



**ECONOMIC DEVELOPMENT COMMISSION**  
**THURSDAY, MAY 16, 2013**  
**COMMUNITY FUTURES BOARDROOM, 7:30 AM**  
**135 THIRD STREET, DUNCAN BC**

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**AGENDA**

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9.	<u>CLOSED SESSION</u> Motion that the meeting be closed to the public in accordance with the Community Charter Part 4, Division 3, Section 90, subsections as noted in accordance with each agenda item.	
10.	<u>ADJOURNMENT</u>	

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George Robbins, Chair  
Director Kent  
Director Dorey

Marsha Stanley  
Michael Kelly  
Dana Thorne

Roger Hart  
Darrel Mansbridge  
Sandra Goth

Blair Herbert  
Russ Jenkins  
Robert Radford

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**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, BUSINESS DEVELOPMENT OFFICER

**Agenda:**

DIRECTOR LEFEBURE  
DIRECTOR HARTMANN  
DIRECTOR LINES  
DIRECTOR MCGONIGLE  
DIRECTOR WALKER  
DIRECTOR WEAVER

DIRECTOR GILES  
DIRECTOR IANNIDINARDO  
DIRECTOR DUNCAN  
DIRECTOR DOREY  
DIRECTOR MARCOTTE

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  
PETER DE VERTEUIL, ADMINISTRATOR, CITY OF DUNCAN  
CATHY ROBERTSON, MANAGER, COMMUNITY FUTURES COWICHAN

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 DELEGATIONS**

Not applicable.

**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.

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Recording Secretary



DZ

## Request to Appear as a Delegation

**Note: Board meetings start at 6:30 pm**

### Meeting Information

Request to Address:

☐ CVRD Board

☒ Committee

If Committee, specify the Committee here:

Economic Development Commissio

Meeting Date:

May 16, 2013

Meeting Time:

7:30 am

### Applicant Information

Applicant Name:

Sharon McLeod

Representing:

Cittaslow Cowichan Bay Society

(Name of organization if applicable)

As:

Community Development Coordinator

(Capacity / Office)

Number Attending:

4

### Applicant Contact Information

Applicant Mailing Address:

PO Box 6, Cowichan Bay, V0R 1N0

Applicant City:

Cowichan Bay

Applicant Telephone:

250.732.3541

Applicant Fax:

Applicant Email:

cittaslowcanada@gmail.com

### Presentation Topic and Nature of Request:

Cittaslow Cowichan Bay Society Information Sharing  
Cittaslow Cowichan Bay would like to share with the Economic Development Commission the work our Society has done in the past year, where we are at now, and what our plans are for the future. We would also like to share how a number of our initiatives align with the Sustainable Economic Development Strategy for the Cowichan Region. We will ask the Economic Development Commission to consider a financial contribution to help us reach our goals.





D2

## Request to Appear as a Delegation

**Note: Board meetings start at 6:30 pm**

### Meeting Information

Request to Address:

☐ CVRD Board

☒ Committee

If Committee, specify the Committee here:

EDC

Meeting Date:

05/16/2013

Meeting Time:

07.30

### Applicant Information

Applicant Name:

Andy Johnston

Representing:

Wine Islands Growers Assoc

(Name of organization if applicable)

As:

President

(Capacity / Office)

Number Attending:

2

### Applicant Contact Information

Applicant Mailing Address:

6552 North Rd

Applicant City:

Duncan

Applicant Telephone:

250 709 9986

Applicant Fax:

250 709 9987

Applicant Email:

andyj@averillcreek.ca

### Presentation Topic and Nature of Request:

The development of the Cowichan valley as an oenological area with the development of new vineyards and wineries of world class. Wiga is holding its 1st annual conference in Duncan on July 11th/12th at the Silverbridge Travel Lodge. This will be a conference where 1 day will be dedicated to Vineyards and 1 to winemaking and featuring a very prestigious international panel. We would like to present a brief to the committee to see if there are funds available for our conference and to see how we can involve the CVRD EDC in the fullfilment of our mandate.





## STAFF REPORT

### ECONOMIC DEVELOPMENT COMMISSION MEETING OF MAY 16, 2013

**DATE:** May 7, 2013 **FILE NO:** Green Building  
Rezoning and  
Private Sector  
Rebate Policies

**FROM:** Rachelle Rondeau, MCIP **BYLAW NO:**  
Planning & Development Department

**SUBJECT:** Green Building Rezoning and Private Sector Green Building Policies

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#### **Recommendation/Action:**

A recommendation from the Economic Development Commission is requested.

**Relation to the Corporate Strategic Plan:** Under Sustainable Land Use and Healthy Environment, the CVRD Corporate Strategic Plan has identified the following strategic actions:

- Develop a green building strategy/policy that supports environmentally friendly building practices;
- Review existing CVRD Bylaws and make recommendations for incorporating sustainable elements, and where needed, create new standards.

