

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

**Minutes of a Meeting held Thursday, June 23, 2011 at 6:00 pm
Juan de Fuca Electoral Area Office, #2 – 6868 West Coast Road, Sooke, BC**

Present: Blair Cusack (East Sooke), Chair
Ken Douch (Otter Point)
Director Hicks
Elisabeth Petersen (Otter Point)

Regrets: Mary Alice Johnson (Otter Point), Yale Shap, (East Sooke), Vice Chair

CRD Staff: Wendy Miller, Recording Secretary

Public: 6

The Chair called the meeting to order at 6:07 pm.

1. Adoption of Agenda

The following additions were made to the agenda:

- 6. c) Memorandum of Understanding with the District of Sooke
- 7. h) OPSRRA Community Signage Project

MOVED by Director Hicks, **SECONDED** by Ken Douch that the agenda be approved as amended.

CARRIED

2. Adoption of Minutes of March 24, 2011

MOVED by Director Hicks, **SECONDED** by Ken Douch that the minutes of March 24, 2011 be approved as presented.

CARRIED

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

Director Hicks reported that he met with the mayors and electoral area directors for Lake Cowichan, Duncan, North Cowichan and Sooke to discuss the Pacific Marine Circle Route. This group is scheduled to meet again in September to discuss promotion ideas including branding and utilization of the web.

Director Hicks advised that www.pmcr.com remains the second search result when browsing for information on the Pacific Marine Circle Route. It was further advised that Lake Cowichan will be submitting information for inclusion on this website and has committed to promoting the website throughout the town, including local bed and breakfasts.

Director Hicks reported that he has been in dialogue with the Mayor of Sooke regarding the Saunders Subaru Triathlon scheduled in the Sooke area on August 7, 2011. It is understood that TNN will be filming and will highlight the Juan de Fuca Electoral Area from Otter Point to Port Renfrew.

Director Hicks stated that he would like to discuss discontinuation of the EDC with review in September/October with a decision by November.

4. Funding Requests

- a) Sooke Region Farmer to Farmer Institution Building Project – Sooke Region Food CHI
Keeley Nixon and Phoebe Dunbar in attendance to speak to the application.

Phoebe Dunbar advised that two years ago a request was made pertaining to the Farm Mentorship Program to support the new farmer movement further to the farm forum hosted in the community the previous year. Phoebe Dunbar thanked the Commission for its past support

advising that grants received have assisted with local economic development including the farm tour.

It was reported that a group of approximately forty farmers and food producers recently came together to discuss economic and agricultural initiatives. Keeley Nixon advised that the meeting attendees identified the need for greater collaboration and networking including:

- greater connection between new and established food growers
- equipment swaps
- access to suppliers
- honorariums to recognize volunteer workshop facilitators
- establishment of a farmer institute
- access to meeting space

Upon Commission enquiry, Keeley Nixon confirmed that she not a member of the Sooke Country Market Board but relayed that the organization has expressed interest in a larger space with such facilities as a hand washing station.

Phoebe Dunbar reported that Sooke Region Food CHI has not received funding from the EDC in 2011. Phoebe Dunbar spoke to the project's projected revenues and expenses confirming that the District of Sooke has indicated support of \$1,000 for promotion of this project, Seedy Saturday and the farm tour. It was advised that the user fee figure represents membership fees and that the in-kind fee represents support contributed by volunteers. It was further advised that the consultant position will be open to competition. Commission comment noted that the in-kind contribution does not represent a revenue figure.

In addition to annual user fees, Keeley Nixon advised that this project will be working towards sustainability through sale of the So You Want to Farm in Sooke? manual and other grant and partnership opportunities such as the Island Chef's Collaborative.

MOVED by Director Hicks, **SECONDED** by Elisabeth Petersen that the Commission approve the request for \$2,000 to support the Sooke Region Farmer to Farmer Institute Building Project.

It is understood that report will be forwarded back to the Commission in October 2012.

CARRIED

5. Reports

6. New Business

a) Otter Point OCP Review – Economic Development

Further to the March meeting, the Chair spoke to his discussions with the Arnie Campbell, Chair of the Otter Point OCP Review Citizens' Committee. The Chair advised that he will speak to economic development methodology and then turn discussion over to Ken Douch who will speak to the planning/land use perspective of economic development.

The Chair spoke to the process of addressing infrastructure needs for economic/tourism development, including identification of capital/operational requirements, financial constraints, and funding sources to develop project plans. It was suggested that these project plans be shared throughout the community and be included on all community meeting agendas. It was further suggested that this process in turn will determine land use.

