



Making a difference...together

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
Notice of Meeting on Thursday, June 20, 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 May 16, 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 Unallocated Funds
 - 5.3
 - 5.4
6. Old / Other Business
 - 6.1 Communications Strategy (website)
7. New Business
 - 7.1 Protocol for Commission Communications
 - 7.2
 - 7.3
8. Correspondence / Information
 - 8.1 Survey- Islands Trust Industrial Lands
 - 8.2
9. Next Public Meeting to be Held July 18 2013
- 10 Adjourn

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 May 16, 2013 in the School Board Meeting Room, Salt Spring Island, BC**

DRAFT

Present: **Director:** Wayne McIntyre
Commission Members: John Tylee (Chair), Tarquin Bowers (4:10 pm),
Emma-Louise Elsey (4:20 pm), Daniel Logan, Darryl Martin, Amber Quiring
Staff: Kees Ruurs, CRD EA Senior Manager; Sarah Shugar, Recording
Secretary
Observers: Peter Grove, Island Trustee; Maxine Leichter, Member of Public
Excused: Janet Smith

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

1. Adoption of Agenda

MOVED by A. Quiring, **SECONDED** by T. Bowers,
That the agenda be accepted as presented.

CARRIED

2. Adoption of Minutes

MOVED by W. McIntyre, **SECONDED** by A. Quiring,
That the minutes of the April 18, 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:

- Two additional sectors (restaurants & food; marine) have been identified to be included in the Tourism Group. There are ten sectors included in this working group. The Tourism Group has expressed interest in creating a Facebook group.
- J. Tylee and W. McIntyre attended the Electoral Area Committee meeting.
- J. Tylee, T. Bowers and W. McIntyre attended the Experience the Gulf Islands meeting.
- J. Tylee met with the Chair of the Parks and Recreation Commission (PARC) to discuss possible collaboration

possibilities. The Saturday Market and the GI Experience were identified as possibilities.

- J. Tylee met with the Chair of the SSI Transportation Commission (SSITC) to discuss possible collaboration opportunities. Positive feedback was received.
- J. Smith is researching potential funding opportunities.
- J. Tylee, W. McIntyre, D. Logan and P. Grove attended a meeting regarding the boardwalk.
- There has been no response regarding the application for the UBC SALA program to study Ganges. J. Tylee will follow up.
- Five new Board Members were elected at the recent Chamber of Commerce AGM.
- E. Elsey and J. Tylee are scheduled to meet regarding the wellness sector within the Tourism Group.
- There is an increased sense of collaboration in the community.

T. Bowers arrived at the meeting at 4:10 pm.

E. Elsey arrived at the meeting at 4:20 pm.

4.2 Director's Report

W. McIntyre provided the following report:

- The close date for the RFP for the consultant for the governance study review is May 27, 2013.
- The interview process is in progress for the EA Senior Manager position. K. Ruurs is scheduled to retire July 2013.
- W. McIntyre and J. Tylee met with CRD staff in Victoria regarding CRD policy.
- Southern Gulf Islands EA is interested in collaborating with SSI regarding tourism.

4.3 Senior EA Manager Report

K. Ruurs advised that he will provide a staff report regarding the CCCR Strategic Development Contract for the next regular meeting.

4.4 Commissioner Updates

T. Bowers provided the following update:

- There has been feedback received regarding the Ganges Merchants Group being focused on Ganges. It was noted that the Ganges Merchants Group is an inclusive group and is open to all businesses on SSI. The invitation to the next GMG meeting will note that it will be an agenda item for discussion.
- There have been two meetings for the Shop Local Group. It is a dynamic group with several action items identified.
- There has been a lack of interest in the rent group that was identified as a priority at the Ganges Merchants Meeting.
- At the Experience GI meeting, the focus was on the development of a network of trails in the Southern Gulf Islands.

A. Quiring provided the following update:

- At the first meeting of the Village Beautification Group there were seven people in attendance and four regrets. The items that were identified as priority items were:
 - Centennial Park
 - Garbage and Recycling
 - Public Art
 - The lack of evening activity in Ganges.
- The following action items were identified:
 - To contact PARC regarding the installation of white lights in the gazebo and along the boardwalk in Centennial Park.
 - To contact PARC regarding having the horse in the playground mounted permanently as an "iconic" attraction.
- The second meeting of the Village Beautification Group is scheduled on May 16, 2013.

A. Quiring left meeting at 5:05 pm.

E. Elsey provided the following update:

- The Ganges Merchants Group has a Facebook group.
- A. Quiring, T. Bowers and E. Elsey had a meeting regarding the content for the print collateral.
- The Awesome Salt Spring Women Facebook group has over 550 members. The first event for the group has 64 RSVP's and is scheduled next week at the Gathering Place.

D. Logan noted that he is on the Rotary Boardwalk Committee and the Rotary Community Services Committee.

4.5 Islands Trust Update

P. Grove noted that the review of Industrial Land Use is in progress and it is expected that a comprehensive set of data and analysis will be available in the fall.

