



Making a difference...together

revised

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held June 20, 2013 in the School Board Meeting Room, Salt Spring Island, BC**

PRESENT: **Director:** Wayne McIntyre
 Commission Members: John Tylee (Chair), Tarquin Bowers, Emma-Louise Elsey, Daniel Logan, Darryl Martin, Amber Quiring, Janet Smith
 Staff: Kees Ruurs, CRD Senior Manager; Sarah Shugar, Recording Secretary
 Delegations: Gregg Dow, Chair SSI Parks and Recreation Commission; Li Read, President Chamber of Commerce
ALSO PRESENT: Peter Grove, Islands Trust Liaison

The Chair called the meeting to order at 4:00 pm.
The Chair called for introductions and introductions were carried out.

1. Approval of Agenda

MOVED by J. Smith, **SECONDED** by D. Logan,
That the agenda be accepted with the addition of:
Item 3.1 Li Read, Chamber of Commerce
Item 3.2 Gregg Dow, PARC

CARRIED

2. Approval of Minutes

MOVED by T. Bowers, **SECONDED** by D. Logan,
That the minutes of the May 16, 2013 Regular Meeting be accepted as presented.

CARRIED

3. Presentations / Delegations

3.1 Li Read, SSI Chamber of Commerce
 L. Read verbally presented the following update:

- As the newly elected president of the SSI Chamber of Commerce she looks forward to collaboration with the CEDC.
- The Chamber of Commerce Regular meetings are scheduled on the first Wednesday of each month, 4:00 to 6:00 pm in the Thrifty's Board Meeting Room. The next meeting is scheduled on July 3, 2013.

The Chair invited L. Read to attend the CEDC regular meetings.

3.2 Gregg Dow, PARC Chair
 G. Dow verbally presented the following update:

- The next meeting of the Market Advisory Group (MAG), an advisory group to PARC is scheduled on July 17, 2013. The

meeting has been called to address the current market issues. PARC has received a petition in support of expanding the Saturday Market. He noted that it is a complex issue and MAG will be assessing all of the factors and taking community needs into consideration.

It was generally agreed to schedule a meeting with the CEDC Chair, PARC Chair, SSITC Chair regarding the market issues prior to July 17, 2013.

The Chair invited G. Dow to the next CEDC regular meeting scheduled on July 18, 2013.

G. Dow left the meeting at 4:35 pm.

4. Reports

4.1 Chair Report

The Chair circulated the following Tourism Initiative working document and it was generally agreed that the document be included in the minutes.

SSI CEDC Tourism Initiative

Goal

- Despite recent efforts, the tourism sector on Salt Spring is not well integrated and there is no sustained, consistent effort to present a unified offering to potential tourists
- Following two well attended roundtables earlier this year, the CEDC is working with tourism volunteers from many sectors to develop, by the end of 2013, a tourist strategy for 2014 that includes:
 - A branding statement that reflects the offerings of all sectors of the tourist industry
 - A calendar of major events during 2014
 - A marketing strategy and collateral
 - A social media marketing strategy
 - A database of all tourism-related businesses

Progress to date

- Key sectors of the tourism industry that contribute to the SSI “brand” have been identified as follows:
 - Accommodation
 - Agriculture
 - Art
 - Food production/restaurants
 - History
 - Nature/trails
 - Ocean activities
 - Wellness
- It is planned to work with one or more representatives of each of these sectors to develop the strategy, events schedule and marketing

for 2014. In some sectors, there are organizations and/or key organizers who have agreed to work with us. In other sectors where there appears to be little inter-business organization, meetings are being developed to identify people who can:

- work with us on the above goals, representing the views of their sector, and
- report back regularly on the work being done to other businesses in their sector, and ensure that their views are taken into account as the work progresses
- It is planned to hold a meeting with all sectors represented by the end of July and possibly also the Heritage sector.
- All-sector meetings will be held as often as necessary, with reporting back on progress to the larger roundtables of interested businesses about every two months
- CEDC will:
 - chair all-sector representative meetings and roundtables
 - ensure coordination with the SSI Merchants Group, which is working on projects that have an important bearing on the 2014 tourism season
 - ensure inter-island coordination, to the extent necessary
- Current project status:
 - Tourism business database: first draft created by CEDC for discussion at first sector reps meeting
 - 2014 Calendar: to be taken up at first sector reps meeting
 - Single portal for submitting events to SSI calendars: working group in place, awaiting information from the Chamber
 - Social media strategy and training: Some training has already taken place; expansion of activity being considered
 - Branding: it is planned to hold a community competition, in conjunction with media, for the best (500 word max?) branding statement. Winning entries will be turned over to a marketing professional to turn into collateral for 2014 and future years

The Chair noted the following additional items:

- The agriculture sector has advised that they cannot meet until post Fall Fair. Anne Macey is the contact person for the Agriculture Sector.
- Susan Wetmore is the contact for the Accommodations Sector.
- Janet Halliwell is contact person for the Arts Sector.
- Lorraine Brewster is contact for Trails/nature.
- There is a goal to develop a comprehensive 2014 calendar of main community events to publish by January.

