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**Minutes of a Meeting of the Juan de Fuca Economic Development Commission
Held Thursday, October 25, 2012 and Continued on January 15, 2013, at the Juan de Fuca
Electoral Area Office, #2-6868 West Coast Road, Sooke, BC**

PRESENT: Yale Shap (Chair), Blair Cusack, Ken Douch, Director Mike Hicks,
Mary Alice Johnson, Elisabeth Petersen
STAFF: No staff present
PUBLIC: 3

The meeting was called to order at 2:00 p.m.

1. Approval of the Agenda

The following addition was made to the agenda:

5. e) Outstanding Reports

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

2. Adoption of the Minutes from Meeting of April 19, 2012

MOVED by Blair Cusack, **SECONDED** by Ken Douch that the minutes from meeting of April 19, 2012 be adopted as presented. **CARRIED**

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

Director Hicks highlighted economic activities in the Juan de Fuca Electoral Area reporting that the province has committed approximately 20-25 million for road and bridge work along Highway 14. Road improvements have positively impacted businesses in Port Renfrew.

In East Sooke, the Canadian Coast Guard Auxiliary – Pacific (CCGA-P) has purchased the Glenairley lands, previously owned by the Sisters of St. Ann. The CCGA-P intends to use a portion of the property to house the Royal Canadian Marine Search and Rescue Head Office and Training Centre with the remaining lands being used for agricultural purposes.

With assistance funding from the EDC, the Shirley Farmer's Market, located along the Pacific Marine Circle Route, started in May. Also along the Pacific Marine Circle Route, highway dividers have been installed in the Juan de Fuca Electoral Area community of Malahat.

Sooke Business Park continues to contribute to the tax base, providing jobs in Otter Point. The CRD will be considering the Sooke Business Park as a potential site for a new office location for the electoral area. Three lots adjacent to William Simmons Memorial Park are being considered as the current building lease expires December 2013. The proposed building includes an eighty seat meeting room.

Director Hicks spoke to Chinook fishery closures and resulting negative impact to local businesses and the accommodation industry. It was reported that the Sooke Bed and Breakfast Association has seen a drop in membership numbers.

Further to funding assistance allocated by the EDC in October 2011 to support the Implementing the Économusée Approach in BC project, the Chair reported that he attended the opening of an Économusée at Merridale Ciderworks. The Chair relayed positive feedback regarding the educational component established at Merridale.

4. Funding Requests

a) Sheringham Point Lighthouse Preservation Society – Lighthouse History Tourism Brochure

John Walls, director with the society, spoke to the application for \$2,500 to assist in production of a promotional brochure.

John Walls provided background information on the society and efforts to protect and preserve the light station located on federal lands in Shirley. It was advised that the brochure will include the history of coastal lighthouses with a focus on the lighthouse at Sheringham Point including archival photos and light keeper history. The brochure will be incorporated into membership drives and be made available to the general public at the Sooke Region Museum & Visitor Centre and other locations. The brochure/booklet will be available for a suggested donation.

John Walls responded to a question from an EDC member, advising that the majority of funds requested will be used for printing. It was further advised that printing costs have not been finalized. The in kind figure of \$300 for printing reflects an offer provided by one business.

EDC members acknowledged the tourism benefit of the light station, forwarding promotional ideas including posters and roadside directional signage.

In response to an EDC member, John Walls confirmed that access to the federal lighthouse lands is currently limited to the Coast Guard. The lighthouse can be viewed from the adjacent public trail.

Director Hicks relayed that the CRD has been in discussion with the federal government regarding acquiring the land for community park purposes. It was further relayed that the T'Sou-ke First Nation has identified the lighthouse lands as treaty settlement lands. Acquisition of the lands cannot be considered until the disposition of the federal lands is determined through the treaty negotiation.

The membership acknowledged assistance received by the society to support its endeavours including:

- funds from the Guiding Owl development
- funds the Juan de Fuca Electoral Area Parks and Recreation Advisory Commission for trail signage
- grant in aid funds received for membership drives

Upon enquiry, John Walls stated that the educational brochure will dovetail into the opportunity to attract visitors to the lighthouse site, trail and local area. The brochures will outline access restrictions to the lighthouse. John Walls stated that, pending printing

costs, there may also be opportunity to develop a poster. The brochure will also be made available on the society website.

Discussion ensued regarding funds accumulated by the society and the society's interest in the federal lands.

