



Making a difference...together

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on Thursday, May 16, 2013 at 4:00 pm

School Board Office Meeting Room – 112 Rainbow Road, Salt Spring Island, BC

AGENDA

1. Approval of Agenda
2. Adoption of Minutes of April 18, 2013
3. Presentations/Delegations
none
4. Reports-Verbal
 - 4.1 Chair Report
 - 4.2 CRD Director Report
 - 4.3 Senior EA Manager Report
 - 4.4 Commissioner Updates
 - 4.5 Islands Trust Update
 - 4.6
5. Financial Reports
 - 5.1 Monthly Operating Report
 - 5.2 Administrative Support
 - 5.3 Breakdown of Unallocated Funds
 - 5.4
6. New Business
 - 6.1
7. Old / Other Business
 - 7.1 2013 Provisional Workplan- Draft 2
 - 7.2 Communication Strategy (website/social media)
 - 7.3
8. Correspondence / Information
 - 8.1 Response Note-Campbell
 - 8.2 Arts Council Brochure
9. Next Public Meeting to be Held June 20, 2013
10. Adjourn

John Tylee
Emma-Louise Elsey

To ensure quorum, advise Tracey Shaver 537 4448 if you cannot attend.



Making a difference...together

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held April 18, 2013 in the School Board Meeting Room, Salt Spring Island, BC**

DRAFT

Present: **Director:** Wayne McIntyre
Commission Members: John Tylee – Chair; Tarquin Bowers, Emma-Louise Elsey; Daniel Logan (4:30 pm); Amber Quiring
Staff: Kees Ruurs, CRD EA Senior Manager; Carin Perrins, Administrative Secretary; Sarah Shugar, Recording Secretary
Observer: Sean McIntyre, Driftwood
Excused: Peter Grove; Darryl Martin; Janet Smith

The Chair called the meeting to order at 4:05 pm.

1. Adoption of Agenda

MOVED by W. McIntyre, **SECONDED** by T. Bowers,
That the agenda be accepted with the following addition:
Item 6.3 Inter Island Collaboration J. Tylee.

CARRIED

2. Adoption of Minutes

MOVED by W. McIntyre, **SECONDED** by E. Elsey,
That the minutes of the January 17, 2013 Regular Meeting be accepted as presented.

CARRIED

3. Presentations / Delegations

There were no delegations to be heard at this time.

4. Reports

4.1

Chair Report

J. Tylee provided the following report:

- The second Tourism Roundtable was held on March 14, 2013. The group has four projects in progress.
- The first Agricultural Roundtable was held on March 15, 2013 and the focus was the branding of local food products. The group is continuing to work on branding. J. Clouston is the Chair of the branding subcommittee.
- The goal is to have a comprehensive, community wide approach to tourism in place for the 2014 season.

- Islands Trust has hired a consultant for the review of Industrial Land Use. It is expected that Islands Trust will have a comprehensive set of data and analysis within three months.

4.2 Director's Report

W. McIntyre provided the following report:

- At the Ferry Advisory Committee meeting last week, there was a proposal for a nature walk at the Long Harbour Ferry Terminal.
- Attended a conference in Sooke. The community of 10,000 people has a waterfront convention center.
- Sea Capers is returning and is scheduled to be held on June 8 – 9th, 2013. Will discuss with A. Quiring regarding a ship for the event.
- The Lieutenant Governor of BC visited SSI on April 16, 2013.
- At the Electoral Area meeting on April 17, 2013, a motion was passed to support the inclusion of an emergency operation center in new fire hall plan.
- The RFP for the consultant for the governance study review has been released.

4.3 Senior EA Manager Report

There was no report at this time.

4.4 Commissioner Updates

A. Quiring provided the following update:

- The first Ganges Merchants Roundtable was held on April 17, 2013. The meeting had over fifty attendees. Four sub groups were formed: village beautification, open times and market relations, rent, and shop local/concessions and discounts. Nineteen attendees volunteered to assist on these priority projects. E. Elsey volunteered to assist the shop local sub group.

E. Elsey provided the following update:

- There is a new Facebook group – Awesome Salt Spring Women with over five hundred members.

D. Logan arrived at the meeting at 4:30 pm.

5. Financial Reports

5.1 The Monthly Operating Report ending March 31, 2013 was provided for information.

5.2 Proposed Budget Transfer

C. Perrins reported that the recording secretary is no longer a contract position and therefore it is recommended to transfer the unallocated funds from the budget for contract to budget for staff.

