



ECONOMIC DEVELOPMENT COMMISSION MEETING

REGULAR MEETING
July 21, 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 June 16, 2011	3-6
3. <u>BUSINESS ARISING FROM THE MINUTES:</u>	
4. <u>DELEGATIONS</u> D1 Eelgrass Proposal – Power Point Presentation Ann Kjerulf, CVRD Planning & Development Department	
5. <u>UNFINISHED BUSINESS</u> UB1 Subcommittee update re EDC membership UB2 Subcommittee update re joint Environment & EDC meeting	
6. <u>REPORTS:</u> R1 Staff Report for Film Cowichan R2 Subcommittee reports re EDC Work Plan 2011/12 *Please bring your copy of the Strategy* R3 2011 Tourism Cowichan Marketing Plan R4 Building Report for June 2011	7-12 13-21 22-26 27-29
7. <u>NEW BUSINESS:</u>	
8. <u>NEXT MEETING:</u> August 18, 2011	
9. <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

Pat Foster
George Robbins
Michael Kelly

Jenn George
John Morris
Jane Worton

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, June 16, 2011 at 7:30 am.

PRESENT: Pat Foster
Director K. Kuhn
Director P. Kent
Mike Kelly
John Morris

ALSO

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

ABSENT: George Robbins, Jenn George, Director I. Morrison, Jane Worton & Marsha Stanley

APPROVAL OF AGENDA

For the purpose of this meeting only, Pat Foster was appointed as interim Chair in the absence of the new EDC Chair, Marsha Stanley and vacancy of the Vice-Chair position.

Five 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 May 11, 2011 be accepted.

MOTION CARRIED

BUSINESS ARISING FROM THE MINUTES

**BA1
EDC MEMBERSHIP**

Five applications were received for the four EDC vacancies. Maria Lauridsen will fill the VIU position.

It was moved and seconded to form a subcommittee to select the appointees.

MOTION CARRIED

The following members will form the sub-committee: Director Kent, Marsha Stanley, John Morris and Geoff Millar.

**BA2
BYLAWS & RULES**

Director Morrison was not in attendance to bring forward the item.

**UNFINISHED
BUSINESS**

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

The Economic Development Manager reported the May 25, 2011 Regional Services presentation of the Sustainable Economic Development Strategy and EDC work plan was well presented and received. EDC member Pat Foster gave a verbal overview of the presentation to the Regional Services Committee. It was noted some of the plan will require more funding and EDC will be coming back with a detailed budget.

The EDC Work Plan 2011/2012 listing high, medium and low priorities was handed out. The question was raised how would the Commission like to proceed? Discussion ensued. It was decided to start with the high priority items. Each Commission member adopted 1 of the 7 high priorities and will work on the item with EDC staff to develop a report for the July 21, 2011 EDC meeting. The report will include the priority, action, financial implications, background discussion and next steps. Kathy Lachman will be in contact with each of the members and distribute the report template. Priorities were adopted as follows:

- #1—Director Kuhn & Pat Foster
- #2—Mike Kelly (EDC staff will contact each jurisdiction for their processes)
- #3—Jane Worton (Kathy Lachman has started process & will provide report and SEDS recommendations)
- #4—John Morris (Kathy Lachman has this process underway)
- #5—Mike Kelly & EDC staff (underway need dollars to implement)
- #6—Director Kent will assist Kathy Lachman
- #7—George Robbins (process underway, CVRD formed Agriculture Committee)

The Chair requested each member bring their copy of the Sustainable Economic Development Strategy to future EDC meetings.

REPORTS

**R1
BRAND UPDATE**

The Economic Development Manager reported the Cowichan Brand which is managed by EDC is addressing a conflict of interest with the taste cowichan extension and a local business that is using it as a corporate identity to promote a local business directory. In the past the taste Cowichan brand has been associated with the Cowichan Wine & Culinary Festival and other culinary initiatives. Two meetings have taken place requesting to modify the title to Taste the Cowichan to separate out and protect the integrity of our brand. At this point the EDC Manager is looking for direction from the Commission on how to proceed to negotiate this matter. The Commission recommended to work the

issue out directly with the business owner and continue looking into copy rights of the brand and registering the url brand extensions.

**R2
ISLANDS
AGRICULTURE SHOW
PILOT PROJECT**

The Economic Development Manager reported he is working with the Provincial Government and various island groups to hold an Islands Agriculture Show at the Cowichan Exhibition Park in February 2012. It will be a 2 ½ day show with training seminars and workshops as well as a public component with a tradeshow and outdoor exhibits. Economic Development and George Robbins, who also sits on the Agricultural Advisory Committee, will be a part of the organizing committee. The pilot project is currently approved for \$25,000 funding. The Investment Agriculture Foundation of BC is preparing a funding agreement between them and the CVRD.

NEW BUSINESS

**NB1
AGRICULTURE PLAN
UPDATE**

The Business Development Officer reported the CVRD appointed a 13 member Agricultural Advisory Committee which is administered by the Economic Development Division. George Robbins, Marsha Stanley and EDC staff sits on the committee. The Committee is going through a process to become a permanent Regional Agricultural Commission.

Currently subcommittees were formed and assigned 2 goals each to facilitate working through the 78 recommendation of the CVRD Agriculture Plan. The recommendations are being presented at the July 28, 2011 meeting. The next step is implementation.

**NB2
PLANNING &
DEVELOPMENT
UPDATES**

John Morris requested future meetings include Planning & Development updates. It was noted by the General Manager of Planning & Development that monthly building summaries are prepared and can be circulated with EDC agendas.

**NB3
TRADE &
INVESTMENT
REPRESENTATIVES**

The Business Development Officer reported the Province of BC has 9 trade and investment representatives. June 1-3, 2011 was the first BC provincial road show. Purpose was to educate on BC opportunities and introduce to businesses that are export ready. They spent three days on Vancouver Island including Comox, Nanaimo and Victoria. Seven local businesses attended and EDC is following up on the value received. So far feedback is very positive and there has been lots of trade and investment follow up with them. If this event is considered successful it will be a yearly event.