MOVED by Elisabeth Petersen, **SECONDED** by Ken Douch that the Commission support up to \$1,500 to assist in production of the Lighthouse History Tourism Brochure. **CARRIED**

b) Sooke Regional Tourism Association (SRTA) – HD Promotional Video for Sooke to Port Renfrew

At the request of the membership, Jonathan Heerema confirmed that the Sooke EDC has been dissolved. Sooke EDC items will fall under the newly formed Advisory Panel to the Mayor on Economic Development.

Jonathan Heerema spoke to the SRTA application for \$6,000 to assist in production of a promotional video for Sooke to Port Renfrew. Two thirty second videos and two fifteen second videos, allowing for two different marketing messages, will be used on the SRTA website, at tradeshow and for TV commercials. Jonathan Heerema spoke to costs associated with running commercials including opportunities to broadcast commercials in the Seattle area. Jonathan Heerema spoke to funds received from Sooke and the Province and funding opportunities to cover broadcasting expenses.

MOVED by Director Hicks, **SECONDED** by Blair Cusack that the EDC support the request for \$6,000 to assist in production of a promotional video for Sooke to Port Renfrew. **CARRIED**

An EDC member stated support for more budget detail regarding the video project.

5. Reports

a) Sooke Food CHI – Farmer to Farmer Network

b) Sooke CASA – Sooke Regional Volunteer Project: Volunteer/Non-Profit Fair

c) Sooke Region Tourism Association (SRTA)

Jonathan Heerema reported on the \$6,000 received from the EDC in October 2011, presenting the banners produced as part of the Develop Collateral project. It was advised that the banners have already been used at trade shows in Calgary and Vancouver. Jonathan Heerema spoke to plans to develop further banners to highlight area attractions and activities.

EDC members stated support for giving credit to photographers and the EDC on the banners.

d) Shirley Farmer's Market – Market Start Up

Christopher Lucas reported on the \$1,000 received from the EDC in April 2012. It was reported that the market, running every second Sunday from May to October, saw an average of 150 – 175 visitors each market day. Total market sales averaged \$2,500 - \$2,700 per Sunday. Christopher Lucas reported that he will be approaching the Shirley

Community Association to expand the lease to every Sunday for the 2013 season. In response to questions from EDC members, it was advised that the market lease is \$350.00 per season and that insurance, followed by marketing, is the largest cost to the market.

MOVED by Director Hicks, **SECONDED** by Blair Cusack that the EDC accept the verbal report from the Shirley Farmer's Market. **CARRIED**

MOVED by Ken Douch, **SECONDED** by Blair Cusack that the EDC accept the written reports. **CARRIED**

e) Outstanding Reports

The EDC membership requested that staff follow up with the Francophone Economic Development Society of BC regarding a report on the Implementing the Économusée Approach in BC project.

At this time, the Chair accepted comment from Arnie Campbell, Otter Point, questioning the EDC financial report. Director Hicks confirmed that to date the EDC contribution to assist organizations, societies and associations approximately equates to the allocation for CRD support. The Chair directed attention to the EDC support of \$7,500 made at today's meeting.

6. New Business

a) Agricultural Plans for the JDF Region

The membership agreed to return the item to the agenda for discussion.

b) Future of the EDC

Director Hicks relayed comment received from Diana Lokken, CRD General Manager, Corporate Services advising that the ad communicating the availability of EDC funds is too broad for the mandate of service and expenditures that regional districts are allowed. It has been relayed that regional districts are not allowed to give benefit to a business or individuals and that the economic development letters patent are for planning and strategy for economic development. Director Hicks requested more time to discuss the issue, allowing staff to seek clarification and report back to the EDC.

MOVED by Director Hicks, **SECONDED** by Elisabeth Petersen that the meeting be adjourned until a continued, publically advertised meeting is held prior to Christmas to discuss the future of the EDC. **CARRIED**

7. Old Business

a) Financial Report – Staff

b) Sooke Region Tourism Association (SRTA)

c) Grant Report to Stakeholders

MOVED by Mary Alice Johnson, **SECONDED** by Blair Cusack that the EDC accept the grant report. **CARRIED**

8. Correspondence

No correspondence.

9. Next Meeting Date

To be determined.

10. Adjournment

MOVED by Director Hicks, **SECONDED** by Elisabeth Petersen that the meeting adjourn. **CARRIED**

The meeting adjourned at 3:35 p.m.

The Chair resumed the meeting on January 15, 2013 at 2:05 p.m.

PRESENT: Yale Shap (Chair), Blair Cusack, Ken Douch, Director Mike Hicks,
Mary Alice Johnson, Elisabeth Petersen

STAFF: June Klassen, Local Area Planning Manager; Wendy Miller, Recording Secretary

PUBLIC: 4

1. Future of the EDC

The Chair advised that more time was needed to discuss the issue presented in October and that a meeting could not be arranged prior to Christmas.

