

**JUAN DE FUCA ELECTORAL AREA ECONOMIC DEVELOPMENT
COMMISSION**

**Minutes of a Meeting held Thursday, May 22, 2008 at 6:00 pm
Village Food Markets Meeting Room, 6661 Sooke Rd., Sooke, BC**

Present: Ken Douch (Otter Point), Chair
Blair Cusack, Vice-Chair (East Sooke)
Director Erik Lund
Betty Tully (Otter Point)
Teresa Willman (Otter Point)
Mary Johnson (Otter Point)
Emma Taylor (CRD)
Judie Robertson, Recorder (CRD)

Absent: Chuck Minten (Shirley)
Caroline Griese (Port Renfrew)
Josie Hill (East Sooke)

Also Present: Arnie Campbell, Alex Varga, Lavyna Alexander, Marie Mills, Derek Masselink and Rob Kline.

The meeting was called to order at 6:03 pm.

The Chair welcomed Arnie Campbell, President of the Otter Point & Shirley Residents & Ratepayers Association (OPSRRA), Alex Varga, member of the Agriculture Advisory Planning Committee, Lavyna Alexander and Marie Mills of Park Watch, Derek Masselink of Masselink Environmental Design. Rob Kline of BC Ministry of Agriculture and Lands joined the meeting in progress.

1. Adoption of Agenda

MOVED by Erik Lund, SECONDED by Blair Cusack that the Agenda be approved with the addition of a Supplementary Agenda Item.

CARRIED

2. Adoption of Minutes of April 24, 2008

MOVED by Blair Cusack; SECONDED by Betty Tully that the minutes of the meeting held April 24, 2008 be adopted as circulated.

CARRIED

3. Director's / Alternate Director's / Chair's Remarks

Director Lund welcomed Emma Taylor, Assistant Planner, to the meeting. He advised there would be an upcoming staff change at the CRD as the Manager of Local Area Planning had recently given his notice of resignation. However, it is expected he will

probably stay on for 1 – 3 days per week until the end of July to allow for a smooth transition.

The Chair apologized for missing the last meeting. He indicated Blair Cusack would be taking the Chair at subsequent meetings.

4. Funding Requests

Marie Mills, Treasurer of Park Watch, explained the function of the JDF Regional Park Watch Society and circulated their 2008 brochure. She explained the total cost of the program is \$56,800. As well as donations collected throughout the year, they have requested Grants from the District of Sooke, CRD Parks, and RLC Enterprize Ltd (BC Parks) totalling \$21,000 in order to assist with yearly costs.

The cost of the design, printing and distribution of the flyers that promote safety in the parks and advertise local businesses is approximately \$3,500. This is the amount they are requesting from the EDC.

The Chair supported the concept and stated it was a most worthy cause. Discussion ensued and the possibility of including this group as part of the Tourism Grant was discussed.

The members of the Park Watch Society were invited to attend future EDC meetings, when convenient, with a view to giving feedback to the Commission as to their observation of issues in the community.

MOVED by Mary Johnson, SECONDED by Blair Cusack that the JdF Economic Development Commission grant the JDF Regional Park Watch Society \$3,500 as per their request.

CARRIED

The Chair noted that grants were not intended to be given year by year and urged Park Watch Society to budget for next year's brochure.

5. REPORTS

Developing a Strategic Vision for Otter Point & Shirley

Arnie Campbell, in his dual capacity as President of OPSRRA and a member of the Developing a Strategic Vision Steering Committee, updated the members on how the \$2,000 grant which they received last year from the EDC had been spent and how it related to the economic development of the area. He expects the project will conclude by the end of August. He would like to return in September to report the final outcome to the members.

After all the data is collected from the various forums and workshops that have been held, a Vision Report will be posted on the www.jdffuture.org website. He advised that an advertisement will be placed in the June 3rd issue of the Sooke Mirror. He is requesting the newspaper do a follow-up story at the same time. Should any of the members wish to be added to their mailing list, they can contact him via email.

A business list was compiled by UVIC students for the EDC. The Steering Committee updated this list and has offered it to the EDC with respect to the upcoming Agriculture Forum but indicated these lists get outdated quite quickly. It was agreed that this matter would be brought forth to the next OPSRRA meeting to discuss more fully on how to secure up-to-date information by contracting with the EDC.

6. OLD BUSINESS

a) Strengthening Farming / Agricultural Forum

Emma Taylor explained that in January 2008 the EDC showed interest in preparing an Agricultural Area Plan. To start the process, \$10,000 was voted to be set aside for an Agricultural Forum planned for October 25th, 2008. During February 2008 a draft agenda was completed. Requests for proposals were sent out to local groups in April. In response there was one submission from a group of three people, namely: Kate Kittredge of Food CHI, who is a local community consultant, has started a food focus group and has worked with First Nations groups and their food security initiative; Derek Masselink, of Masselink Environmental Design who has a background in landscape architecture and has done extensive agricultural planning with local governments on Southern Vancouver Island and the Gulf Islands; and Kristina Bouris who has a social planning background and is a project facilitation advisor. The proposed budget submitted by the consultants was \$22,950 and exceeded the EDC's budget of \$10,000.