**NB4
FILM COWICHAN**

Director Kent posed the question as to whether EDC was responsible for managing Film Cowichan. The Economic Development Manager responded that the Film Manager operates as a contractor and reports directly to the EDC Manager. Discussion ensued regarding the DBIA's concerns of impact on

the downtown core from previous films and upcoming films scheduled. Discussion ensued and the Film Manager will be developing protocol which includes: training on ground, agreements up front, communications with DBIAS and individual businesses, fees, signage, claim form and agreement with City of Duncan. Nothing will take place until that is complete.

**NB5
ENVIRONMENT
REPORT**

Director Kent reported there will be a joint meeting with the EDC and Environment Commission. It is tentatively scheduled for a half day in July. Topic of discussion is sustainability definition and framework. More information to come.

ADJOURNMENT

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting adjourned at 9 am. Next meeting will be on July 21, 2011 at the Community Futures Cowichan Boardroom, 135 Third Street at 7:30 am.

Certified Correct:

Chairperson

Secretary

Dated: _____



STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION
OF JULY 21, 2011

DATE: JULY 12, 2011

FILE NO: EDCGEN

FROM: GEOFF MILLAR, MANAGER
ECONOMIC DEVELOPMENT DIVISION

BYLAW NO:

SUBJECT: FILM COWICHAN

Recommendation/Action: For discussion

Relation to the Corporate Strategic Plan: Healthy Economy – Attract Film Productions

Financial Impact: Staff Resources

Background:

A question was raised by Director Kent at the EDC meeting of June 16, 2011 (NB 4) regarding Film Cowichan and film production permits in the CVRD. Recent concerns by several downtown Duncan businesses and brought forward by their business association (BIA) highlighted the problems of communication and adequate liaison between the film production companies, local governments and Film Cowichan (as the lead film attraction agency for the region).

Film Commissioner (Contractor) for the CVRD Louise McMurray will present information to update Commission members on initiatives to date to address the concerns stated above.

1. Overview of existing processes of Film Cowichan and general film company shooting requirements;
2. Draft Policy Film Guidelines for CVRD Electoral Areas and Municipalities; and
3. Film Friendly Designation initiative being developed by BC Film Commission.

Documents 1 and 2 will be distributed at the meeting.


Submitted by:
Geoff Millar, Manager
Economic Development Division, CVRD

Reviewed by:

Division Manager:

Approved by:

General Manager:

Draft Guidelines/Protocols Filming in the Cowichan Region

Cowichan Valley Regional District

Film Cowichan, an Economic Development Cowichan initiative, operates as the film commission for the Cowichan Valley Regional District. The Cowichan Region includes the City of Duncan, the Town of Lake Cowichan, the District of North Cowichan and the Town of Ladysmith as well as the unincorporated electoral areas.

CVRD POLICY AND PROCEDURE

SUBJECT: FILMING POLICY Recommendations

PURPOSE

The purpose of this policy is to encourage the development of the film industry in the CVRD that strikes the appropriate balance between successful filming that will portray the region in a positive image and contribute to the local economy, with a minimum of inconvenience to businesses & residents.

POLICY

The CVRD will:

1. Facilitate the film industry in its production endeavours by providing a centralized and efficient procedure for obtaining local government approvals for filming within the CVRD.
2. Promote the CVRD as a physically and economically attractive environment for filming.
3. Encourage the establishment of business and related industry support and the development of an infrastructure and expertise within the CVRD to attract film production within the region.
4. Support policies and procedures which minimize inconvenience to the public and citizens within the CVRD as a result of filming on location.
5. Support policies and procedures to ensure that filming on location will not cause any damage to public or private property and that, in the event of any damage, the film company will be responsible to make such repairs as required.
6. Support policies and procedures which require that filming on location will be conducted so as to ensure the safety and well-being of the general public.
7. Establish guidelines and fees for use of public facilities and services which could support filming within the region.

Cowichan Filming Guidelines

Initial contact for filming in the Cowichan should be directed to:

Film Cowichan

Box 158 – 200 Cowichan Way

Duncan BC V9L 3X3

Canada

Telephone: 250.746.7930

Fax: 250.746.8130

Email: film@cowichan.net

The following general conditions apply to all Film Applications.

1. Application to film

The Cowichan Region is made up of the City of Duncan, the Town of Ladysmith, the Town of Lake Cowichan, the Municipality of North Cowichan, and the Cowichan Valley Regional District which encompasses nine unincorporated electoral areas. In addition there are a number of First Nations bands whose jurisdiction extends over the sixteen reserves in the region. A film permit is required when filming any production on public property, including streets, sidewalks, parks, and other public space. Permit applications should be submitted at least 15 working days before the planned filming date. Contact Film Cowichan for assistance on permits and designated film liaisons for specific municipalities.

2. Insurance

Prior to filming, the applicant must provide proof of a valid public liability insurance of at least \$5,000,000 against claims for personal injury, death or property damage occurring upon, in or about the site.

The policy will include the appropriate governing body as additional named insured and contain a cross liability clause.

Additional insurance may be required depending on the extent of the production activities.

3. Fees and charges

An estimate sheet will be provided outlining rental rates for public property, buildings and other charges where applicable.

Specific charges for municipal/regional services or costs directly incurred as a result of the production will also be identified.

A deposit for the estimated costs for all local government services that will be necessary, payable by certified cheque or posted bond will be required prior to filming. When all filming is complete, an invoice or a refund for the balance will be issued.

4. RCMP

Policing for the Cowichan Region is under the jurisdiction of the RCMP. Policing requirements for filming activities must be reviewed with Film Cowichan & designated local government representatives.

RCMP should be notified of all relevant filming activity requirements, including filming involving gunfire, vehicle crashes, stunts, and traffic control disruption.

Film productions requiring police support services must contact Film Cowichan and the lead Municipality to make appropriate arrangements with the RCMP office at least 10 days in advance.

