



ECONOMIC DEVELOPMENT COMMISSION MEETING

REGULAR MEETING

June 16, 2011

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

AGENDA

	PAGES
1. <u>APPROVAL OF AGENDA:</u>	1-2
2. <u>ADOPTION OF MINUTES:</u> Regular EDC Meeting Minutes of May 11, 2011	3-5
3. <u>BUSINESS ARISING FROM THE MINUTES:</u> BA1 EDC membership -applications & Community Futures Cowichan BA2 Bylaws & Rules – Director Morrison	6
4. <u>UNFINISHED BUSINESS</u> UB1 Update – EDC Work Plan 2011/12 & Sustainable Economic Development Strategy Summary	
5. <u>REPORTS:</u> R1 Brand Update R2 Islands Agriculture Show Pilot Project	7
6. <u>NEW BUSINESS:</u>	
7. <u>ADJOURNMENT:</u>	

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

Marsha Stanley, Chair
Director Kent
Director Morrison
George Robbins

Pat Foster
Michael Kelly
John Morris
Jane Worton

Jenn George

DISTRIBUTION:

Full Agenda Package:

DIRECTOR GILES, CHAIR
DIRECTOR MARCOTTE
DIRECTOR HAYWOOD
DIRECTOR SEYMOUR
DIRECTOR WALKER
DIRECTOR HUTCHINS
DIRECTOR MCGONIGLE

DIRECTOR KUHN
DIRECTOR HARRISON
DIRECTOR IANNIDINARDO
DIRECTOR DUNCAN
DIRECTOR COSSEY
DIRECTOR DOREY

AS WELL AS:

WARREN JONES, CHIEF ADMINISTRATIVE OFFICER
MARK KUEBER, GENERAL MANAGER CORPORATE SERVICES
TOM ANDERSON, GENERAL MANAGER PLANNING & DEVELOPMENT
GEOFF MILLAR, ECONOMIC DEVELOPMENT MANAGER
KATHY LACHMAN, BUSINESS DEVELOPMENT OFFICER
FELICITY ADAMS, MANAGER OF 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 regular meeting of the ECONOMIC DEVELOPMENT COMMISSION held at the Community Futures Boardroom, May 11, 2011 at 7:30 am.

PRESENT: Bruce Sampson, Chair
Director K. Kuhn
Director I. Morrison
Director P. Kent
Pat Foster
Mike Kelly
Jane Worton
John Morris
Marsha Stanley

ALSO

PRESENT: John Koury, Councillor North Cowichan
Tom Anderson, GM, Planning & Development
Geoff Millar, Manager, Economic Development
Kathy Lachman, Business Development Officer
Judy Mills, Recording Secretary

ABSENT: George Robbins, Jenn George

**APPROVAL OF
AGENDA**

Four addenda were added.

It was moved and seconded the agenda be accepted.

MOTION CARRIED

**ADOPTION OF
MINUTES**

It was moved and seconded the Regular EDC meeting minutes of April 21, 2011 be accepted.

MOTION CARRIED

**BUSINESS ARISING
FROM THE MINUTES**

**BA1
EDC MEMBERSHIP**

The Economic Development Manager reported there are four vacancies on the Economic Development Commission. Advertisements for Commission applications will be in the regional newspapers this week. Maria Lauridsen, Vancouver Island University, Cowichan Campus Principal, has expressed interest to return to the Commission.

**UNFINISHED
BUSINESS**

**UB1
EDC WORK PLAN &
SUSTAINABLE
ECONOMIC
DEVELOPMENT
STRATEGY SUMMARY**

Jane Worton explained the layout of the EDC Work Plan and Sustainable Economic Development Strategy Summary (SEDS). The table links the CVRD strategic objectives and EDC objectives and goals. The Commission members noted the information is very well-laid out and thanked Jane for her valuable assistance.

Discussion took place regarding objectives and resources. It was noted some data is already available and it's important to be clear when submitting request for budget requirements.

Discussion took place on green business, the importance of having a series of definitions, transit and the importance of a regional growth plan.

It was agreed to add "increase partnerships with businesses & developers" on page 6 of the SEDS Summary under "ongoing action".

It was also agreed to amend the timeline of the EDC Work Plan 2011 to include 2012.

It was moved and seconded to receive and accept the Sustainable Economic Development Strategy from EDCD Consulting with the addition of the role of the Economic Development Commission.

MOTION CARRIED

It was moved and seconded to approve the Economic Development Work Plan 2011/2012 and Sustainable Economic Development Strategy Summary.