A second RFP was sent out to local groups in May. In response, a re-submission from Food CHI & Masselink Environmental Design (MED) was received which included a revised work plan with a total proposed project price of \$9,950 (excluding GST). Derek Masselink presented the deliverables in the two options:

Deliverables - Option 1 (original proposal)

- Preparation of Forum agenda - *A wide range of speakers*
- Organization & facilitation of fall
Agricultural Forum - *Full agenda + facilitated dialogue format*
- Associated advertising campaign - *According to RFP*
- High level of participation - *Assisted by advertising*
- Preparation of a final report - *Detailed report*

- Summary presentation to EDC

Deliverables - Option II (revised proposal)

- Preparation of Forum agenda - *Local speakers*
- Organization & facilitation of fall
Agricultural Forum - *Reduced agenda + “self-facilitated” dialogues*
- Associated advertising campaign - *Provided by Electoral Area*
- High level of participation - *Dependent on local support & interest*
- Preparation of a final report - *Summary report*
- Summary presentation to EDC

Rob Kline, Regional Agrologist, BC Ministry of Agriculture and Lands, was asked if there was a possibility of receiving funds from his Ministry, for both the Forum and an Agricultural Area Plan.

Mr. Kline indicated the Investment Agriculture Foundation (IAF) could support both the forum and Agricultural Area Plan with applications. The application could provide two phases or stages with the first being support for the Forum which would then help shape the next stage of an Agricultural Area Plan.

Housing for workers, tax assessment and food processing issues were examples that could be identified through public discussion at the Forum.

Mr. Kline also suggested CRD Planning staff contact the Ministry of Agriculture and Lands Ag Area Plan for some financial assistance for the Forum event. Further assistance in conjunction with the Agricultural Area Plan is possible through MAL conducting an Agricultural Land Use Inventory.

Derek Masselink shared details on the Salt Spring Island Area Farm Plan, which he had recently completed. The members agreed it would be useful to see the details of this plan. He welcomed members to view the completed plan on his website.

MOVED by Blair Cusack, Seconded by Teresa Willman, to proceed with the Food (CHI) and Masselink Environmental Design proposal and meet with Derek Masselink to work out the details.

A MOTION was made to set up a meeting between Director Lund, Ken Douch (Chair), Blair Cusack (Vice Chair) and Emma Taylor (CRD Staff) to meet with Derek Masselink via a conference call next Monday, May 26, 2008 regarding future discussions.

**ALL IN FAVOUR
CARRIED**

- b) Tourism Grant Funds - The Chair advised that the UBCM Community Tourism application form is being completed and submitted by staff. From the \$25,000 requested, \$15,000 will be spent on the website and \$10,000 for a Food Event in conjunction with the Agricultural Forum.
- c) Circle Route Website – Blair Cusack confirmed he had already spoken to Director Lund and CRD personnel. There are two options: hiring an independent consultant or having the CRD IT department provide a template to work with. The consultant that he spoke to is out of town until next week. He suggested the Chair and CRD staff meet with the consultant first and discuss details of the contract.
- d) EDC Membership and Organization – It was suggested that when funds are given to non-profit organizations that they be invited to attend subsequent EDC meetings whenever possible to act as liaison between the commission and the community.

The Chair requested that staff prepare an updated contact list for members and send a note to them indicating the scheduled meeting dates for the rest of the year. *(Task)*

Members were asked to review the supplementary agenda item - Tasks requiring staff assistance - to see if any items were missing or that should be included. Discussion ensued and it was determined staff would probably be required for approximately 2 weeks / month. Director Lund will look into availability and scheduling of staff.

7. NEW BUSINESS

- a) Juan de Fuca Electoral Area Draft Zoning Bylaw
Request for review by EDC of Home Occupations Regulations

Emma Taylor advised that planning staff has been steadily working on developing a new zoning bylaw for the Juan de Fuca area. She invited the EDC members to comment on the Home Occupation category of the draft bylaw, type of economic development that is currently taking place and the appropriate types of economic development to support the community.

As an example, there are presently three levels under the definition and criteria for specific Home Occupation Regulations in the JdF Electoral Area, namely 1) home-based business 2) bed and breakfast and 3) light home industry.

It would be helpful to have the EDC's input as to a clearer definition of each of these categories.

Director Lund suggested that the commission receive a copy of what presently exists in Bylaw 2040 at the next meeting. *(Agenda item)*

Director Lund will speak to CRD staff about the inclusion of the Willis Point, Malahat and Port Renfrew areas in the bylaw.

8. Correspondence – None

9. Next Meeting Date – June 26, 2008

10. Adjournment – The meeting adjourned at 8:28 pm.

Ken Douch, Chair

Judie Robertson, Recorder