5. Fire Departments in the Cowichan Region

Chemainus	250.246.3121
Cowichan Bay, Cobble Hill	250.743.7111
Crofton	250.246.3650
Duncan	250.746.5211
Lake Cowichan	250.749.6681
Malahat	250.743.5563
Maple Bay	250.748.8654
Mesachie Lake	250.749.6277
Mill Bay	250.743.5563
North Cowichan	250.746.4911
Sahtlam	250.748-1242
Shawnigan Lake	250.743.2096
Other areas	1.800.461.9911

6. Noise

Filming should be conducted between the hours of 7am to 9pm Monday to Saturday, and Sunday 9am to 9pm, or according to any existing noise by laws. If filming is to occur outside of these times, details must be included in your permit application.

7. Use of Civic Properties

Civic properties are under the responsibility of various departments such as Parks, Recreation and Culture, Development Services, Public Works. Use of these buildings and properties will require prior approval of the department responsible. Film Cowichan will provide you with appropriate contacts.

8. Parking

An outline of the dates, locations and types of vehicles to be parked on public streets or in public parking should be included in your locations worksheet. Only vehicles essential to filming should be parked on the street. Non essential vehicles should be parked off the street.

9. Access and notification

Access to businesses, residences and churches should be considered and maintained (including deliveries). The applicant is responsible for notifying residents and/or merchants who will be affected by the filming. A flyer or leaflet must be distributed, with contact information for the Production Company and Film Cowichan included. Pertinent information about the event should be included: date, time, duration, area, temporary traffic or parking regulations. A record of who was notified is required.

Large or disruptive productions may require advertisements in newspapers and other local media as well or a specified film liaison person for additional communication services.

10. Cancellation

Applicants must designate a named on-site liaison person with authority to intervene and/or stop the event if necessary at any time during filming.

11. Road Closures

Road closures falling within the jurisdiction of the City of Duncan, District of North Cowichan, the Towns of Lake Cowichan and Ladysmith require approval of the areas which fall under their jurisdiction.

All other roads and highways are under the jurisdiction of the Ministry of Transportation and will require the approval of the Ministry of Transportation. Contact Lorna Leslie 604-660-9701.

12. Port Authority

There are five deep sea ports in the Cowichan Region. Permission to film in the ports requires permission from the Port Authority. Anyone planning a film production or event on Port Authority controlled property will be required to contact the appropriate agency. Request for the approval should be submitted to the Port Authority not less than 30 days prior to filming shoot date.

13. Electrical Permit Requirements

Electrical permit requirements will vary depending on the jurisdiction governing the film location. Please check with the Film Cowichan offices for initial contact.

14. Copies

Copies of all permits and approvals for filming in the region should be filed with the Film Cowichan offices as well as with the appropriate jurisdiction.

15. Film Wrap Sheet

Each film production is requested to submit a film wrap sheet in order to assist us to develop a better service to film productions in our region and to assist us in assessing the economic benefits to the region.

CODE OF CONDUCT FOR FILM CREWS

These guidelines were developed to help ensure an effective working relationship between the communities within the CVRD and visiting production companies.

1. When filming in a neighbourhood or business district, producers must give at least one week notice to affected merchants and residents as determined by the BIA or municipality.
2. Production must abide by the CVRD's Traffic Bylaw at all times unless otherwise requested and approved by permit.
3. Production must comply with CVRDs' Noise Bylaw and give at least one week notice to affected residents of late night film activities in the community.
4. Production shall use local services whenever possible.
5. Cast and crew should enter the area no earlier than the time stipulated on the permit and stay within designated parking areas.
6. When production passes identifying employees are issued, everyone shall wear it while at a location.
7. Production vehicles may not block driveways without the permission of the driveway owner.
9. All catering, crafts service, construction, strike and personal trash must be removed from the location.
10. Owner or municipal permission is required to remove, trim or cut trees or plants.



SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
JULY 21, 2011

DATE: July 14, 2011

FROM: Pat Foster, Klaus Kuhn

SUBJECT: Sustainable Economic Development Strategy Subcommittee Report for Goal #1
"Enhance communication and education among economic development, local government, the business community, media and general public."

Priority: High priority 2011-2012

Action:

1. Clearly define communication role of Economic Development Commission with the CVRD Board.
2. Develop processes and format to update EDC Board members and make recommendations to CVRD Board.
3. Update Municipal Councils on activities of the economic development office on a regular basis. Arising issues may make it necessary to meet more often with individual councils.
4. Redefine objective, timing, distribution of electronic newsletter. It is very important, in this subcommittee's perspective, that an EDC Chair's Report be included in each newsletter.
5. Identify ways to promote economic development through speaking engagements to business groups, organizations and other stakeholders.
6. Invite speakers and delegations to address the Commission on issues that affect the economy of the Cowichan Region. (should include BC Hydro, BC Ferries, Fortis, Telus etc)

Financial Implications: Staff resources

Submitted by:
Pat Foster, Klaus Kuhn
EDC Commission Members - Subcommittee Goal #1



SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
21 JULY 2011

DATE: July 8, 2011
FROM: Mike Kelly
SUBJECT: Sustainable Economic Development Strategy Subcommittee Report for Goal #2
"Develop a flow chart of the development process in each community within the CVRD."

Priority: High priority 2011-2012

Action:

1. Begin with existing development permit flow chart from the CVRD – Appendix 'A'.
2. Convert power point images to one sheet and circulate to Planning & Development Departments in each jurisdiction within the CVRD, including Cowichan Tribes.
3. Through direct contact confirm similarities and differences in Municipalities & CVRD.
4. (a) Develop and create report; (b) Identify best visuals for presentation format to represent process flow in each jurisdiction within the CVRD.

Financial Implications: Staff resources – time allocation.

