDC meeting or recess.

CORRESPONDENCE**C1 – VIU Invitation**

Kathy Lachman advised an invitation has been received by VIU for participants for MBA Mock Interviews and a Business Mixer. Members can RSVP to Julie Goodman, Julie.goodman@viu.ca, if they wish to attend.

UNFINISHED BUSINESS

Not applicable.

NEW BUSINESS**NB1 – Small Business Park**

Director Kent advised John Morris has developed concept for small business park using recycled containers and submitted application. It is an opportunity to reuse shipping containers through business incubation program. He is interested to present his concept to the commission via delegation. Photo examples were circulated.

Discussion took place. Members would like more information as to the purpose of the delegation. Supportive of the concept however the Commission has no funds to assist with implementation.

It was agreed that EDC staff will send follow up letters including contact information to today's meeting delegates. Chair Robbins will speak with the Economic Development Manager regarding delegation process and putting this topic on next agenda.

NB2 – EDC Appointment

Chair Robbins reported VIU has hired a new Campus Academic Administrator starting June 17, 2013. Darrel Mansbridge will no longer be attending EDC meetings.

It was moved and seconded the Economic Development Commission recommend to the Board that Warren Weir, Campus Academic Administrator, Vancouver Island University, be appointed to the Economic Development Commission for a term to expire December 31, 2014; and that the appointment of Darrel Mansbridge, Acting Principal, Vancouver Island University, be rescinded.

MOTION CARRIED

CLOSED SESSION

Not applicable.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9:37 am.

Chair

Recording Secretary