It was noted that there is an annual quilting bee event with over 750 participants. To be added to events calendar.

It was also noted that the Harbour House Hotel and Restaurant could be a possible lead contact for the Food and Restaurant Sector.

The Chair circulated the following Merchants Meeting working document and it was generally agreed that the document be included in the minutes.

Merchants Meeting May 29 – Follow-up Priorities

- To date, no new volunteers have stepped up
- Need to prioritize all items raised at the meeting into:
 - 1 – some action immediately
 - 2 – start action in the fall
 - 3 – start action in 2014 or later
- Beautification
 - Art/sculptures downtown (2)
 - Centennial park – work with PARC (market layout, washrooms, kids area, water fountain, Kids horse) (2)
 - Green wall – others undertaking
 - Murals by kids for barriers outside closed gas station (& remove parking?) – (1 – Amber; Jacquie Harkema also interested)
 - Group purchase flowers/native species (1- Amber)
- Historical tour
 - Investigate possibilities, incl. murals in Firehall, with Susan Wetmore (1 - John)
- Maps/signage
 - Chamber map published, Matt/Celia “Art-inspired” map with 30 businesses going ahead
 - Hereford Avenue signage going ahead, schedule unknown
 - Clarify Hereford sign status (1 – Amber)
 - Other signage, removal of sandwich boards (2)
 - New downtown map with all businesses, suggested walk – investigate costs & feasibility (1 – Tarquin)
 - Large map installed at Markets – (2)
- Garbage
 - Garbage cans – Centennial Park – being addressed by PARC
 - Garbage cans elsewhere, tie-in to “Garbage by Donation” (3)
 - Marinas garbage (3)
 - Tie-in to broader issues (retailers own garbage, CRD disposal, Transitions, etc.) (3)
- “Getting to know you” tours/events
 - Tours among 7 areas of downtown – pilot (1- Tarquin/Matt)
 - Add Saturday & Tuesday market vendors (2)
- Retailer Workshops, etc.
 - Investigate social media & inventory control pilot (1- Tarquin/John)
 - Job fairs (3)
- Buy local
 - Overall strategy (2)
 - Outreach to Agriculture sector (1 – John)
 - Outreach to Transitions, LOCO (1 – Tarquin)
 - Bumper stickers, marketing, etc. (2)
- Farmers Markets
 - Expansion, transportation possibilities (1- John to take up with PARC, Transportation Commission)

- Survey, outreach to merchants, etc. – being undertaken by PARC with Vendors Advisory committee
- Events strategy
 - Research, esp. through Sea Capers post-mortem (1 – Amber)
 - Plan for 2014 (2)
- Social media
 - Monitor- Social media, Salt Spring App, CEDC website (1 – Emma)

The Chair provided the following update:

- Attended the meeting on Mayne Island regarding inter island collaboration. There was interest in collaboration expressed from Southern Gulf Islands, Islands Trust and San Juan Islands. There was a presentation regarding the development of the Experience Gulf Islands route. There will be a historical and agricultural focus.

4.2 CRD Director Report

W. McIntyre provided the following update:

- Attended local Islands Trust meeting today.
- This is the last meeting with Senior Manager Ruurs. He has been tremendous asset to the SSI community.
- Karla Campbell is the new Senior Manager and is scheduled to be in the office on July 2, 2013.
- Thanked Janet Smith for preparing the funding opportunities document.
- Regional Transportation Draft Plan was presented on May 25, 2013. SSITC held a follow up stakeholders meeting to review the plan and will be providing feedback to CRD.
- The SSITC approved the expansion of Transit Service. The recommendation will be considered at the July CRD Board Meeting.
- Attended a Solid Waste Meeting today regarding garbage and recycling. D. Martin was in attendance.
- The SSI Affordable Housing Society has requested CRD provide funding for a consultant regarding the proposed affordable housing development on Drake Road.