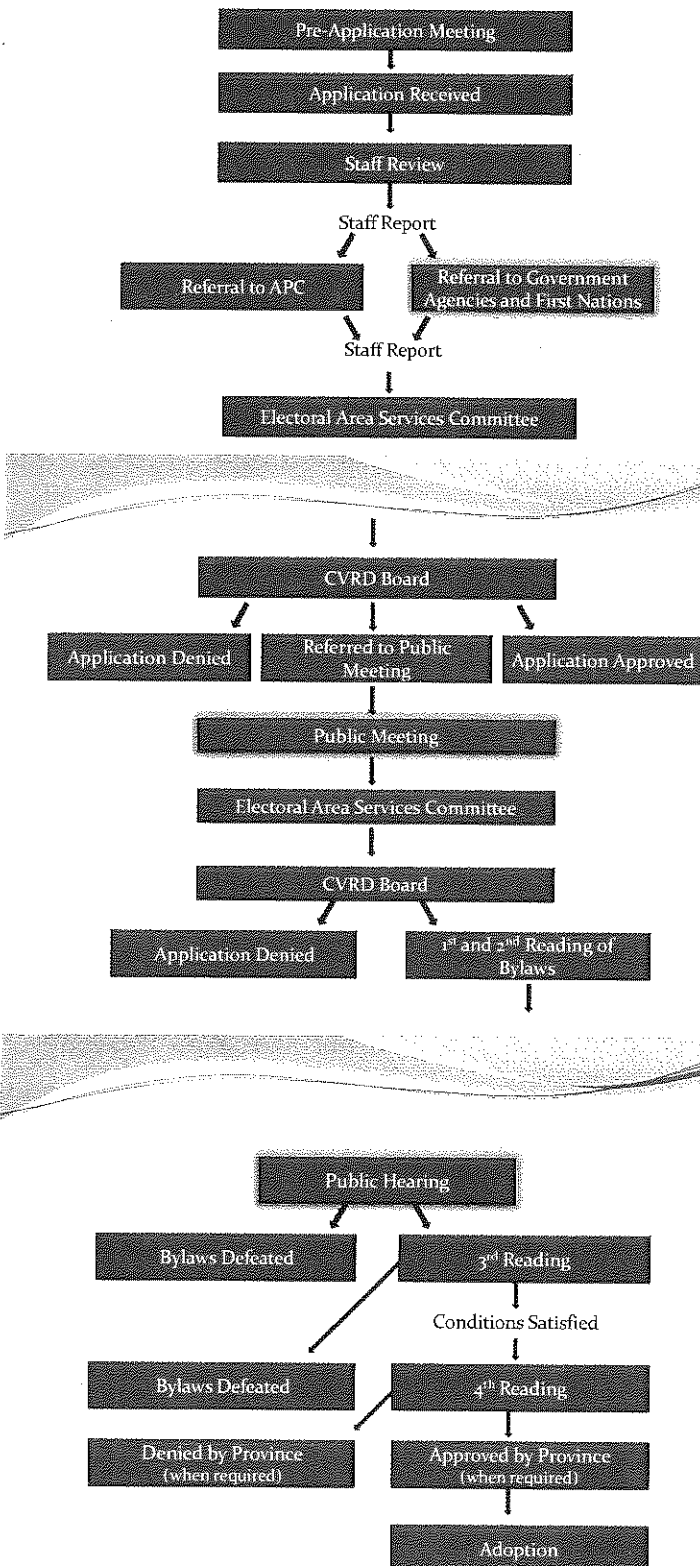
Background Discussion & Next Steps:

1. Understand development planning process includes Development Permits, Re-zoning Applications and OCP Amendments.
2. Design guidelines for specified areas will have a bearing on development process timing and costs to developers.
3. Next steps - Create report with commentary on Development Permits for all five jurisdictions within the CVRD.

Submitted by:
Mike Kelly
EDC Commission Member - Subcommittee Goal #2

APPENDIX 'A'

CVRD Development Application Process





SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
JULY 21, 2011

DATE: July 14, 2011
FROM: Jane Worton
SUBJECT: Sustainable Economic Development Strategy Subcommittee Report for Goal #3
"Develop a Regional Community Profile with sub-profiles in each community within the CVRD."

Priority: High priority 2011-2012

Action: Develop a Community Profile for 2012

Financial Implications: There are no funds allocated for this priority. The funds necessary will need to be included in the EDC budget request for 2012. It is estimated that a sum of \$7,500-\$10,000 will be required to complete a Community Profile.

Background Discussion: A community profile is usually the first piece of information that a prospective investor, business or site selection consultant will look for regarding a community's potential suitability. EDC does produce a Site Selector Profile, however does not have a community profile. The information provided in the Site Selector Profile does not provide all the information in the manner that a community profile will. The community profile is used to accomplish the following: 1) The prospect requests community and site profiles for each viable community within the geographic area of the search; 2) Information provided through the community profiles will then be reviewed to determine which communities the prospect wishes to include in the initial pool of potential project locations.

Submitted by:
Jane Worton
EDC Commission Member – Subcommittee Goal #3



SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
JULY 21, 2011

DATE: July 14, 2011
FROM: John Morris
SUBJECT: Sustainable Economic Development Strategy Subcommittee Report Goal #4
"Expand Business Retention and Expansion Program (BRE)"

Priority: High priority 2011-2012

Action: Economic Development Cowichan has purchased a license to participate in the BC Business Counts program. This program provides statistical software to: survey local businesses; track visits and follow up action items, generate reports, and track trends. Next Steps for the program include: developing a database of suitable companies for participation in the program; setting up and conducting a target number of interviews; and generating statistical reports for review by the Economic Development Commission.

Financial Implications: None at this time

Background Discussion: The ability of the Cowichan Region to keep their existing businesses is often easier than attracting new businesses to the region. A BRE program seeks to identify and understand the issues and obstacles faced by a variety of local businesses in the region, through a series of detailed surveys and interviews. The program assists in understanding the immediate concerns among local businesses and works with those businesses to overcome their obstacles and help them grow and expand. The program also helps businesses access existing EDC programs and services. Successful businesses in the region are often the catalyst for attracting new business and investment. Ultimately the goal of the program is for an increased provision of stable and sustainable employment opportunities for current and future residents.

Submitted by:
John Morris
EDC Commission Member – Subcommittee Goal #4



SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
21 JULY 2011

DATE: July 8, 2011

FROM: Mike Kelly

SUBJECT: Sustainable Economic Development Strategy Subcommittee Report for Goal #5
"Adopt and support the implementation of the Cowichan Region Tourism Plan."