MOVED by J. Tylee, **SECONDED** by A. Quiring,
That the Salt Spring Economic Development Commission approve the
budget transfer of the unallocated funds in the Contract for services to the
staff account

CARRIED

It was generally agreed to request a detailed report on Administrative
Support costs for both contract and staff, for the next meeting.

6. New Business

6.1 2013 Provisional Work plan

The 2013 Provisional Work plan document for information. The work plan
is the outcome of three retreat meetings and is subject to availability of
resources and opportunities.

It was generally agreed to defer this item to the next meeting to provide
the opportunity for discussion with the new Commissioner and to provide
time for review.

Item Deferred

6.2 Communication Strategy

C. Perrins reviewed the CRD policy regarding social media.
E. Elsey provided a presentation on social media.

It was generally agreed to terminate the ssistrategy.com website at a
future date, as it does not conform to CRD policy. CEDC has a page on
the main CRD website. E. Elsey will prepare a site map and will work
with J. Tylee on the plan for a revised web page. K. Ruurs will provide
the expected launch date for the redesigned overall CRD web site that is
currently in progress.

It was generally agreed to have an email address for the CEDC linked to
the new website.

Andy Rowe has offered to do online surveys and analysis for CEDC at no
cost.

It was generally agreed that CEDC would like a Facebook page. Staff will
coordinate regarding CRD training for administration of a CRD Facebook
page. E. Elsey and A. Quiring to attend training for CRD Facebook
policy if possible.

It was noted that Twitter may be an opportunity for the future.

It was noted that a regular CEDC column in the Driftwood may be an
opportunity for the future.

It was generally agreed to develop a two-sided rack card for distribution at events. E. Elsey and T. Bowers will work on the content.
It was noted that additional communication is needed with Agriculture, Construction, SSI Digital, and Transition SSI. An opportunity to meet with each sector or group would be to invite each to be a delegation at a regular meeting.

6.3 Inter Island Collaboration

There is an opportunity for inter island collaboration at a Mayne Island Conference in June 2013.

It was generally agreed to be involved with the conference. T. Bowers will take the lead on planning. J. Tylee and W. McIntyre will assist.

D. Logan left the meeting at 6:00 pm

7. Old Business

There were no old business items at this time.

8. Correspondence / Information

8.1 Duart Campbell - email

The correspondence was received for information. This item will be taken under consideration in the Tourism and Ganges portfolio's.

9. Next Public Meeting

The next regular meeting is scheduled on May 16, 2013 at the School Board meeting room.

Items for consideration at the next meeting:

- 2013 Provisional Work Plan
- Social Media
- Mayne Island Conference
- Administrative support costs report

10. Adjournment

The meeting adjourned at 6:05 pm.

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
Operating Period ending April 30, 2013

AGENDA ITEM 5.1

	2013 Budget	2013 Y-T-D
Sources of Income		
Requisition	30,000	
Surplus from Prior Years	48,440	48,444
Interest Income	500	
Other	20	21
	<u>78,960</u>	<u>48,465</u>
 Expenses		
Administrative Support - CRD SSI Staff	1,530	3,403
Administrative Support - Contract	2,030	117
Advertising	500	
Insurance	120	
CRD Allocations	1,700	567
Meeting Expenses	250	436
Supplies	260	53
	<u>6,390</u>	<u>4,576</u>
Economic Development Study - Balance of Contract	<u>12,060</u>	<u>2,929</u>
Planning Costs	<u>30,940</u>	<u>369</u>
Unallocated Funds	<u>29,570</u>	<u>0</u>
Total Expenses	<u>78,960</u>	<u>7,875</u>
 Surplus/(Deficit)	<u>0</u>	<u>40,590</u>

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Staff Report to Commission Meeting Held May 16, 2013

Agenda Item 5.2

Subject: Analysis of Hours spent by office staff on Economic Development Commission business

Background: Staff are paid biweekly, so at financials to April 30, only include hours up to April 20, 2013. Any hours spent on the Strategy Project Roundtables will be recovered from project funds once complete.

