

**Salt Spring Island Community Economic Development Commission
Tuesday August 16 2011, 4-6pm
School Board Office**

Minutes

Attending: Chair Wiltzen, Vice Chair McIntyre, Commissioners Kerr, Muldoon, Mainprize, and Scott, Assistant Clark, Delegates McColl, Roy, and Holman
Regrets: Director Hendren, Treasurer Grove

Call to order: 4:01pm

1. Approval of agenda

MOVED by Commissioner Muldoon, **SECONDED** by Commissioner Kerr the agenda be approved with the following addition:

-add 5.3 BC Ferries

CARRIED

2. Adoption of the minutes of the meeting held July 19, 2011

MOVED by Vice Chair McIntyre, **SECONDED** by Commissioner Kerr the minutes of the July 19, 2011 meeting be approved.

CARRIED

3. Delegations

3.1. John-Michael McColl - Salt Spring Forum

Mr. McColl addressed the Commission on: what the forum is, how the forum is relevant to the SSCEDC, and their vision for economic development for SSI.

-community organization with global focus

-organize: speakers, workshops, festivals

-build on idea that SSI is a beautiful place to visit all times of the year, with a very creative and engaged population

-potential to attract visitors in tourist off season i.e., hosting conference on International Boundaries in the Arctic in March

-help shape SSI as an interesting place to live for creative or artistic individuals

-hosting a literary festival this February

-fine to use volunteer labour but to avoid burnout it is ideal to pay for employee

3.2. Christopher Roy - Salt Spring Digital Group

Mr. Roy briefed the Commission on the Salt Spring Digital Group: premise and potential next steps.

- SS digital sprung from personal experience in communities that had “branded” themselves in a way to attract IT and technical persons
- create opportunities for people to collaborate
- opportunity for SSCEDC to create SSI brand and help to attract these types of people/organizations
- again volunteer labour is successful to a point but to really achieve mandate requires hiring paid employee

3.3 Gary Holman - Provincial NDP Candidate, Former CRD Director

Mr. Holman urged the Commission to take a broader view of economic development beyond tourism, noting that the 2006 census indicated tourism makes up just 5-7% of the Island’s economy.

- encouraged the Commission to take a strategic approach and not feel pressured to hurry into projects
- stressed that the Islands Trust and official community plan (OCP) are not in opposition to economic development, rather that they work synergistically
- need to gather input from all stakeholders, and continue to liaise with these parties as any selected projects proceed

4. Action item list update

Action:

- Chair Wiltzen to contact Transitions re attending the next meeting as a delegation
- Commissioner Scott to review the literacy study at the next meeting

5. Old business

5.1. Community economic development strategy

Commissioners discussed progress to date, and potential next steps.

- have developed mandate, objectives, indicators, and a large number of potential projects
- still need to develop an overall strategy for the Commission to ensure any projects fall in the developed framework
- helpful to hold meeting with involved stakeholders, and gather input re potential focus areas
- important to have buy-in from all stakeholders for any potential project to succeed
- many studies have been completed but with no clear ownership and many stakeholders, most have failed to achieve concrete results
- potential steps/ideas: formal cooperation mechanism with Islands Trust and CRD ; facilitated business forum with all local stakeholders; engage consultant to facilitate strategic planning process; create appendix to existing OCP re the Commission strategic plan; OCP recognition of the SSCEDC master plan once complete; Economic Development Coordinator paid position;

MOVED by Commissioner Muldoon, **SECONDED** by Commission Mainprize the Commission hire a consultant to organize a one day strategic planning session and guide us in developing a strategic plan.

Friendly amendment by Vice Chair McIntyre - To be preceded by a community session with input from appropriate community groups under a given format i.e., structured presentation format.

CARRIED

Action:

- Chair Wiltzen: invite sustainable cities consultant to next meeting to discuss strategic planning process
- Assistant Clark: add OCP focus group recommendations to potential projects list

5.2. Projects

Commissioners discussed that projects need to flow from an overall strategic plan.

Action:

- Assistant Clark: add branding and economic development coordinator to projects list

5.3 BC Ferries

6. New business

7. Next meeting date

Next meeting to be held Tuesday September 20, 2011 from 5-7pm in the school board meeting room.

8. Adjourn meeting

MOVED by Vice Chair McIntyre, **SECONDED** by Commissioner Muldoon the meeting be adjourned at 6:18pm.

CARRIED