Priority: High priority 2011-2012

Action:

1. Create report to outline process to bring Regional Tourism Plan to CVRD for endorsement and appointment of Regional Tourism Advisory Committee.
2. Present Regional Tourism Plan overview to EDC and CVRD. EDC recommends creation of Regional Tourism Advisory Committee (TAC). Staff creates By-Law for creation of Committee and CVRD Board initiates process for three readings and adoption of By-law.
3. Recommend tourism stakeholders to sit on TAC as per By-law and forward names to EDC and to CVRD Board.
4. Examine all means of additional funding for Regional Tourism – Function 123.

Financial Implications: Staff resources initially – time allocation and some administrative costs. 2012 budget will require additional financial resources to properly begin planning and implementation of Regional Tourism Plan.

Background Discussion & Next Steps:

1. Sustainable Economic Development Strategy Goal #7 is "Support Tourism Cowichan". The goal states, in part, that the EDC should review the tourism plan as attached to the Strategy - Appendix 'D', and develop a list of priorities from those recommendations.
2. Tourism businesses/stakeholders are looking for leadership in the tourism sector that goes beyond the external marketing now undertaken by Economic Development Cowichan and Tourism Cowichan.
3. Discussion with stakeholders over the past year has determined that the major step that would demonstrate local government (CVRD/Municipal) support for tourism would be creation of the Regional Tourism Advisory Committee (or Council).

4. The follow-up step and first major initiative of the TAC would be to pursue new core funding to facilitate developing a broader role for Tourism Cowichan. This would entail a serious examination of potential new sources of core funding for tourism programs and initiatives and creating an action plan to pursue appropriate funding sources.

Submitted by:

Mike Kelly

EDC Commission Member - Subcommittee Goal #5



SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
JULY 21, 2011

DATE: July 14, 2011

FROM: Phil Kent

SUBJECT: Sustainable Economic Development Strategy Subcommittee Report for Goal #6
"Adopt and support the implementation of the Green Business Development Plan."

Priority: High priority 2011-2012

Action: Form a Green Business Committee consisting of representatives from the Economic Development Commission and the CVRD Environment Commission who will review existing plan to prioritize recommendations for implementation

Financial Implications: None at this time

Background Discussion: In 2009, the EDC completed a Green Business Development Opportunities study. The report provided a number of recommendations that could form the basis for a cluster development strategy. The report was accepted and endorsed by the Green Business Development Committee; however, no action has been taken to date on the recommendations and actions outlined in the report. In addition, the CVRD Corporate Strategic Plan includes the objective to maintain key economic development programs and to implement phase I and II of the project.

Submitted by:
Director Phil Kent
EDC Commission Member – Subcommittee Goal #6



SUBCOMMITTEE REPORT

ECONOMIC DEVELOPMENT COMMISSION
JULY 21, 2011

DATE: July 14, 2011

FROM: George Robbins

SUBJECT: Sustainable Economic Development Strategy Subcommittee Report for Goal #7
"Support the implementation of the Area Agriculture Plan."

Priority: High priority 2011-2012

Action: Review existing plan to prioritize recommendations for implementation.

Financial Implications: None at this time

Background Discussion:

In January, 2011, the CVRD formed the Agricultural Advisory Committee to:

- Review all 78 recommendations (action items) from the Area Agriculture Plan;
- Identify those activities already underway and identify the groups and organizations undertaking those activities;
- Ensure that sufficient resources are available to accomplish activities and if required, identify the additional resources needed;
- Prioritize activities to be undertaken;
- Identify the activities that have not been addressed and prioritized;
- Identify the necessary resources to complete those activities; and
- Make recommendations to the CVRD to allocate resources to accomplish those activities.

In April, 2011, the Chair of the AAC, Mary Marcotte formed three sub-committees to review the 6 goals and associated action items. The sub-committees met during the months of May and June and prioritized each action item. Each sub-committee developed a list of recommendations of the top priorities for the AAC to work on immediately and reported back to the AAC on June 28, 2011.

The sub-committee reports were accepted by the AAC with the addition of Action Item 3c(2) to lobby the government to reinstate extension services.

The sub-committees will meet during July and August to provide additional details to the action items and bring back recommendations to the AAC in their September meeting.

Submitted by:

George Robbins

EDC Commission Member – Subcommittee Goal #7



Things look better from here

Tourism Cowichan is a regional marketing organization that promotes the natural beauty, heritage attributes, extensive hiking and biking trails, eco-tourism, recreational attractions and scores of visitor-friendly events occurring in the Cowichan region.

Tourism Cowichan Marketing Plan Highlights – 2011

1) Tourism Fulfillment Advertising:

Tourism Vancouver Island is the Regional Destination Marketing Organization (DMO), on behalf of Tourism British Columbia, for Vancouver Island and they produce several glossy publications luring residents of long-haul and short-haul markets to Vancouver Island. Examples of some of these include:

- Vacation Guide 2011 (contains 8 page Cowichan section)
- Outdoor Guide 2011 (1/2 page call to action Cowichan ad)
- Golf Vacations 2011 (contains 5 page Cowichan section)
- Tour Planner (1/4 page call to action Cowichan ad)

Their information fulfillment, delivered when someone calls their information line or visits their website or consumer show booths, gets delivered into the hands of those who wish to use these publications to plan their Island experience. Tourism Cowichan works closely with this well-established DMO by ensuring there is a significant Cowichan presence and message in order to ensure that Tourism Cowichan and its stakeholders can affordably reach the long-haul market.

2) Development and Support of Cowichan-Focused Publications and Collateral:

Tourism Cowichan recognizes the importance of the messaging that it provides prospective tourists and is continuing to invest considerable time and expense to upgrade and enhance the effectiveness of the region's Official Cowichan Travel Planner magazine. Our recognizable brand logo and advertising is also found in the popular Cowichan Free Map, a BC Ferries rack card, the Cowichan Food Map, Boulevard Magazine and in materials for the Cowichan Wine & Culinary Festival.