5. Financial Reports

- 5.1** The Monthly Operating Report ending April 30, 2013 was provided for information.
- 5.2** Administrative Support
The analysis of hours spent by office staff on CEDC business was provided for information.
- 5.3** Breakdown of Unallocated Funds
The Unallocated Funds in 2013 Budget Report was provided for information.

6. New Business

There were no new business items at this time.

7. Old Business

- 7.1 Revised 2013 Provisional Work Plan
The revised 2013 Provisional Work plan was provide for discussion.
J. Tylee noted that the plan is provisional upon availability of resources and opportunities.
It was noted that the Agricultural Sector meeting outcomes be included in the work plan.
It was generally agreed to accept the 2013 Provisional Work plan with the addition of the Agricultural meeting information and the updates from this meeting.
It was generally agreed to schedule a budget meeting regarding the unallocated funds. W. McIntyre, D. Martin, J. Tylee to attend.

- 7.2 Communications strategy
E. Elsey circulated the proposed CEDC website sitemap for review. It was noted that the CRD web site may not be as user friendly as desired. A redirect URL was discussed as a possible option.
K. Ruurs will set up a meeting with CRD IT on SSI. E. Elsey to attend.

There was discussion regarding how to connect people that are interested in getting involved with initiatives.

There was discussion regarding how to communicate the CEDC initiatives to the community. It was generally agreed to invite the Driftwood to the regular meetings. It was generally agreed that the CRD CEDC web site would be the venue to report the CEDC business such as agendas, minutes, related documents, etc. and that the Facebook Group would be the venue to post events, initiatives and would be more interactive.

D. Logan left the meeting at 5:55 pm.

8. Correspondence / Information

- 8.1 Response Note – Campbell
8.2 Arts Council Brochure
The correspondence items were received for information.

9. Next Public Meeting

The next regular meeting is scheduled on June 20, 2013 at the School Board meeting room.

Item for consideration at the next meeting:

- CCCR contract report. K. Ruurs

10. Adjournment

The meeting adjourned at 6:15 pm.

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
Operating Period ending May 31, 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	236
	<u>78,960</u>	<u>48,680</u>
 Expenses		
Administrative Support - CRD SSI Staff	1,530	4,016
Administrative Support - Contract	2,030	117
Advertising	500	
Insurance	120	
CRD Allocations	1,700	708
Meeting Expenses	250	451
Supplies	260	53
	<u>6,390</u>	<u>5,345</u>
 Economic Development Study - Balance of Contract	<u>12,060</u>	<u>4,485</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>10,199</u>
 Surplus/(Deficit)	<u>0</u>	<u>38,481</u>

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
Proposed Budget Transfers

AGENDA ITEM 5.2

Sources of Income	2013 Budget	2013 Y-T-D	Proposed Budget Transfer	Proposed Budget
Requisition	30,000			30,000
Surplus from Prior Years	48,440	48,444		48,440
Interest Income	500			500
Other	20	236		20
	78,960	48,680		78,960

Expenses	2013 Budget	2013 Y-T-D	Proposed Budget Transfer	Proposed Budget
Administrative Support - CRD SSI Staff	1,530	4,016	10010	11,540
Administrative Support - Contract	2,030	117	-1910	120
Advertising	500			500
Insurance	120			120
CRD Allocations	1,700	708		1,700
Meeting Expenses	250	451	400	650
Supplies	260	53		260
	6,390	5,345	8,500	14,890

Economic Development Study - Balance of Contract	12,060	4,485	-7,570	4,490
Planning Costs	30940			30,940

Unallocated Funds	29570		-6,930	22,640
Report			2,000	2,000
Social Media			2,000	2,000
Rack Card			2,000	2,000
	29,570	0	-930	28,640

Total Expenses

	78,960	9,830	0	78,960
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Surplus/(Deficit)	0	38,850	0	0
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**REPORT TO SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
MEETING OF Thursday June 20, 2013**

SUBJECT UNALLOCATED FUNDS

ISSUE

The 2013 budget for the Economic Development Commission contains approximately \$37,000 in unallocated funds while certain projects require additional funds over and above the budgeted amounts.

BACKGROUND

At the time the 2013 budget was being prepared the Economic Development Strategic Planning process was still ongoing and no plans had been finalised regarding which projects to advance in 2013.

Since the adoption of the 2013 Work Plan it has become clear which actions and projects require funding till the end of the year.

In discussions with the Chair of the Commission the following items and amounts are being suggested for the unallocated funds:

1. General Administration	\$1,500.-
2. Additional community meetings	\$6,600.-
3. IT (website preparation)	\$2,000.-
4. Rack cards development / printing	\$2,000.-
5. Commission meetings	\$ 400.-
6. Strategy development	\$2,000.-
Total	\$14,500.-

These planned expenditures will still leave approximately \$22,500.- in unallocated funds available to the Commission till the end of 2013.