#### **Financial Impact:** *(Reviewed by Finance Division: N/A at this time)*

The financial impact will depend upon the uptake of the program and the level of rebate being achieved. Building permit fees are collected through the Building and Bylaw Enforcement Division of the Planning and Development Department, and any rebates on building permit fees would be lost revenue from the Building Inspection Division.

An average building permit fee for a new home is approximately \$2,500-3,000, based on a permit fee of 1% of construction costs. It is not known currently how many residential buildings within the CVRD Electoral Areas are built to a higher environmental standard, as there is currently no method in place for tracking these. To date, it is not thought that there are many.

#### **Background:**

The Electoral Area Services Committee directed development of a green building strategy with the following resolution:

*That, in consultation with the Environment and Economic Development Commissions, and a stakeholder committee, a private sector green building strategy be developed that would:*

- a) Provide financial incentives and recognition to builders/developers who build green, or establish a disincentive for non-green buildings, according to an established rating scheme or EnerGuide rating (e.g. 80 or above);*
- b) Establish higher standards for proposed development through a rezoning policy and Official Community Plan policies;*

*c) Continue integrating green building policies within planning documents.*

The following sections and attached policies indicate what is being proposed for each element of the overall green building strategy.

*(a) Financial Incentives/Disincentives:*

The attached draft policy outlines a proposed rebate on building permit fees for new and renovated residential buildings that achieve a higher level of environmental performance and/or energy efficiency than that specified in the BC Building Code.

In setting the fees for building permits, these typically reflect the actual costs of processing the application and cannot be used to penalize or provide a disincentive for buildings that are meeting the building code standard.

Under the policy, applicants would submit the regular building permit fees and following receipt of certification that the building meets the eligibility standards, will receive the corresponding rebate.

Following adoption of the policy, CVRD should begin tracking applications that are proposed BuiltGreen, LEED or higher energy efficiency (e.g EnerGuide 80 and above) for recording purposes in order to identify how many are proposed, what rating system is proposed, and how many result in achieving the rebate.

*(b) Higher standards for proposed development through rezoning and Official Community Plan Policies:*

The attached draft rezoning policy is proposed to communicate environmental objectives and expectations in a consistent manner to applicants who apply to rezone or amend the OCP designation on their property.

Currently, green building policies or sustainability considerations at the time of rezoning are not treated consistently in all Electoral Area Official Community Plans. Some areas include specific policies addressing green buildings and specifying requirements to consider in reviewing applications. As a result, the CVRD reviews and negotiates amenities or higher environmental standards on a case by case basis. The proposed green building rezoning policy would formalize the objectives, standards and additional information to be requested of applicants for rezoning or Official Community Plan amendments. As a standalone rezoning policy, it would apply to all electoral areas and could be amended more easily than green building and rezoning policies within the OCPs.

The OCPs would continue to provide the primary consideration and policy guidance for reviewing applications on land use change, as well as growth and development.

Additionally, the rezoning policy is not intended to encourage higher environmental performance as a replacement for community amenities that are sometimes offered in rezoning applications through such policies as 8.1 of the South Cowichan Official Community Plan, which may include park dedication or other amenities.

*(c) Continue integrating green building policies within planning documents:*

The CVRD Planning and Development Department has incorporated green building within several planning documents:

- Sustainability checklist in use since 2010;  
This checklist is submitted with all applications for rezoning and development permits. It is designed to direct builders and developers to address a range of sustainable building issues such as designing green buildings, preserving and encouraging the protection of ecosystems, water conservation and protection and rainwater management.

- Official Community Plan amendments for Bill 27 – Greenhouse Gas Emissions; All Electoral Area Official Community Plans are being or have already been amended to comply with the Bill 27 – Green Communities legislation.
- Development Permit Area guidelines that include green building, protection of sensitive ecosystems, and rainwater management guidelines. However, green building design guidelines within the DPA do not apply to single family dwellings.
- South Cowichan and proposed Cowichan Bay Official Community Plans – as new OCPs are drafted, they include policies about green building, solar orientation of new development, energy efficiency and rainwater management.

#### **Interdepartmental/Agency Implications:**

The draft green building rebate and rezoning policies have been referred to both the Environment and Economic Development Commissions.

A workshop has been held with CityGreen Solutions<sup>1</sup> for local builders, developers, designers and others in order to provide an overview of various new home construction energy labelling programs and the financial incentives and rebates that are available for new homes built to higher energy efficiency. At the workshop, CVRD introduced the proposed green building policies, and provided time for discussion with attendees.

The direct feedback provided at this meeting on the policies was limited, however there was general agreement that any form of assistance that would reduce the added costs of green building are welcomed.