2011 Cowichan Travel Planner

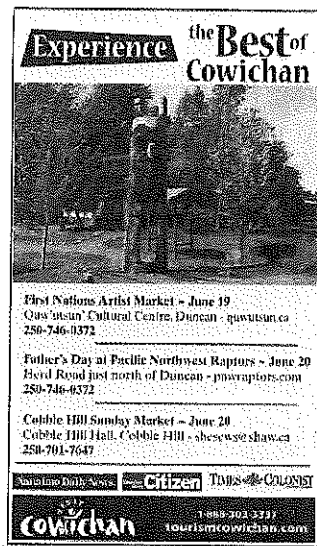
In order to present the Cowichan Region in the best possible light given the media focus on our province in 2010 as a result of the Winter Olympics, we had the editorial text in our Cowichan Travel Planner completely re-written by a professional writer. This process took several months and as a result, we feel that our publication now offers an exceptional variety of written information, fabulous photographs and useful maps. Supplemented by stakeholder print ads, this publication is the perfect advance planning tool for those considering a visit to Cowichan.

As the "official" marketing publication on behalf of our region, we are able to distribute our Official Cowichan Travel Planner magazine to all Tourism British Columbia Visitor Information Centres around the province as follows:

- 50 copies minimum to every "network" info centre (149 in BC)
- 700 copies to each "gateway" info centre (Peace Arch, YVR, Mt. Robson, Osoyoos, Golden and Merritt)
- Copies at Victoria, Nanaimo and Vancouver airports
- Copies on Duke Point to Tsawwassen ferry and on Coho Ferry to/from Washington State

3) Advertising in Key Markets:

For the 7th year running, weekly listings of the Tourism Cowichan events calendar are published in order to continue to drive island residents and visitors to our region. For a relatively small investment, Tourism Cowichan has been able to leverage \$10 worth of value for every dollar invested with ads in the Times Colonist and the Nanaimo Daily News. These ads run weekly from May until October (see example below).



Sample calendar campaign ad

Boulevard Magazine continues to be very popular with advertising stakeholders and has two pages in every issue dedicated to Cowichan businesses plus it features regional events in the banner of the Cowichan section that may interest readers. The Van Dop Arts & Cultural Guide is returning for 2011 and this publication is widely distributed in the province including on BC Ferries routes. In 2009 we placed our Cowichan Travel Planners for the first time on the Coho Ferry which operates between Washington State and Victoria. We continue to do so in 2011 from spring through fall. Travel Planners are also displayed at the Nanaimo, Vancouver and Victoria Airports.

4) Public Relations Strategy:

It is very difficult for Tourism Cowichan to support all of its niche markets given our limited budget. To gain more publicity and awareness, Tourism Cowichan continues to enlist Tourism Vancouver Island's PR department to pass Cowichan stories along to be included in their monthly "British Columbia Discovered" newsletter. Now that TAVI has become an agent of Tourism British Columbia, our Cowichan events and stories are also making their way into TBC's "Fresh Stories" publication geared specifically to the travel media.

Tourism Cowichan regularly escorts qualified media writers on tours of the Cowichan Region. Literally hundreds of articles have been written by these journalists providing us with thousands of dollars worth of "earned" media (free media) in newspaper, television and radio gained through editorial influence that we could not otherwise afford. See the "familiarization trips" section below for more details on plans to host media in Cowichan.

5) Trade/Consumer Shows:

Events Tourism Cowichan exhibited at/attended in 2011 include:

- Calgary Home & Garden Show, February 24-28, 2011
- BC Home Show, March 2-6, 2011
- Edmonton Home & Garden Show, March 24-27, 2011

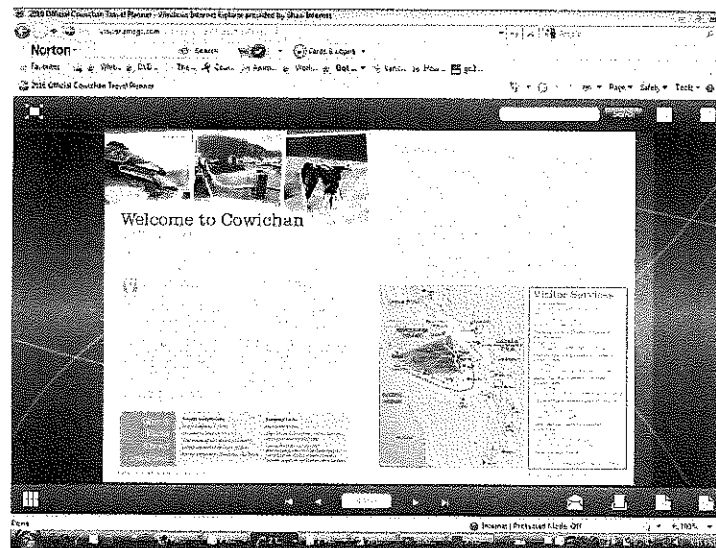
Trade & Consumer shows offer an excellent opportunity to promote awareness and present information on our Cowichan Region to targeted consumers in the Cowichan short haul markets. By teaming up with other Destination Marketing Organizations (DMO's) from Vancouver Island, costs for Cowichan to attend are offset by partnering with Tourism Vancouver Island and the other island partners.

6) Development of comprehensive tourism website:

Tourism Cowichan continues to offer digital tools for consumers to plan their travel experiences. Our new website includes new and improved content, a slide show, plus photos as well as the following forms online for stakeholders and visitors:

- Order the Official Travel Planner (we mail to anywhere in the world)
- Submit an Event (stakeholders can submit events of interest to visitors)
- Website Listing (stakeholders can submit and/or revise their business listing)

In 2010, Tourism Cowichan added a Virtual Travel Planner to its website. This dynamic PDF document allows visitors to view and scroll through our Travel Planner page-by-page. An extra added bonus for stakeholders is the linkage of their email and web addresses (if listed in their ad) directly to them!