Period: January 1 to April 20, 2013 – total of 119.25 hours

Meetings, Agendas & Minutes	Includes regular Commission meeting room bookings, agenda preparation, reports, recording and transcribing minutes, and posting agendas/minutes to website; in office meetings/discussions with Chairperson	31.25hrs	\$877
Roundtables	Includes arrangements, set up, tracking attendees, making name cards, attendance, taking and transcribing notes	39.5hrs	\$1098
Retreats	Includes arrangements, agenda preparation, recording and transcribing minutes,	18.25hrs	\$502
Orientation Binder	Includes collections of information, layout, copying and assembly	8.5hrs	\$251
Database Project	Includes collection of information, database set up and entry for initial proposal	9.5hrs	\$273
Calendar	Includes collection of information, set up and entry for initial proposal	4hrs	\$117
BC Ferries Data	Includes entry and formatting	7.5hrs	\$227
General	Includes day to day phone calls/emails/discussions, general postings to CRD website	6hrs	\$175
		124.5hrs	\$3520



Carin Perrins
Administrative Coordinator

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Staff Report to Commission Meeting Held May 16, 2013

Agenda Item 5.3

Subject: Unallocated Funds in 2013 Budget

Background: The 2013 Budget for the Community Economic Development Commission includes unexpended funds of \$30,570 in Planning Costs and \$29,570 in Unallocated Funds, initially held, respectively, for Phase II and future phases of the development of the Strategic Plan. The total of these funds, that could be reallocated to other projects is \$60,140.

Comments: At the March 16, 2013 CEDC Retreat, it was generally agreed to allocate funds for planning purposes as follows:

- \$5000 for additional staff report, including the data base project.
- \$5,000 - \$10,000 for social media.
- \$5,000 for events.
- \$2,000 for the brochure.
- \$15,000 for grants.

It was also noted that funds may need to be allocated for a grant writer, and that there is a CRD grant writer that the CEDC may be able to hire.

The total of the funds allocated above totals \$32,000-\$37,000. This leaves \$23,140-\$28,140 for future projects.

Recommendation: It is recommended that at a future meeting, once the 2013 Workplan has been approved, that the Community Economic Development Commission confirm the allocation of funds to projects, so staff can make the appropriate budget transfer as needed.



Carin Perrins
Administrative Coordinator

SSI COMMUNITY ECONOMIC DEVELOPMENT COMMISSION (CEDC)

2013 Provisional Workplan – to be adjusted according to the availability of resources and opportunities

Objectives (as outlined in CRD Bylaw, abridged)

- “Develop and promote an economic development strategy”
- “Assist in preserving and strengthening existing business, attracting new business and coordinating local economic development initiatives”

Goals for 2013 (as determined by the CEDC)

- Bring together individuals and organizations working on economic development to create synergies and launch projects of broad interest
- Bring more information on economic issues to the community
- Complete an economic development strategy (EDS) by year end, based in part on community input and on the progress and results of projects launched during the year

Bringing groups together and launching projects

- To complete its EDS, the CEDC will engage all the major economic groups on SSI. It has begun engagement with three groups:
 - Tourism
 - Health & Wellness
 - Ganges downtown
- Tourism
 - Two major roundtables have been held, involving about 50 people
 - A “coordinating” group with representatives from all sectors of the industry (accommodation, retail/restaurants, nature/trails, arts, agriculture, heritage, wellness) is being established. This group, once established, will act as a mechanism to bring together, and share information among, all the many disparate groups and businesses involved in tourism
 - Work is underway on specific projects
 - Building a database of all businesses in the sector
 - Developing a master calendar of upcoming tourism related events, including educational and training offerings, as well as a way of coordinating the use and efficiency of the many different current calendars
 - Expanding use of social media to promote SSI offerings to visitors
 - Developing a SSI brand that includes all sectors, including agriculture & heritage
 - Developing a brand for SSI agricultural products
 - Goal is to have an integrated brand, calendar, marketing strategy and collateral in place for 2014 season by January 2014

- Health & Wellness
 - A roundtable identified three separate issues:
 - Housing and medical facilities
 - Development of the tourism-based wellness sector
 - Promotion of services to seniors
 - The first of these is being addressed by other organizations, while the second will be addressed through the tourism initiative (above)
 - Services to seniors is an important opportunity yet to be explored
- Ganges
 - An initial roundtable addressed primarily longer term planning issues, including the boardwalk. In followup, CEDC is working with the Islands Trust to get a class of graduate students to do a project on Ganges in the fall. This would involve one or more public events to showcase possible developments of parts of the downtown. It is also working with the Trust, the CRD and the Chamber of advancing completion of the boardwalk
 - A well-attended second roundtable of Ganges merchants chose four priorities to address:
 - Beautification, including replacing sandwich boards with more attractive signage, installing flower pots & baskets, addressing downtown garbage
 - Buy local strategies
 - Farmer Markets and opening hours
 - Examining rent levels
 - Volunteer task forces in each of these areas are currently meeting; their preliminary findings and recommendations will be reviewed at a third roundtable in late May or early June
 - A facebook page has been set up and is very active
 - Though the main focus is enlivening Ganges, merchants from other villages are welcome to participate in meetings, task forces and facebook
 - The overall goal of these activities is to develop:
 - a longer term vision of the future of the Village, as well as the organizational means to implement the vision, and
 - initiatives that will strengthen the Village economy in the short term
- Other SSI sectors
 - Outreach to other sectors has been initiated and will continue:
 - Construction
 - Transitions & its partner organizations
 - Digital SSI
 - Waste, recycling, water
 - Future roundtables may be held with sectors such as Arts, Agriculture and Heritage

