

Salt Spring Island Community and Economic Development Commission
Tuesday April 19, 2011 4-6pm
School Board Meeting Room, Rainbow Road

Call to order: 4:06pm

Attending: Commissioners Muldoon, Mainprize, Kerr, and Scott, Treasurer Grove, Vice Chair McIntyre, Chair Wiltzen, Director Hendren, Assistant Clark

1. Approval of agenda

MOVED by Commissioner Mainprize, **SECONDED** by Commissioner Kerr the agenda be adopted with the following additions:

3.1 Indicators, 3.2 Objectives, and 4.5 Harbour Study

CARRIED

2. Adoption of the minutes of the meeting held March 15, 2011

MOVED by Vice Chair McIntyre, **SECONDED** by Director Hendren the minutes be adopted as prepared.

CARRIED

3. Old Business

3.1 Indicators

Commissioner Scott and Chair Wiltzen reviewed their proposed list of Commission success indicators in depth. They noted that the list had been distilled down from a very large set of potential indicators, and provided broad representation. Commissioners discussed: potential additions to the list, that indicators must be measurable, and that the Commission must understand the purpose and intent of the indicators.

Action:

-Assistant Clark to obtain: CRD study re business demographic in the region; data re population numbers and income; Gary Horne study re economic data

-Chair Wiltzen to add: population growth, housing prices and starts with data on number of homes per price bracket

-Commissioners to further discuss and define "living wage"

-Commissioners to continue developing both objectives and indicators

MOVED by Director Hendren, **SECONDED** by Commissioner Muldoon the list be adopted as a set of interim indicators.

-Chair Wiltzen noted this is a living document, and that it can and will be revised

CARRIED

3.2 Discussion of draft objectives

Commissioners discussed strategies versus objectives. Objectives are "what do we want to accomplish" and strategies are the specific "how do we practically accomplish this".

Draft objectives:

1. Increase employment including self employment

2. Increase income
3. Help facilitate a sustainable demographic balance
4. Increase affordable housing
5. Promote long term environmental well being

Potential strategies:

- work collaboratively with Trust representatives to agree on the top 3 community economic development priorities
- entertain tourism project from the chamber
- work with Islands Trust to integrate economic development into land use planning
- work with the Agricultural Alliance and Island Natural Growers
- business recycling program
- harbour management plan
- project to facilitate attraction of new business to the island
- economic loans committee

Action:

- Commissioners to read the report from the focus group on jobs and tourism, particularly the executive summary (document is on base camp)

3.3 Report from Director Hendren on the Affordable Housing Strategy

Deferred until the business case is complete

4. New Business

4.1 Email from Treasurer Grove

Treasurer Grove stressed his eagerness to see results, and that his focus is on job creation.

4.2 Ferry rate increase caps – EDC response to solicitation for public input

Commissioners discussed potential communication strategies re the BC Ferries solicitation for public input into ferry rate increases.

MOVED by Commissioner Kerr **SECONDED** by Commissioner Muldoon the Chair draft a letter to the province requesting additional funding for ferries to allow a cap on ferry rate increases.

CARRIED

Action:

- Commissioners to brainstorm on additional communication strategies i.e., petition, social networking, prior to the deadline for input at the end of the summer

4.3 Process and criteria for funding and supporting community initiatives

Commissioners discussed how to solicit and evaluate potential funding requests

5. Next meeting date

A special meeting will be held Thursday May 5, 2011 from 4-6pm at the school board office. The next regular meeting will be held Tuesday May 17, 2011 from 4-6pm at the PARC annex.

5.1 Call for agenda items

-strategies

-Community Futures Development Corporation and Cowichan Economic Development Commission

-call for proposals

-process and criteria

-Salt Spring Tourism Committee proposal

-harbour management plan

6. Adjourn meeting

MOVED by Director Hendren **SECONDED** by Commissioner Kerr the meeting be adjourned at 6:15pm.

CARRIED