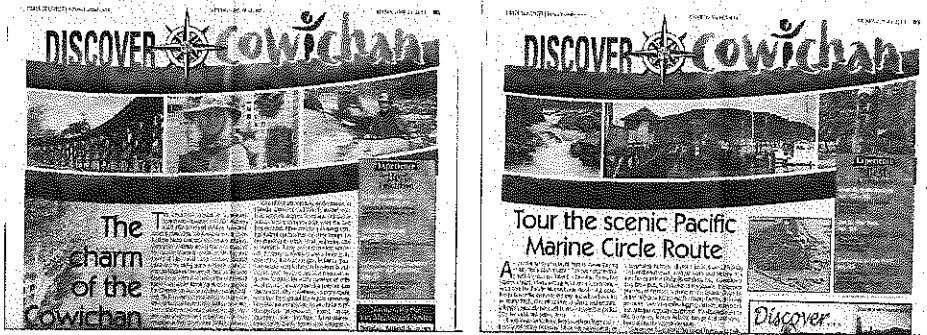
Virtual Travel Planner magazine online

7) Education and Training for Cowichan Stakeholders:

Tourism Cowichan continues to identify, arrange and attend appropriate training events and host those in the Cowichan Region as needed. With assistance from Professor Geoff Bird of Royal Roads University, Tourism Cowichan was able to offer an "Eco Host" workshop on responsible tourism to interested stakeholders in March of 2011. Tourism Vancouver Island also offers Pro-D workshops at various locations on the island.

8) "Pullouts" in Times Colonist Promote Cowichan

In the summer and fall, Tourism Cowichan typically arranges eye-catching full page advertising features to be placed in the Victoria Times Colonist newspaper. These pages supplement a regular two page section provided by the Duncan Business Improvement Area Society. In 2010, a fourth page was sponsored by the Chemainus Business Improvement Area allowing the various pages to become a separate Cowichan "pullout" section that folks could remove and keep.



Cowichan-based tourism operators are invited by the Times Colonist sales team to purchase ads to accompany the photos, branding, events and editorial.

Additional pullouts may also run in September and October in an ongoing effort to attract Vancouver Island residents and other readers to visit Cowichan. As always, Tourism Cowichan will also continue to place weekly Cowichan events in the Times Colonist and Nanaimo Daily News from May until October as part of our "Experience the Best of Cowichan" campaign that runs annually.

9) Regular Stakeholder Communications:

Tourism Cowichan recognizes the need for ongoing communications between the tourism sector and stakeholders. Our html-style Tourism eNews is sent to all subscribed stakeholders and interested parties to remind them of the various events, initiatives and opportunities related to tourism in our region. In addition, a Tourism News section on the homepage of the Tourism Cowichan website allows regular postings of news content. A new Tourism Advisory Council is expected to be formed in late 2011 as a result of the Community Tourism Opportunities process that was led by a consultant on behalf of Tourism BC. This group is expected to meet regularly to discuss relevant issues and marketing opportunities for the stakeholders.

10) Listing on HostingBC website:

HostingBC.ca is a comprehensive website showcasing BC communities that are ready to host sporting events. Cowichan is now registered with HostingBC and has developed a list of sports facilities and venues that are displayed on the site. Community information and images have also been added to the site and Tourism Cowichan has prepared a Sport Host Plan that details means of growing tourism in our region through sports events and activities.

11) Familiarization Trips:

Tourism Cowichan regularly hosts qualified travel writers, tour operators and others who can assist us in promoting our region. TAVI and TBC pre-qualify many visitors and assist with many island-wide "fams".

In order to provide awareness and to seek ways of collaborating with our neighbouring regions to the South, a contingent of Cowichan-based tourism officials and politicians undertook a fam trip of the Pacific Marine Circle Tour in June that included a meeting with similar officials in Sooke. This effort has resulted in a plan to hold future meetings intended to seek ways of collaboratively promoting this route further.

12) Social Media:

Tourism Cowichan uses publicity gained through grassroots activities that include:

- Facebook – a hugely popular social networking site that allows Cowichan to use news feeds, contests, photos and videos to promote the region at the following link <http://www.facebook.com/tourismcowichan>
- YouTube – a video hosting site where Tourism Cowichan has a “Tourism Cowichan Channel” that currently includes several videos of Cowichan points of interest at the following link <http://www.youtube.com/TourismCowichan>

Summary of Cowichan Stakeholder Advertising & Participation Opportunities:

- Annual Official Cowichan Travel Planner (ads sold each fall)
- Tourism Vancouver Islands' Vacation Planner ads (save up to 25% through participation within Tourism Cowichan's section)
- Display copies of Cowichan Travel Planner magazine for visitors to pickup
- Submit visitor-friendly events to Tourism Cowichan website for visitors to view and so that they are available to us for listing with our 2011 Calendar Campaign (partnership with the Times Colonist and the Nanaimo Daily News)
- Cowichan Wine & Culinary Festival, Boulevard Magazine and/ Van Dop Arts & Cultural Guide ads
- Tourism Cowichan sits on the Tourism Vancouver Island Marketing Committee. To ensure that we are top of mind with TAVI, Tourism Cowichan must continually feed story ideas, new product, and event details to TAVI. We need these from our stakeholders
- Send us press releases on new product offerings or packages
- Volunteer to assist Tourism Cowichan at one of our region's festivals
- Assist us by helping host a fam trip by offering complimentary or reduced prices on accommodation and/or meals
- Provide prizes and product to be given away at the consumer shows
- Create long-haul awareness through participation in regional tourism guides
- Bulk supplies of Cowichan Travel Planner are available for stakeholders to take to shows/events they attend or to place in delegate kits for conferences
- Post photos and videos of interest to tourists on Tourism Cowichan Facebook page
- Take Eco Host workshop and receive workbook and accreditation logo for website

Ways Tourism Cowichan May Assist With Events & Festivals

1. Online Calendar of Events. Simply complete the simple form found at this location <http://www.cvrld.bc.ca/index.aspx?NID=753>
2. Press Release(s) possible on Tourism Cowichan website (home page) under "Tourism Cowichan News". A news item can also include a link back to the event website
3. Tourism Cowichan eNews letter article about your event. This newsletter reaches nearly 200 Cowichan tourism businesses
4. An ad in our Tourism Cowichan Official Travel Planner publication (with advance notice)
5. We can provide a supply of Travel Planner magazines for inclusion in mail-outs to participants
6. Cowichan-branded memento for event participants and volunteers
7. Cowichan-themed item for auction (if auction is part of event)
8. Listing of your event in our Calendar Campaign (Newspapers)
9. Listing of your event in the Shop Cowichan banner in an edition of Boulevard Magazine (with advance notice)



MEMORANDUM

CVRD

DATE: July 13, 2011

TO: Tom R. Anderson, General Manager, Planning and Development Department

FROM: Brian Duncan, Manager, Inspections and Enforcement Division

SUBJECT: BUILDING REPORT FOR THE MONTH OF JUNE, 2011

There were 46 Building Permits and 0 Demolition Permit(s) issued during the month of June, 2011 with a total value of \$ 5,216,310.