New restrictions or additional requirements that could make the development process more onerous were not favoured by those that provided comments at the workshop.

#### **Planning Division Comments:**

The proposed Green Building Rebate and Rezoning policies are part of the overall strategy to encourage green building within the private sector and increase sustainable development in the CVRD Electoral Areas. The CVRD Planning and Development Department is also continuously researching and updating latest standards to improve environmental performance and prepare better guidelines.

In the future, as part of an overall green building program, CVRD can also work on promoting other programs (e.g. from other agencies) as well as pursue funding to conduct pilot projects or programs.

The proposed policies will encourage green building through building permit rebates, as well as by requiring higher environmental standards in new development, and accessing better information about energy efficiency and environmental standards through rezoning or OCP amendment applications.

Following feedback from the Economic Development and Environment Commissions, final draft policies will be forwarded to the Electoral Area Services Committee for review and consideration of adoption.

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<sup>1</sup>CityGreen Solutions is a non-profit organization that offers programs for improving energy efficiency in homes and buildings. They also work with local governments on programs.

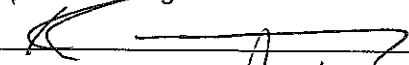
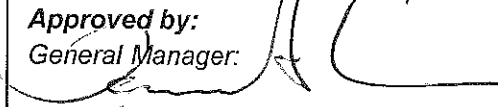
At this time, staff is requesting a recommendation on the draft policies (see attached) from the Economic Development Commission.

Submitted by,



Rachelle Rondeau, MCIP  
Planner I  
Development Services Division  
Planning & Development Department

RR/ca

<b>Reviewed by:</b> <i>Division Manager:</i> 
<b>Approved by:</b> <i>General Manager:</i> 



## Policies & Procedures

### **Private Sector Green Building Policy**

Applicability: Planning & Development

Effective Date: TBD

#### **PURPOSE:**

The purpose of the Cowichan Valley Regional District (CVRD) Green Building Policy is to improve the environmental performance of private sector development by encouraging new development to build certified green and with a higher level of energy efficiency, reducing the environmental impact of new construction.

#### **BACKGROUND:**

This policy defines green buildings as those that are energy efficient, have reduced greenhouse gas emissions, conserve water, use materials sensibly and reduce construction waste, and are certified through a green building rating system. The benefits of certified green buildings include better performance, reduced environmental impacts, lower operating costs, increased occupant health, and a smaller ecological footprint.

#### **Scope:**

This policy applies to all new private sector single family and multi-family residential development and renovations to residential buildings.

While this policy applies to development within the CVRD Electoral Areas only, the CVRD will work cooperatively with other organizations and the broader community to encourage similar green building policies within the participating municipalities to make a region-wide impact and standardize green building guidelines.

Commercial, industrial and institutional development is encouraged to adhere to a green building rating system. Existing Official Community Plan and development guidelines encourage development to incorporate green building features that would minimize environmental impacts and promote sustainability.

#### **POLICY:**

##### **Objectives:**

The BC Building Code regulates the standard of construction for buildings, and local governments cannot impose different or more stringent restrictions than those specified in the code. However, the CVRD is joining other local governments by finding ways to reduce the environmental impact of new development by improving energy efficiency, water conservation, waste diversion and onsite rainwater management.

The objectives of the policy are to:



## Policies & Procedures

- Increase the number of certified green buildings within the CVRD<sup>1</sup>;
- Facilitate builders in the CVRD to access utility financial incentives for building energy efficient homes;
- Decrease energy requirements and associated greenhouse gas emissions of dwellings;
- Through careful location, design, construction and site rehabilitation, preserve natural function of the site and benefit from the natural attributes such as shading and solar orientation;
- Manage rainwater on site by incorporating low-impact development techniques such as absorbent landscaping, bioswales, and raingardens to protect natural drainage patterns;
- Increase the amount of energy supplied by local renewable resources;
- Reduce the total volume of water used for buildings and landscaping;
- Conserve materials through efficient design and recycle materials to reduce construction waste;
- Increase the application of renewable, recycled and locally-sourced materials (within 800 km);
- Improve indoor air quality by minimizing chemical emissions from materials used in buildings and provide excellent ventilation and air filtering.

### Procedure:

1. To encourage and expedite the transition to green buildings, the CVRD is offering a rebate on building permit fees for new residential development that is certified green through an approved green building rating system and that achieves a high level of energy efficiency.
2. Buildings that are renovated such that they achieve the levels noted in Figure 1 and 2 are also eligible for the building permit rebate.
3. Rebates on building permit fees will be provided to applicants whose building project is certified by one of the following programs BuiltGreen, LEED, R-2000, Energy Star for New Homes, Power Smart for New Homes and who attain an EnerGuide rating of 80 or above.
4. To encourage higher energy efficiency in new development, rebates on building permit fees will be provided to applicants whose building project achieves EnerGuide 80 or above.
5. The rebate levels are noted in Figures 1 and 2 below:

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<sup>1</sup> Currently, there is no tracking or notation of buildings that include green features. In order to evaluate the success of this rebate program, CVRD will begin recording certified green buildings (and/or EnerGuide level).