MOTION CARRIED

It was moved and seconded to recommend the CVRD Board receive and accept the Sustainable Economic Development Strategy from EDCD Consulting and approve the Economic Development Work Plan 2011/2012 and Sustainable Economic Development Strategy Summary.

MOTION CARRIED

The next step is to present the Sustainable Economic Development Strategy process to the Regional Services Committee on May 25, 2011. Pat Foster and Jane Worton agreed to present on behalf of the Economic Development Commission along with the Consultants and The Economic Development Manager and Business Development Officer.

**UB2
UPDATE ON JOINT
MEETING**

The Chair suggested the joint meeting between the Economic Development Commission and the Environment Commission take place in June. He also proposed discussing the pros and cons for development and State of the Environment issues.

The joint sub-committee is scheduled to meet May 11, 2011 and will report back to the Economic Development Commission.

NEW BUSINESS

**NB1
CIRCLE ROUTE**

There will be a Pacific Marine Circle Route meeting in Sooke on June 17, 2011 at 11am at the Prestige Hotel. A Commission is starting up and they are pulling resources together to brainstorm and confirm the next steps to this process. Mike Kelly will attend on behalf of the Economic Development Commission. Also in attendance will be Mayor Kent and Tourism Cowichan Marketing Coordinator Don Barrie.

**NB2
BYLAWS & RULES**

Deferred until the next meeting due to time constraints.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 8:57 am. Next meeting will be on June 16, 2011 at the Community Futures Cowichan Boardroom, 135 Third Street at 7:30 am.

Certified Correct:

Chairperson

Secretary

Dated: _____

Cathy Robertson Biography

Cathy's 15 career experience spans many aspects of business. Since 2008 Cathy has been the General Manager of Community Futures Cowichan. In this role she oversees a range of community-based business development projects and the Small Business lending program in addition to the day-to-day management of the organization. As well, Cathy chairs the Provincial Community Futures Marketing Committee and the Fisheries Legacy Trust Alliance.

Other career experience has been as an associate in a local marketing firm managing a wide variety of marketing programs for a number of diverse clients. For nearly 5 years Cathy was the Operations and Marketing Manager for both Cherry Point Vineyards and the Quw'utsun Cultural and Conference Centre, each owned by the Cowichan Tribes. Here she was responsible for marketing, business development and human resources.

She has volunteered with community organizations such as a director on the Duncan-Cowichan Chamber of Commerce, chair of the Black Tie Awards, the Cowichan Hospital Foundation, and contributed to projects of Social Planning Cowichan and the Seniors Foundation. As well as participating in many local fundraisers.

Cathy is a graduate of the British Columbia Institute of Technology with a Sales and Marketing diploma. She continues her professional education attending a number of Human Resources, Community Economic Development, Finance and Marketing courses through UVIC, SFU and Royal Roads. Born on Vancouver Island, and raised in Prince George, B.C., she also lived in Korea for one year.

May 25, 2011

File: 01150-30\AF002-I0497

sent by facsimile: 250 746-7801

Geoff Millar
Manager, Economic Development Division
Cowichan Valley Regional District
135 Third Street
Duncan BC V9L 1R9

Dear Geoff:

Thank you for applying to the Investment Agriculture Foundation of British Columbia, Agri-Food Futures Fund Islands Agriculture Initiative. Your application titled **Islands Agriculture Show Pilot Project** was considered by the Foundation's Islands Agri-Food Initiative Advisory Committee on May 19, 2011.

I am pleased to advise that funding for this project has been approved. This approval is based on 46.53 percent of total eligible cash costs of \$54,100 to a maximum of \$25,175 ("the Funding") for activities commencing on or after the above noted decision date.

Please confirm your continued interest in obtaining the Funding by providing us with the following materials within 60 days from the date of this letter:

1. This letter, signed and dated where indicated below;
2. Written confirmation that all funding from other sources identified in the budget has been secured and an explanation of any changes in funding sources to date;
3. A revised budget (if different from the application);
4. A revised workplan (if different from the application).

Should an extension beyond 60 days be required, a written request must be made.

For further details or questions, please contact Jamai Schile at 250 356-0119.

Yours truly,
Investment Agriculture Foundation of B.C.


Peter Donkers
Executive Director

The undersigned hereby confirms their continued interest in obtaining the Funding (as defined above) for project **AF002-I0497 – Islands Agriculture Show Pilot Project** and acknowledges that no part of the above letter is intended to create or constitute a legally binding obligation on the part of the Foundation.

A designated signing officer for:
Cowichan Valley Regional District

Date: _____

Mail

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Victoria, BC V8W 3R9

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**Investment
Agriculture
Foundation**
of British Columbia

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