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**Minutes of a Meeting of the Juan de Fuca Economic Development Commission
Held Thursday, April 19, 2012, at the Juan de Fuca Electoral Area Office, #2-6868 West Coast
Road, Sooke, BC**

PRESENT: Yale Shap, Chair, Blair Cusack, Vice Chair, Ken Douch, Director Mike Hicks,
Mary Alice Johnson
Staff: Wendy Miller, Recording Secretary
ABSENT: Elisabeth Petersen
PUBLIC: 8

The meeting was called to order at 2:05 p.m.

1. Elections

Director Hicks called for nominations for the position of Chair and Yale Shap's name was put forward. Director Hicks called for nominations a second and third time and hearing none Yale Shap was declared Chair.

The Chair called for nominations for the position of Vice Chair and Blair Cusack's name was put forward. The Chair called for nominations a second and third time and hearing none Blair Cusack was declared Vice Chair.

2. Approval of the Agenda

The following additions were made to the agenda:

5. e) Sooke CASA – Sooke Region Volunteer Centre Project
- f) Circle Route Website – Hosting and Maintenance
- g) Highway Signage – Littering, Speeding and Passing
7. a) Review of Funding Guidelines
8. d) Sooke Memorandum of Understanding

MOVED by Blair Cusack, **SECONDED** by Ken Douch that the agenda be approved as amended. **CARRIED**

3. Adoption of the Minutes from Meeting of October 27, 2011

MOVED by Blair Cusack, **SECONDED** by Director Hicks that the minutes from meeting of October 27, 2011 be adopted as amended. **CARRIED**

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

Director Hicks highlighted economic activities in the Juan de Fuca Electoral Area including business development at the Sooke Business Park in Otter Point. Cabins built at the Sooke Business Park by EcoTec are being trucked to Port Renfrew for vacation home development. This venture employs approximately twelve employees in Otter Point.

Networking from this venture has also resulted in employment opportunities for Port Renfrew residents. It is anticipated that greater economic development and use of the Pacific Marine Circle Route will result when the Province completes replacement of Sombrio bridge. Port Renfrew has also seen the development of a forty-berth marina and Shirley will be hosting its first farmer's market this May.

Anticipated changes to the Chinook fishery will negatively impact the area's recreation and tourism industries.

5. Funding Requests

a) Lori LeCount – Pacificmarinecircleroute.com Enhancement

Lori LeCount spoke to her application for \$5,400 for labour and expenses needed to enhance www.pacificmarinecircleroute.com and act as the website's liaison to stakeholders. Enhancement will focus on adding restaurants, lodging, activities, art maps and links. The information will be provided by stakeholders/umbrella organizations.

Lori LeCount spoke to the Pacific Marine Circle Route study produced by Vancouver Island University that identifies gaps in promotional success of the route, primarily a consistent and clear message regarding sites and activities along the route. It was suggested that marketing the route as a one-day drive does not promote longer stays that would utilize local lodging. Further information was provided on the findings of the 2002-2003 Visitor Profile Guide.

Director Hicks explained that www.pacificmarinecircleroute.com is supported by the EDC because it does not provide information on private businesses thus eliminating competition concerns. Businesses are more than welcome to link to www.pacificmarinecircleroute.com. The website was originally designed to promote day trips, specifically highlighting the Juan de Fuca Electoral Area.

An EDC member questioned how businesses outside of umbrella organizations would be represented. Another EDC member noted that the Sooke Regional Tourism Association (SRTA) website promotes private businesses and provides a link to www.pacificmarinecircleroute.com.

Director Hicks provided information on visitor hits to www.pacificmarinecircleroute.com and websites hosting www.pacificmarinecircleroute.com.

MOVED by Ken Douch, **SECONDED** by Director Hicks that the Commission not pursue the proposal to enhance www.pacificmarinecircleroute.com at this time but welcome future dialogue to explore potential improvements to the website. **CARRIED**

b) Sooke Fine Arts Society – Sooke Fine Arts Show Gallery Lighting

Sally Manning, coordinator for the 2012 Sooke Fine Arts Show, spoke to her application for \$3,000 to provide installation of electrical for gallery lighting.