## Policies & Procedures

**Figure 1**

Value of Building Permit Rebate	Green Building Certification achieved	Corresponding Minimum EnerGuide Rating
30%	Built Green Gold/Platinum LEED R-2000 (minimum EG 86)	80
20%	Power Smart New Homes Energy Star for New Homes Built Green Silver	80
10%	Built Green Bronze	80

**Figure 2**

Value of Building Permit Rebate	EnerGuide Rating
30%	85
20%	80

- On the application form for building permit, applicants will declare their intention to build BuiltGreen or to the higher EnerGuide rating, and are required to submit the regular permit fee. Following successful completion of certification, applicants will submit the documentation noted below to obtain the rebate.
- To achieve the rebate, 3<sup>rd</sup> party certification for Built Green and a completed EnerGuide certificate by a qualified Certified Energy Advisor (CEA) is required depending on the rebate being applied.
- Built Green Gold, Silver or Bronze are only eligible if they also receive an EnerGuide rating of EnerGuide 80 or more.

### Consideration of other rating systems:

There are several green building rating systems that are also available to residential development. However the rating system currently most widely understood and acknowledged by the building industry, and supported by the Canadian Home Builder's Association is the BuiltGreen rating system. The benefit of choosing an established rating system is that it is consistent, and third-party verified. The EnerGuide Rating System is the Natural Resources Canada approved and administered program and is the basis for all energy rating systems.

### Documentation:

In order to obtain the building permit rebate, evidence of compliance with the green building rating system and/or EnerGuide certificate is required from a certified professional within 12 months of occupancy.



## Policies & Procedures

To encourage continuous improvement in green building, the rebate levels provided will be evaluated and adapted as green building and energy efficiency standards are improved over time. With wider adoption of green building and higher EnerGuide standards, levels of rebates will be modified to stay relevant and achieve the objectives to encourage and reward green innovation.

DRAFT POLICY

Approved by: Choose an item.  
Approval date: Click here to enter a date.  
Amended date: Click here to enter a date.



## Policies & Procedures

### FOR OFFICE USE ONLY: POLICY APPROVAL TRACKING SHEET

**Initiated by:** Click here to enter name & position

**Applicability:** Planning & Development

**Effective Date:** Choose a date

**Approval History:**

**To Be Approved by:**

*All policies pertaining to money must be pre-approved by the Finance Division.*

**Approval  
Required?**

**Date Approved:**

**Signature or  
Resolution/Page Number:**  
(attach staff reports and minutes)

Choose Finance Division

Choose Enter name  
Committee

Choose CVRD Board

Choose Corporate  
Leadership Team

Choose Administrator



## Policies & Procedures

### **Green Building Rezoning Policy**

Applicability: Planning & Development

Effective Date: TBD

#### **PURPOSE:**

The purpose of the Cowichan Valley Regional District (CVRD) Green Building Rezoning Policy is to evaluate the impact of proposed development on community greenhouse gas emissions, to set higher standards for new development reflecting community expectations, and improve the environmental performance of private sector development by encouraging new development to build green and expand the use of green infrastructure.

Green buildings are those that operate with increased energy efficiency, reduce greenhouse gas emissions, conserve water, use materials sensibly and reduce construction waste. For the purposes of this policy, green building refers to a building that is certified through a 3<sup>rd</sup> party rating system such as LEED or BuiltGreen. Green infrastructure includes elements of development that preserve the natural function of the site including trees, native vegetation, rain gardens and bioswales.

#### **BACKGROUND:**

CVRD Official Community Plan policies and objectives provide direction on land use and growth patterns, and aim to reduce the environmental impact associated with new development. This rezoning policy will further outline measures and criteria that the CVRD Board will use when evaluating rezoning applications.

The range of environmental impacts that will be considered when rezoning applications are reviewed include the following:

- Building energy use;
- Transportation energy use;
- Water consumption;
- Volume and quality of wastewater;
- Solid waste output and management;
- GHG emissions; and
- Development footprint (e.g impervious surfaces, land clearing)

The benefits of building to a higher environmental standard include reduced environmental impact, lower operating costs, increased occupant health, and a smaller ecological footprint

#### **Scope:**

This policy applies to applications for rezoning or Official Community Plan amendments in all CVRD Electoral Areas.



## Policies & Procedures

### **POLICY:**

#### **Goal:**

The goal of this policy is to communicate a consistent expectation for rezoning or Official Community Plan amendment applications that will encourage improved environmental performance and reduce the energy footprint of new development.