Ken Douch spoke to community vision and Official Community Plan development. In regards to economic development, it was summarized that the community needs to look at the capture of money spent in the area. Rather than depending on property tax alone, it was suggested that there needs to be a focus on spending within the community and seeking benefit from business tax and, in turn, retaining land for these purposes.

Arnie Campbell spoke to the economic objectives identified by the community thus far and required land base to support those objectives.

General discussion took place regarding the positive attributes of Otter Point including diversified land use and low taxes.

Commission comment was forwarded supporting inclusion of a preamble in the OCP to identify the community's priorities particularly as they apply to land development. Further comment was forwarded supporting the LUC referring the draft revised OCP to the Commission for comment.

The Chair called for a break from 8:10 pm and reconvened the meeting at 8:26 pm.

b) Sooke Region Volunteer Centre Survey

Marlene Barry spoke to the results of the survey and work of the Sooke Region Volunteer Centre Committee. The survey results show a high level of support among individuals and organizations for the concept of establishing a volunteer centre. It was advised that the thirteen member committee has applied to the Victoria Foundation for \$13,000 for a coordinator to develop a social enterprise business plan to help establish a centre to promote and enhance all issues relating to volunteerism within Sooke and the region. A presentation has also been made to the Sooke EDC and a presentation will be made to the Sooke Rotary Club. It was advised that a wellness centre has been identified as part of the Mariner's Village development. It is anticipated that a volunteer centre may be incorporated into this development which could allow for public/private partnerships. Overall, 160 non-profit agencies have been identified in the region. It was noted that these volunteer agencies have an economic impact on the region.

Marlene Barry questioned the process for applying for funding. The Chair spoke to the Commission's funding guidelines. The Regional Director spoke to grant in aid opportunities.

c) Memorandum of Understanding with the District of Sooke

The Chair spoke to the EDC component of the Memorandum of Understanding. The document outlines that within 60 days there be a joint meeting of the Sooke EDC, the JDF EA EDC, the JDF EA Agricultural Advisory Planning Commission and the Sooke Regional Tourism Association to discuss ways and means to identify and cooperate on issues of mutual interest. It is understood that the document was developed initially to coordinate land use planning along the borders of the Juan de Fuca Electoral Area and the District of Sooke. Director Hicks advised that the document is in the process of being signed. It is anticipated that the meeting may be held within the next two weeks or in September.

7. Old Business

a) Financial Report

b) Sooke Region Tourism Association (SRTA) – Update

Elisabeth Petersen passed on regrets for the SRTA president and reported on the following SRTA activities:

- The SRTA website will be revamped and will include online accommodation and activity booking capability, Twitter feeds and FaceBook links
- The website will feature SRTA member businesses
- SRTA has received \$20,000 (matching funds) from the Community Tourism Fund which will, among other tourism related activities, assist with the website update
- The District of Sooke has renewed its support for SRTA

Elisabeth Petersen asked on behalf of SRTA that the Juan de Fuca EDC renew its support of \$6,000.

The Commission recognized STRA's contributions but asked that the association submit a formal application to the EDC for consideration.

c) Status of EDC Circle Route Website Project

It is understood that the EDC approved \$4,000 to support work on the www.pmcr.com website. It was advised that additional work equating to \$1,000 has been done to the website.

MOVED BY Director Hicks, **SECONDED** by Elisabeth Petersen that the Commission approve an expenditure of \$1,000 to support the additional website work. **CARRIED**

It was agreed not to delete the existing second website. Comment was forwarded supporting revisiting work on this website in September/October.

d) Installation of Point of Interest Signs – Sooke Museum

All signs have been installed. Item struck from the agenda.

e) Grant Report to Stakeholders

No report.

f) Circle Route Signage

Director Hicks advised that signage on the Pacific Marine Circle Route will be incorporated into discussions with the mayors and electoral area directors for Lake Cowichan, Duncan, North Cowichan and Sooke. Item struck from the agenda.

g) Office Systems Support for Small and/or Non-Profit Organizations

Item incorporated into the Sooke Region Volunteer Centre project. Item struck from the agenda.

h) OPSRRA Community Signage Project

Arnie Campbell provided an update on the project advising that approximately \$4,900 has been raised. Upon enquiry, the Chair confirmed the EDC's commitment to support its contribution of \$2,500 as passed at the March meeting.

8. New Business

9. Correspondence - None

10. Next Meeting Date – The July and August meeting of the EDC are at the call of the Chair pending submission of any funding requests.

11. Adjournment - The meeting adjourned at 9:30 pm.

Blair Cusack, Chair

Wendy Miller, Recorder