Sally Manning directed attention to the new website for the Sooke Fine Arts Show advising that the site is now self-managed, reducing costs associated with a web consultant. A video link detailing lighting requirements was launched.

Sally Manning spoke to the show's economic benefit to the communities and advised that approximately 30% of artists who submit work to the show are from the electoral area and that a similar percentage of electoral area artists are accepted into the show.

It was advised that the current economic climate has provided obstacles but that the show continues due to the help of over 300 volunteers and one paid staff position.

At the request of the membership, Sally Manning reported that approximately \$12,000 will be allocated for artist awards this year including the new Jan Johnson memorial award for artwork best depicting social commentary. It was further reported that last year's profit allowed for the current year's paid position.

Commission members relayed that EDC funds are generally directed towards new projects and infrastructure needs. The EDC generally does not support labour fees or operational needs.

MOVED by Blair Cusack, **SECONDED** by Ken Douch that the EDC recommend to Director Hicks support for a grant in aid to assist the project proposal by the Sooke Fine Arts Society. **CARRIED**

c) Don Brown – Feasibility Study and Business Plan to Develop a Sustainable Cooperative Community-Based Economy in the Sooke Region

Don Brown opened by speaking to the Sombrio bridge replacement, noting that consideration of paved shoulders and bike lanes will increase cycle tourism.

Don Brown spoke to his application requesting a total of approximately \$60,000 for a feasibility study and business plan to develop a sustainable cooperative community-based economy in the Sooke region resulting in the training and start-up of at least two cooperatives. Don Brown stated that the switch to a cooperative based economy allows for profits to stay in the community, increasing economic activity in the community resulting in greater economic sustainability. Don Brown spoke to existing elements that will assist with the development of such an economy including the region's water, climate, agriculture potential, natural resources and strong sense of community.

At the request of the membership, Don Brown advised that he is applying as an individual and any financial support would allow for startup of the project.

Director Hicks stated that he cannot support an application for a study.

Don Brown stated that the study will not focus on whether a sustainability cooperative community-based economy model would succeed but rather where and how to set out the business plan. It was noted that the business plan will complement existing businesses and services.

An EDC member relayed that the EDC generally does not support applications submitted by individuals.

MOVED by Ken Douch, **SECONDED** by Blair Cusack that the EDC not support the proposal to support a feasibility study and business plan to develop a sustainable cooperative community-based economy in the Sooke region. **CARRIED**

d) Shirley Farmer's Market – Market Start Up

Christopher Lucas spoke to his application for funding to start up the Shirley farmer's market. It was advised that permission has been granted by the Shirley Community Association for use of the hall. Christopher Lucas spoke to the economic benefit of the market. It was advised that the first market will open on Sunday, May 13. At present, there are twenty-six vendors committed.

MOVED by Mary Alice Johnson, **SECONDED** by Blair Cusack that the EDC support \$1,000 to assist the Shirley farmer's market. **CARRIED**

It was confirmed that the Sooke farmer's market is held on Saturdays.

e) Sooke CASA – Sooke Region Volunteer Centre Project

Marlene Barry spoke to the Sooke CASA, Sooke Volunteer Centre Project application for funding for a volunteer/non-profit fair in June 2012. At this time, Marlene Barry introduced Johanne Thompson, volunteer coordinator. Marlene Barry spoke to the economic potential of volunteers and the economic benefit of making the communities a great place to live. Marlene Barry advised that the fair will be held at EMCS on a weekday starting at 3:00 p.m. The fair will allow interaction between non-profits organizations, students and the general public. It was advised at present there are approximately 160 non-profits in the region. The fair is intended to highlight the Sooke volunteer centre project and volunteer opportunities/duplication to maximize volunteerism in the communities.