- Sectors/associations may be invited to present to future CEDC meetings
- Other Islands
 - Collaboration with other islands holds the possibility of strengthening all Island economies
 - Discussions have been held with Southern Gulf Islands economic development organizations, aiming for a joint meeting later in 2013. The possibility of meeting with San Juan counterparts this summer is being explored
- Financial partnerships
 - Work is currently underway to clarify the parameters of CEDC's ability to enter partnerships to advance economic development.
 - Discussions have been held with Community Futures Canada in Cowichan to consider how their funding and training services for small businesses might be extended to SSI
 - Outreach has begun to other SSI groups involved in financing to assess the opportunity for collaboration
 - Outreach has also begun to experts in local fundraising via the internet
 - CEDC may make use of CRD's grant writer, as opportunities arise

Providing economic information to the Community

- Economic overview
 - CEDC has been working with a consultant on an economic overview of SSI, which will be released in the summer, at an event TBD
- Information events
 - A number of events to keep the community up to date on economic developments are under consideration, depending on resources available
- Draft Economic Development Strategy (EDS) Event
 - It is anticipated that a draft EDS will be released in October, the community input event will be in November, and the finalized EDS will be available before year end
- Communications strategy
 - The existing website is being redesigned as part of the CRD website; content available will be expanded to cover all aspects of CEDC's work
 - Print collateral is being developed for, among other uses, CEDC participation in economy-related community events
 - The Merchants facebook page will be continued and other similar pages will be considered where they can strengthen cohesion among businesses (eg tourism sectors)
 - Social media programs, notably in connection with events, will be considered, depending on resources available

- Associations and individuals interested in economic development will be encouraged to attend CEDC meetings and, as appropriate, make presentations as delegations
- Developing a regular column on economic development issues will be considered, as resources are available

Developing the Economic Development Strategy (EDS)

- Approach

- It was originally planned to create the EDS by spring, 2013, but community feedback suggested the need for more direct action - a number of good reports on the SSI economy exist, but none of their recommendations have been implemented.
- Accordingly, CEDC's approach is to initiate projects in conjunction with community partners, and based on the experience in these projects, together with extensive outreach, develop an EDS that will already be partly in implementation before the complete strategy is fully documented.

- Key Elements & Timing

- Assembling data to clearly outline the current state of the economy - data collection complete, write-up in the next two months
- Drawing on the expertise of relevant SSI organizations to assess the outlook and opportunities for all key sectors of the economy - ongoing
- Investigating potential new opportunities - ongoing
- Identifying a limited number of major actions or initiatives to pursue that could make a substantial difference to the SSI economy - late summer
- Presenting draft strategy to the community for feedback - fall
- Finalizing the EDS, with clear deliverables, timelines and criteria to measure success - by year end

Tracey Shaver

From: John Tylee
Sent: Friday, May 10, 2013 3:23 PM
To: Tracey Shaver
Subject: Fwd: Letter to SSI Economic Development Commission

----- Forwarded message -----

From: John Tylee
Date: Fri, May 10, 2013 at 3:22 PM
Subject: Letter to SSI Economic Development Commission
To:
Cc: Kees Ruurs <kruurs@crd.bc.ca>, Wayne McIntyre <directorssi@crd.bc.ca>

Dear Mr Campbell:

This note is in response to your email to the Commission with several very interesting suggestions about leveraging SaltSpring's arts assets. At its last meeting, the Commission considered your letter and recommended it be considered by the Tourism Roundtable.

The Roundtable is working to bring together all the different sectors involved in tourism, including the Arts sector. Its plan is to develop, for the 2014 season, by January 2014, a brand for the community which represents all sectors, a calendar of events for all sectors for the year, and a marketing program built on the brand and the event schedule. Some of your ideas may well fit into its marketing plan.

Thank you for taking the time to share your ideas with the Commission

Sincerely

John Tylee
Chair
SSI Community Economic Development Commission