Electoral Area	Commercial	Institutional	Industrial	New SFD	Residential	Agricultural	Permits this Month	Permits this Year	Value this Month	Value this Year
"A"				619,330			3	40	619,330	5,816,920
"B"				335,140	310,800		10	47	645,940	3,585,240
"C"				169,600	357,480		6	21	527,080	2,129,495
"D"				636,380	42,100		6	27	678,480	2,966,780
"E"				501,440	124,600		6	21	626,040	2,896,800
"F"				456,220	11,520	17,280	4	13	485,020	1,197,755
"G"				185,840	113,160		5	16	299,000	1,637,580
"H"				938,900			3	18	938,900	2,582,080
"I"				375,950	20,570		3	18	396,520	2,447,480
Total	\$ -	\$ -	\$ -	\$ 4,218,800	\$ 980,230	\$ 17,280	46	221	\$ 5,216,310	\$ 25,260,130

B. Duncan, RBO
Manager, Inspections and Enforcement Division
Planning and Development Department

BD/db

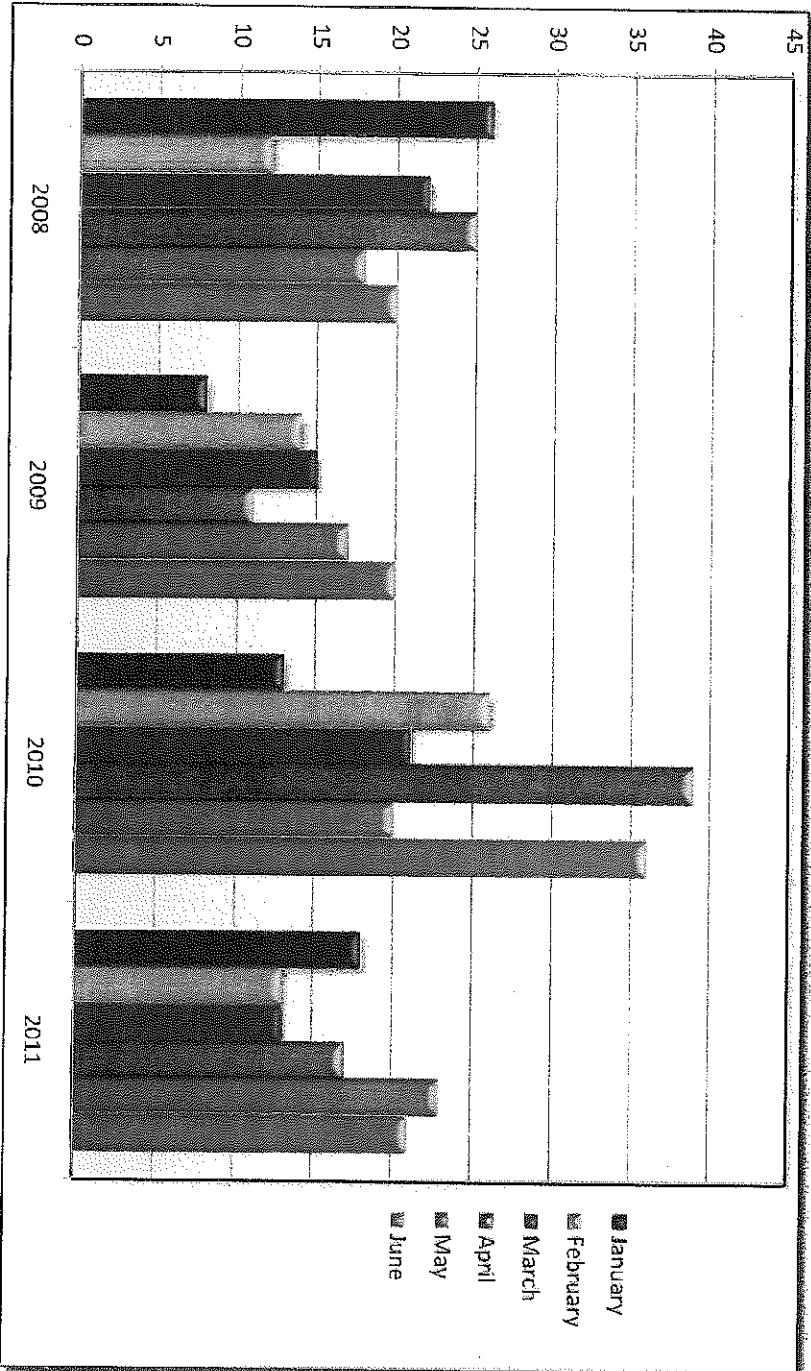
NOTE: For a comparison of New Housing Starts from 2008 to 2011, see page 2
For a comparison of Total Number of Building Permits from 2008 to 2011, see page 3



CVRD

Total of New Housing Starts

	2008	2009	2010	2011
January	26	8	13	18
February	12	14	26	13
March	22	15	21	13
April	25	11	39	17
May	18	17	20	23
June	20	20	36	21
YTD Totals	123	85	155	105





CVRD

Total Building Permits Issued

	2008	2009	2010	2011
January	50	23	35	31
February	30	32	44	36
March	48	36	54	33
April	63	34	67	30
May	50	48	41	45
June	55	55	66	46
YTD Totals	296	228	307	221