At the request of the membership, it was confirmed that a grant in aid was received in March 2012 for the larger Sooke volunteer centre project. The EDC request is for \$2,500 to support the volunteer fair. It was advised that the District of Sooke contributes \$5,000 annually to the volunteer centre project.

Director Hicks stated that the electoral area can only generally afford a third of the funding supported by the District of Sooke. Commission discussion ensued regarding the line items in the proposal's budget.

MOVED by Blair Cusack, **SECONDED** by Director Hicks that the EDC support \$1,500 to assist facilities and promotion costs associated with the Sooke Region Volunteer/Non-Profit Fair in June 2012.

An EDC member stated support for considering the overall proposal rather than on a budget line basis. The same member stated support for reviewing all proposals on merit rather than determining funding based on District of Sooke support.

The Chair called the question and it was one in favour, Ken Douch, Director Hicks, Mary Alice Johnson and Yale Shap opposed. **DEFEATED**

MOVED by Mary Alice Johnson, **SECONDED** by Ken Douch that the EDC support \$2,000 to assist the Sooke Region Volunteer/Non-Profit Fair in June 2012. **CARRIED**

f) Circle Route Website – Hosting and Maintenance

Director Hicks spoke to visitor hits to www.pacificmarinecircleroute.com and hosting and maintenance costs associated with the website. It was advised that the service provider is agreeable to providing services for \$100 per year.

An EDC member questioned whether hosting expenses should be revisited annually. Another member forwarded support for highlighting the growing farmer community. There was consensus that there is opportunity to add more content to the website as long as the content does not support private businesses. New photo content can be forwarded to Director Hicks.

MOVED by Director Hicks, **SECONDED** by Mary Alice Johnson that the EDC support \$300 for website hosting and maintenance for three years. **CARRIED**

g) Highway Signage – Littering, Speeding and Passing

Director Hicks advised that he will address signage promoting access to the Pacific Marine Circle Route via Highway 18 (Lake Cowichan).

Director Hicks spoke to issues associated with greater use of Highway 14 and the Pacific Marine Circle Route such as littering, speeding and passing. Commission discussion ensued regarding support for signage. Comments were forwarded supporting inclusion of the Pacific Marine Circle Route logo on any new signs.

MOVED by Ken Douch, **SECONDED** by Mary Alice Johnson that the EDC support \$1,000 from unallocated funds to support additional signage along the Pacific Marine Circle Route.

The Chair called the question and it was four in favour, Blair Cusack opposed.

CARRIED

Arnie Campbell, Otter Point, suggested that there may be active community associations interested in pursuing an application to support signage.

6. Reports

No reports.

7. New Business

a) Review of Funding Guidelines

In consideration of the various proposals submitted, discussion ensued regarding revising current funding guidelines to provide more information to potential applicants.

It was agreed that the funding guidelines should outline that:

- funds should primarily be used for capital expenditures as opposed to wages for labour or consultant fees

- funds should be dedicated to new capital investments organized under a project and not provided for operational funding support
- presentations should be limited to ten minutes

It was agreed that staff will revise the policy guidelines and forward to the membership for review and comment. Revised guidelines to be posted to the web.

Sally Manning forwarded support for providing greater guideline detail including presentation length.

8. Old Business

a) Financial Report – Staff

At the request of the EDC, the financial report was revised to provide greater budget line detail.

b) Sooke Region Tourism Association (SRTA)

No report.

c) Grant Report to Stakeholders

No report.

d) Sooke Memorandum of Understanding

Director Hicks advised that he met with District of Sooke representatives and Arnie Campbell and Jeri Grant, Juan de Fuca Emergency Program. It was decided at this meeting the MOU working group will meet twice a year.

9. Correspondence

No correspondence.

10. Next Meeting Date

Fall 2012 – date to be determined.

11. Adjournment

The meeting adjourned at 5:00 p.m.

Yale Shap, Chair

Wendy Miller, Recorder