#### **Procedure:**

- 1) Applications for residential rezoning are strongly encouraged to exceed the standards of energy efficiency specified by the BC Building Code and to incorporate green building and green infrastructure in new development.
- 2) Energy consumption, impact on greenhouse gas emission reduction targets and environmental performance of proposed development shall be a fundamental consideration in future land use decisions made by the CVRD Board.
- 3) The Board will consider greenhouse gas reduction targets when making decisions on land use change applications, as they in turn affect the production of transportation related greenhouse gas emissions. All development proposals should take into consideration neighbourhood connectivity, proximity to village areas, and opportunities for enhanced use of public transportation or non-vehicular alternatives.
- 4) To assist the Board in its review, report(s)/information from a qualified professional may be required indicating how the development will achieve the following objectives:
  - Improve energy efficiency and include certified green buildings, indicating to what standard;
  - Reduce greenhouse gas emissions;
  - Through careful location, design, construction and site rehabilitation, minimize disturbance to natural habitat and vegetation to preserve natural function of the site, and benefit from the natural attributes such as shading and solar orientation;
  - Manage rainwater on site by incorporating low-impact development techniques such as bioswales, absorbent landscaping, and raingardens to protect natural drainage patterns;
  - Increase the amount of energy supplied by locally generated renewable resources including but not limited to solar hot water, heat pumps and others;
  - Consideration of a district energy system for new subdivisions;
  - Reduce the total volume of water used for buildings and landscaping;
  - Conserve materials through efficient design and recycle materials to lower total volume of construction waste;
  - Increase the application of renewable, recycled and regionally-sourced materials (within 800 km).



## Policies & Procedures

- 5) The Regional Board has discretion in the approval of rezoning or OCP amendment applications, and the policies within Official Community Plans are the primary consideration for development applications and applications for land use change. Applications are expected to comply with the green building rezoning policy, but compliance will not necessarily guarantee approval.
- 6) Compliance with this policy and corresponding green building and green infrastructure measures may be secured by bylaw, development agreement, restrictive covenant or by other means deemed appropriate by the CVRD Board.

DRAFT POLICY

Approved by: Choose an item.  
Approval date: Click here to enter a date.  
Amended date: Click here to enter a date.



## Policies & Procedures

### FOR OFFICE USE ONLY: POLICY APPROVAL TRACKING SHEET

**Initiated by:** Click here to enter name & position

**Applicability:** Planning & Development

**Effective Date:** Choose a date

**Approval History:**

**To Be Approved by:**

*All policies pertaining to money must be pre-approved by the Finance Division.*

Approval Required?	Date Approved:	Signature or Resolution/Page Number: (attach staff reports and minutes)
Choose Finance Division		
Choose Enter name Committee		
Choose CVRD Board		
Choose Corporate Leadership Team		
Choose Administrator		







**CVRD**  
**STAFF REPORT**

R2

**ECONOMIC DEVELOPMENT COMMISSION MEETING  
OF MAY 16, 2013**

**DATE:** May 16, 2013  
**FROM:** Geoff Millar, Economic Development Manager  
**SUBJECT:** EDC Planning – June 2013

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**Recommendation/Action:**

Recommend that the EDC support the State of the Economy Subcommittee recommendations:

1. To hold a pre-planning day meeting on Thursday June 13, 2013 from 7:30 to 9:30 am
2. To hold a 2013 EDC Planning Session on Thursday June 20, 2013 from 8 to 11 am.

**Relation to the Corporate Strategic Plan:**

The goal of an Economic Development Commission Planning Session before the end of June 2013 is on the 2013 EDC Work plan.

**Financial Impact:** (Reviewed by Finance Division: *SEM*)

Facilitator and venue costs estimated at approximately \$1,200. Costs are included in the 2013 EDC budget under Contract for Services 01.2.6501.2338.121

**Background:**

The EDC State of the Economy Subcommittee met on May 1, 2013 to work on the pre-planning for the June EDC Planning Session. (Russ Jenkins, Roger Hart, Sandra Goth, Robert Radford, George Robbins and EDC staff Geoff Millar, Kathy Lachman and Judy Mills attended).

Subcommittee members agreed that a pre-planning meeting one week prior to the actual Planning Session would be beneficial for Commission members to share information with their colleagues on several questions relating to their own reasons for belonging to the Commission. This idea relates back to a comment by member Blair Herbert several months ago, in which he stated that having everyone around the table talk about why they're on the Commission and what they hope to accomplish would be a great idea and help the members get to know each other. The recommended date was Thursday, June 13th from 7:30 to 9:30 am.

The Planning Session would take place at an external location on Thursday, June 20th from 8 to 11 am with the administrative details to be coordinated by EDC staff. Both June 13th and June 20th sessions would be facilitated by Clemens Rettich.