June Klassen spoke to the comment received from Diana Lokken, CRD General Manager, Corporate Services relaying that:

- the CRD cannot provide grants through any Commission, including the EDC
- the CRD is bound by Section 176 (Corporate powers), 181 (definition of "assistance") and 182 (Prohibition against assistance to business) of the *Local Government Act* and Section 25 (General prohibition against assistance to business and exceptions) of the *Community Charter*
- grants in aid are channeled through the Electoral Area Director
- the EDC cannot provide funds to support specific community projects or activities
- the EDC is intended to provide direction on Juan de Fuca economic development at a higher, broader level
- the farm forum coordinated by the EDC is an example of a higher level initiative

EDC member comments/questions included:

- budget cannot support high level projects
- cited sections of the *Local Government Act* and the *Community Charter* should have been provided to the membership
- to date the CRD has supported all EDC endorsed community projects and activities
- to date EDC has not been invited to participate in any CRD planning initiatives with the exception of one development proposal (Marine Trail Holdings)
- questioned if funding support can be provided to non-profit organizations to support such initiatives as food security
- EDC funding eligibility guidelines do not permit funding support for individuals unless affiliated with an organization
- without specific direction from the CRD, EDC has taken the initiative to support community economic development at the grassroots level
- there is a desire and an ability to make things happen at the grassroots level
- EDC support of the Sooke Region Tourism Association has been high level support, assisting development of a marketing strategy for the larger area

June Klassen confirmed that there is opportunity to support economic development at a higher level through review of Official Community Plans (OCPs) and the Regional Growth Strategy (RGS).

Director Hicks noted that the EDC is supported by all the communities of the Juan de Fuca Electoral Area and that the comment from CRD Corporate Services provides an opportunity to review EDC service delivery, cost and overall benefit.

Director Hicks spoke to funds (cost per household) received and allocated for the EDC budget and the grant in aid budget, comparing budgets of other municipalities of similar population. It was noted that municipalities also receive additional funding supports through casino funds and provincial transfers. It was suggested that, in consideration of the CRD administration charges allocated to the EDC budget, the grant in aid budget may be a more cost effective, equitable way to provide support to all the communities of the Juan de Fuca Electoral Area.

EDC members questioned the tax impact of discontinuing the EDC, further questioning if the CRD administration charges would be reallocated to other electoral area supported budgets.

Al Jones, Sooke, stated that in the 1990s the EDC provided funding support which allowed for economic development in Port Renfrew including work at Botanical Beach and the Juan de Fuca Marine Trail. Money has to be spent to make money. There continues to be many economic opportunities in the rural area for youth and local business.

Wally Vowles, Otter Point, stated support for higher level economic development as was seen with the farm forum. The success of the Issaquah Salmon Days Festival (Washington) was cited.

EDC member comments/questions included:

- the benefit provided by the EDC has been greater than the funding provided - peer review, sounding board, advice
- current budget would be very limited if the EDC is restricted to planning and strategy work
- questioned ability of the EDC moving towards an advisory role to work with the Director to allocate grant in aid funds
- questioned the overall tax impact if the EDC was discontinued
- questioned the ability to increase the grant in aid budget if the EDC was discontinued
- EDC provides real support to real people
- there is opportunity to develop higher level economic goals relative to the area's service sections – farming, forestry, tourism, arts, fishing
- questioned community support for utilizing tax funding to support consultants in current economic climate
- in current economic climate, taking away EDC support will take away a resource
- funding spent on consultants generally results in funds leaving the community
- demand for EDC funding support has not been great

Zac Doeding, East Sooke, stated that the CRD spends a great amount of time and money on high level planning. If the EDC moved towards an advisory role, there would still be budget impacts.

Wally Vowles stated support for having the EDC being involved in referral processes including review of the OCPs and RGS.

Al Jones stated support for utilizing the business experiences of seniors, again noting the various economic opportunities available in the community.

The Chair requested comment from the membership as to interest in continuing with the EDC under the current direction provided by CRD Corporate Services.

The EDC membership forwarded unanimous support for continuing the EDC.

June Klassen was asked to report back on EDC service/funding parameters.

The Chair asked that the correspondence received from the Otter Point and Shirley Residents and Ratepayers Association dated November 22, 2012 be considered at the next regular meeting of the EDC.

The meeting adjourned at 3:40 p.m.

Yale Shap, Chair

Wendy Miller, Recorder