ALTERNATIVES

That the Commission:

1. Approve the above outlined expenditures for inclusion in the 2013 budget.
2. Do not approve the above outlined expenditures for inclusion in the 2013 budget.

RECOMMENDATION(S)

It is recommended that the Commission approve the following items and amounts in the 2013 budget:

1. General Administration	\$1,500.-
2. Additional community meetings	\$6,600.-
3. IT (website preparation)	\$2,000.-
4. Rack cards development / printing	\$2,000.-
5. Commission meetings	\$ 400.-
6. Strategy development	\$2,000.-
Total	\$14,500.-



Kees Ruurs
Senior Manager CRD SSI

KR/ts

Guidelines for protocol for SSI Commissions regarding lines of communication

This document outlines the protocol established by the CRD for the lines of communication between Commissions, staff and politicians. This protocol was established by the Chief Administrative Officer of the CRD when the new SSI Electoral Area management structure was implemented.

The SSI Commission are responsible to provide advice to the Director (and the CRD Board of Directors) on policy and budgetary matters. Administrative matters and operational matters are the responsibility of CRD Staff. In addition the Commissions provide advice to the CRD SSI staff and the Director about what it considers to be community priorities. The Commission members serve at the pleasure of the Director and Board.

This protocol identifies the following lines of communications: (who deals with whom)

1. Staff deals with staff
 2. Politicians deal with politicians
-
1. Staff deals with staff. This means that only the SSI CRD staffs deals with other staff within the CRD as well as with staff in other agencies such as the Islands Trust and/or a Ministry. The Commission does not communicate directly (verbally or in writing) with staff in other agencies. The Commission provides advice to the local SSI CRD staff on what communications it would suggest is undertaken with other CRD staff and staff in other agencies.
 2. Politicians deal with politicians: The Commission is advisory to the Director, as such the Commission deals directly with the Director when it comes to communication with other politicians. No Commission communication occurs directly with politicians at other levels of government without the concurrence of the Director.

Media

The Commission usually delegates contact with the press to the chair. In case of a formal CRD press release the release will need to be approved by the Director as well as the CRD Manager of Communications. The chair will discuss any and all press communication with the Director first.

Referrals from subdivision or rezoning applications will be submitted to the SSI CRD staff, who will consult with the Commission as required. It should be noted that the Islands Trust staff has indicated that it wishes to communicate directly with CRD staff. Upon receipt of the referral the CRD SSI staff will provide a report to the Commission on the matter and might invite the applicant to attend the meeting of the Commission. The Commission provides advice to the staff and Director on the response to the referral.

All meeting agendas for the Commissions will be developed in cooperation between the SSI staff and the chair of the Commission. Assistance with the preparation of agenda packages / reports by the chair is most welcome.

Transit matters: Since the SSI Transit function has not been transferred to the SSI Administration all such matters will be dealt with by the GM of Planning and Protective Services. However, as requested by the GM, the same lines of communication as outlined above apply for Transit matters between the SSITC and the GM of Planning and Protective Services. Operational matters will be dealt with by the GM unless a request is made that SSI staff deal with it.

The SSITC Handbook deals with some of these lines of communication. However due to the creation of the new SSI Administration structure changes will be required to the contents of the Handbook.

May 2013
Kees Ruurs
Senior Manager CRD SSI

SSI Parc

From: Kees Ruurs
Sent: Tuesday, June 18, 2013 10:47 AM
To: SSI Parc; Lorraine Brewster
Subject: RE: survey

Yes, I would suggest that this be included in the agenda package for the Economic Dev. Commission under "information".

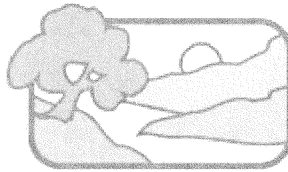
Kees

From: SSI Parc
Sent: Tuesday, June 18, 2013 10:39 AM
To: Lorraine Brewster; Kees Ruurs
Subject: survey

Hi- do you want this to be forwarded to any of the commissions for input?

Industrial Land Needs Assessment Survey

- **Full Name:** Salt Spring Island Local Trust Area
- **Location:** #1-500 Lower Ganges Road
- **Phone:** 250-538-5608
- **Listed:** June 17, 2013 5:46 PM
- **Expires:** 29 days, 1 hour



Islands Trust

Description

Help the Salt Spring Island Local Trust Committee to encourage socio-economic diversity and to enhance community economic sustainability and security by completing an Industrial Land Needs Assessment survey which will help identify the needs for commercial industrial lands for today and into the future. Have your say, make a difference, complete the survey at: <https://www.surveymonkey.com/s/saltspringisland>

CRD Administration Office
Salt Spring Island Electoral Area
145 Vesuvius Bay Road
Salt Spring Island, BC V8K 1K3