Submitted by:

Geoff Millar, Manager  
Economic Development Division  
Planning & Development Department

GM:jm

Approved by:

General Manager:





CVRD

STAFF REPORT

ECONOMIC DEVELOPMENT COMMISSION MEETING  
OF MAY 16, 2013

DATE: May 16, 2013  
FROM: Geoff Millar, Manager, Economic Development Division  
SUBJECT: 2013 Cowichan Vacation Guide – City of Duncan

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**Recommendation/Action:**

1. Recommend that the Economic Development Commission support and endorse the 2013 Cowichan Vacation Guide and further recommend that staff and a Commission member meet with the City of Duncan Tourism Committee regarding the 2013 and 2014 Cowichan Vacation Guide.
2. Recommend that staff ensure a City of Duncan Tourism Committee member is invited to sit on the proposed Regional Tourism Advisory Committee to be established in 2013.

**Relation to the Corporate Strategic Plan:**

This supports the CVRD Corporate Strategic Goal of a Viable Economy and implementation of the Regional Tourism Plan.

**Financial Impact:** *(Reviewed by Finance Division: N/A)*

**Background:**

The City of Duncan Tourism Committee forwarded a recommendation to the City of Duncan Committee of the Whole regarding their Committee's perspective on the 2013 Cowichan Vacation Guide (attached). In response to the concerns expressed by the City of Duncan, Tom Anderson, General Manager, Planning & Development Department requested EDC staff prepare a response.

The following provides an overview of the production and design processes for the 2013 Cowichan Vacation Guide and point by point responses to the concerns raised by the City of Duncan Tourism Committee.

**Planning and Production**

The planning, design and production of the Vacation Guide is done by a Vancouver Island company, Primal Communications of Nanaimo. Primal Communications is now in their seventh year of working with us on this publication. They participate in a competitive process in response to a Request for Proposal. The company produces tourism publications for many other communities on Vancouver Island and is well respected and very professional.

Their client list includes the Regional District of Nanaimo, Tourism Nanaimo, Tourism Vancouver Island, Tigh Na Mara Resort, Sooke Regional Tourism and many others. More information is available at their website - <http://www.primalcommunications.com/index.php>

Representatives from our five regional Chambers of Commerce are involved in the process of the final edit and proofing. Other members of the planning team include Tourism Marketing Coordinator Cathy Mailhot, EDC Manager Geoff Millar and Primal Communications staff members Kumiko Kagita-Torrance, Senior Graphic Designer and Primal's President Rob Dodd.

Every design element of the publication is included in the production process. Photo images are gathered from many local sources and a complete re-write of the editorial content was an important part of the work that went into the 2013 Cowichan Vacation Guide. It was determined that the principal focus in 2013 would be on "experiential tourism". This is a rapidly emerging trend in tourism that encourages visitors to actively participate in areas they are visiting and promotes activities that draw people into cultures, communities and the outdoors.

The guide incorporated features to appeal to Vancouver Island's two main visitor types – Authentic Experiencers and Cultural Explorers.

To this end, the guide was redesigned with the focus on activities, rather than individual communities. Advertising was placed adjacent to the pertinent activity, rather than in the community where the advertiser is located. This creates a concentration of advertisers in a specific category, rather than spreading them throughout the guide, giving them a more accurate portrayal of the number of tourism facilities and businesses that are throughout the region. The intent is to make the reader desire to participate in the activity first, and then seek out the community in which it is located. Example – food and wine were all placed together. Two new sections – accommodations and boating/marinas were included in the guide, each generating new advertising revenues.

#### **Response to Duncan Tourism Committee**

1. "Overall disapproval of the entire guide" *is very subjective and requires clarification.*
2. "Objections to the content, design and editorial content" *requires clarification.*
3. "Objection to wine stain graphics": *This graphics element is considered theme oriented, and in keeping with our intent to promote the wine and culinary product in the region. Anecdotal evidence suggests similar looks have been used in other publications and food and wine ads. Most readers have seen them as 'cool' or playful; they indicate that people use the guide frequently and do keep it open for referral.*
4. "Poor choice of mapping which does not take into consideration the distribution of the guide": *The purpose of the reference to distribution is unclear. The decision was made by the planning team to not include detailed community mapping. The guide is a 'lure piece', meant to create the desire to visit. Maps are available from a number of sources locally, including five Visitor Centres in the region as well as online. The regional map in the guide demonstrates the scale of the region, locates where the communities are, and where the region lies on the Island.*
5. "The photos only reflect seasonal shopping (farm market) and do not reflect the business community": *The shopping images in the guide reflect the desires of our target market –farm markets and artisanal goods are popular and the experiences around discovering these products are in demand. Although travellers rate shopping as high on their list of activities when they arrive at their destination, shopping is not a trip motivator. The guide does not necessarily reflect the various business communities, but focuses more generally on*