4.3 Senior Manager Report

K. Ruurs provided the following update:

- The MAG meeting scheduled to discuss the Saturday Market will be a good opportunity to re-evaluate the market and provide an opportunity to take community needs into account.
- Will be working with the new Senior Manager for two weeks to assist with a smooth transition.
- The contract with CCCR is now complete. There is \$7,500 in unused funds for the project.

4.4 Commissioner Updates

D. Logan provided the following update:

- Sean Goddard is process of developing a new map of SSI. He is coordinating with Phillip Reece on SSI App. It is due to be printed soon.
- Working on a Rotary Club Beautification project.

J. Smith provided the following update:

- Matt Steffich, former President of SSI Chamber of Commerce indicated funding needs have not been a major barrier identified by the Chamber.
- The CEDC could establish a grant process for non-profit initiatives.
- Met with Community Futures, they indicated interest in collaboration. Their loan fund of \$2.5 million has a 98% repayment rate, i.e. the principle of neighbours loaning to neighbours.
- Duncan Economic Development and Community Futures are in the same building but are separate organizations.
- KIVA is a possibility for micro loans as they are now lending in the United States.
- There is a micro lending organization in Victoria that has indicated an interest in working with CEDC.
- Sharespring is a local crowd funding initiative

T. Bowers provided the following update:

- The Getting to Know your Merchants initiative is in the planning stages. There are 11 zones identified including Merchant Mews and Fulford Village. The first tour is tentatively scheduled for late July. It will be Grace Point Square with a post event at Steffich Fine Art Gallery. The aim is to increase local referrals. The draft document is complete and will be circulated to merchants.
- Received an email from Jana Thomas regarding the Hereford Merchants Sign project. The group is seeking funding support for the sign.

D. Martin provided the following update:

- Attended Solid Waste meeting today. The issue is more complicated due to governance model. The landfill will be implementing greater restrictions by 2015. There may be business opportunities in recycling.
- Will be lead contact for Ocean Activities Sector. Ganges Harbour is key part of local tourism strategy. Will be meeting with various stakeholders.

A. Quiring provided the following update:

- The owner of Dragonfly Art Supplies has indicated they would contact the owner of the Shell site to ask permission to install art.
- Met with Lorraine Brewster, Manager of SSI Parks and Recreation regarding garbage and recycling.
- Boaters is a problem with garbage – talk with marinas

- There is a time capsule in Centennial Park. There was a sun dial at the location.

D. Logan left the meeting at 5:30 pm.

E. Elsey provided the following update:

- SSI Merchants Facebook Group is online.

4.5 Islands Trust Update

P. Grove provided the following update:

- Ganges Village Planning is an agenda item for future IT meetings.
- The consultant for the Governance Study will be appointed soon.
- The consultant for the Industrial Land Use has been appointed.

5. Financial Reports

5.1 Monthly Operating Report

The Monthly Operating Report ending May 31, 2013 was received for information.

5.2 Unallocated Funds

K. Ruurs reviewed the staff report regarding unallocated funds.

MOVED by D. Martin, **SECONDED** by A. Quiring,

That the Salt Spring Island Economic Development Commission approve the following items and amounts in the 2013 budget:

1. General Administration	\$1,500.00
2. Additional Community Meetings	\$6,600.00
3. IT (website preparation)	\$2,000.00
4. Rack Cards Development (printing)	\$2,000.00
5. Commission Meetings	\$ 400.00
6. Strategy Development	\$2,000.00

Total \$14,500.00

UNANIMOUSLY CARRIED

6. Other Business

6.1 Communications Strategy (website)

The Chair noted that CRD Victoria will advise on policy regarding communications.

There was discussion regarding rack cards. T. Bowers will email content and design to J. Tylee.

A meeting was held June 20, 2013 with CRD Victoria regarding the CEDC Website. Attended by Emma-Louise Elsey, John Tylee, Carin Perrins and Kees Ruurs. We are awaiting CRD Victoria feedback on how our requirements/proposed website design 1) fits into the overall CRD website structure and 2) assuming it fits, a rough timeline for when the work might be completed.

7. New Business

- 7.1 Protocol for Commission Communications
The document was received for information. It was generally agreed to be an agenda item at the next meeting.

8. Correspondence / Information

- 8.1 Survey – Islands Trust Industrial Lands
The correspondence was received for information.

9. Next Meeting

The next meeting is scheduled on July 18, 2013 4:00 to 6:00 pm at the School Board Meeting Room.

10. Adjourn

The meeting adjourned at 6:00 pm.