*available shopping options. The title and text on page 28 describes all types of products, and Duncan's write up talks about shopping.*

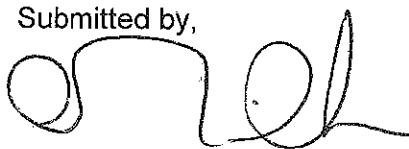
6. *"The City requests to be part of the process": In any media, the role of advertising and editorial are kept separate, to avoid undue influence of one over the other. The City is an advertiser in the guide. However, they are also an integral part of the regional product and part of the attraction mix of the region. To this end, their input is essential on the Tourism Advisory Committee, and their input will be welcomed on the 2014 Vacation Guide subcommittee.*

The following points are based on assumptions as to what the City's Tourism Committee *may* be referencing in their concerns, and provide further clarification on the design of the 2013 guide.

1. Community write-ups in the 2013 guide are brief compared to 2012, in keeping with the commitment to having less text and more imagery representing the experiences in the region. Every community in the region received recognition in the community write-ups. Visitors travel to a destination for activities with a very specific emphasis – generally one or two principal activities, and then further explore a region's other attractions.
2. The style of writing incorporated many culinary analogies. The Cowichan Region is gaining world-wide recognition as a culinary destination. This is certainly an experiential tourism style and the Cowichan Vacation Guide takes advantage of our region's growing reputation in this industry sector.
3. The intent was to solicit an emotion from the reader – an 'Oh Wow', a desire to visit this beautiful region. We accomplished that with large images, little text. Tourists typically do not read guide texts in detail, but instead read easy to understand, simplified text and image tag lines.
4. The magazine was designed with our unique brand in mind – what is the REGIONS' attraction and unique offering – mostly food & wine, culture and outdoor activities, not necessarily the individual communities.
5. The decision was made to minimize the focus on individual communities, and instead to get tourists interested in the experiences to be had here, then find out what community or area they are in. A very good visual example of this is the video on the home page of HelloBC, which consists of stunning photography of the experiences and activities in the province. Not one community is named.
6. The City does not produce a detailed tourism guide; but instead produces a rack card with limited distribution. Possibly they think of the regional guide as their primary marketing tool without understanding the intent of the vacation guide – which is to promote the region.

7. The City, along with all our stakeholders, was made aware of changes to the guide both in the sales kit and in a reminder to potential advertisers sent October 4, 2012.
8. The City was tardy in submitting their ad changes – their response indicated that although they had purchased an ad, it was not a high priority to update it from last year, even though there was outdated material in the ad.
9. As we have a very broad stakeholder base to satisfy, it is important to prioritize and implement what actions will be most beneficial to the majority while being collaborative and respectful of all perspectives. We invite any and all feedback and input into the guide to ensure that subsequent publications are successful. We were however disappointed by the way the City of Duncan Tourism Committee communicated their comments and perspectives and felt they were not representative of the business-like environment that we normally expect in the Tourism sector or that we have had in past dealings with them. We encourage a collaborative relationship with all our stakeholders that will benefit all parties and look forward to a cooperative working relationship with the City of Duncan Tourism Committee in 2014 and beyond.

Submitted by,



Geoff Millar, Manager  
Economic Development Division  
Planning & Development Department

Approved by:  
General Manager:





## CITY OF DUNCAN

APR 24 2013

April 19, 2013

File No: 0230-20 Tourism Cowichan

**Tourism Cowichan**  
c/o Economic Development Cowichan  
135 Third Street  
Duncan BC V9L 3X54

Ms. Cathy Mailhot, Marketing Coordinator

**RE: Cowichan Vacation Guide**

Dear Ms. Mailhot:

I wish to advise that Council, at its April 15, 2013 regular meeting, reviewed the recommendation of the Tourism Committee regarding the 2013 Cowichan Vacation Guide.

The Committee and Council reviewed the guide in detail and had some concerns with the brochure. More specifically, Council was concerned with the content, design (the wine stains throughout) and quality of the editorial content. The mapping did not factor in the distribution of the guide and photos reflected only seasonal shopping (farm market) and not the business community.

While Council appreciates the effort that Tourism Cowichan has put into the brochure, Council supports a cooperative marketing approach, with emphasis on regular communication with stakeholders in the region, as highlighted in the Cowichan Region Tourism Plan 2010-2015 (developed through the Community Tourism Foundation).

For future publications, Council respectfully requests that the Economic Development Commission include more of the stakeholders in the content and concept development to ensure the best quality visitor experience is achieved.

Sincerely,

Karen Burley,  
Director of Corporate Services

cc: Economic Development Commission





**Judy Mills**

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**From:** Judy Mills  
**Sent:** Wednesday, May 08, 2013 10:22 AM  
**To:** Judy Mills  
**Subject:** Vancouver Island University Invitation - Please RSVP by May 27th

**From:** Julie Goodman [<mailto:Julie.Goodman@viu.ca>]  
**Sent:** Tuesday, April 16, 2013 1:44 PM  
**Subject:** Vancouver Island University Invitation - Please RSVP by May 27th  
**Importance:** High



*You're invited to...*

## **Vancouver Island University MBA Mock Interviews and Business Mixer**

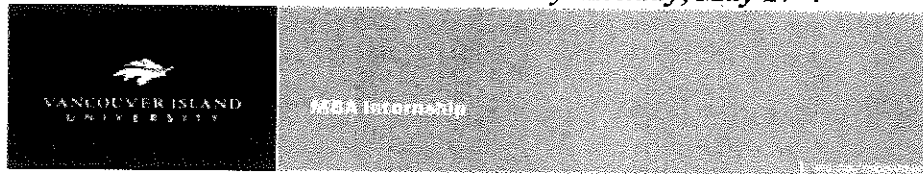
VIU invites you to participate in MBA student mock interviews, a business mixer or both!

Join us as we begin the morning with mock interviews – a chance for students to practice interviewing in the real world and an opportunity for you to preview possible interns/employees.

In the afternoon we will wrap up with an interactive Meet & Greet business mixer with our MBA students.

## **VIU's MBA Class of 2013 is looking forward to meeting you!**

*Please RSVP to Julie Goodman by Monday, May 27<sup>th</sup>.*



**When:**

Monday June 3<sup>rd</sup>

**Time:**

Arrive 9 am

9:30-11:30 am Mock interviews

11:30-12:15 lunch

12:30 - 2:30 pm Mock interviews

2:30- 4 pm Mixer

**Where:**

Vancouver Island University

Mock interviews: Upper cafeteria

Mixer: Royal Arbutus Room

RSVP: [Julie.goodman@viu.ca](mailto:Julie.goodman@viu.ca)

## **MEET OUR STUDENTS**

**Kathleen Graham** is from Katlodeeche First Nation in Hay River, Northwest Territories, and has an interest in project management. She graduated with distinction from the University of Manitoba with an undergraduate degree in Environmental Studies and a minor in Native Studies with a focus on Aboriginal Environmental Health. She has 6 years' experience working as a Regulatory Officer at the Mackenzie Valley Land and Water Board where she compiled and presented the records of evidence that assisted the board in making quasi-judicial decisions on preliminary environmental screenings, land use permits and water licences. Some of the high profile northern water licences issuances she worked on were the Con Mine Remediation Water Licence, the Giant Mine Remediation Project, and the Taltson Hydroelectric Facility Water Licence Renewal. Kathleen has a thorough understanding of both northern environmental issues and of the regulatory system in place in Canada's Northwest Territories.

[linkedin.com/pub/kathleen-graham/58/b93/483/](https://www.linkedin.com/pub/kathleen-graham/58/b93/483/)

## **Moyosola Agunbiade**

I am a member of the Association of Certified Chartered Accountants (UK) with over 3 years' experience in Human Resources operations. I have been involved in, and provided, Senior Management with key business data to aid decision making. I also managed the employee lifecycle (hire, development and separation) of over 200 employees and assisted developing practical employee policies (leave, medical, remuneration etc).

I have a passion for Auditing, Accounting and Human Resources. I have acquired comprehensive academic and business management guidance through the Masters of Business Administration and Masters of Science International Business, and a Bachelor of Science in Accounting.

## **Devon B. Ethier, B. Comm.**

Devon Ethier is a University of Toronto national scholar and winner of the MBA achievement award from Vancouver Island University. He is currently a MBA candidate at Vancouver Island University and is a graduate from the Bachelor of Commerce specialist program from the University of Toronto. Devon has recently worked as a research analyst, marketing coordinator and division manager. In his previous position as a marketing coordinator for a large CPG company, Devon single-handedly increased total market share by 6% in just over a year. He has a particular interest in project management, with a concentration in the construction or manufacturing industry. He is skilled in information technology solutions and is well versed in Excel, SPSS, CRM and BPM. Being Vancouver Island born and raised, he is an avid outdoor enthusiast. To contact Devon please: call 250-816-5307, email [devonethier@hotmail.com](mailto:devonethier@hotmail.com), or connect via LinkedIn at [ca.linkedin.com/in/devonethier/](https://ca.linkedin.com/in/devonethier/).

## **Julie Goodman**

Secretary, MBA Internship  
900 5th Street, Nanaimo, BC, V9R 5S5  
t: 250.740.6545 · f: 250.740.6488

***"...to inspire professional excellence and self-leadership"***

