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**Minutes of the Regular Meeting of the  
Salt Spring Island Community Economic Development Commission  
Held August 15, 2013 in the School Board Meeting Room, Salt Spring Island, BC**

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**PRESENT:**                   **Director:** Wayne McIntyre  
                                  **Commission Members:** John Tylee (Chair), Tarquin Bowers, Emma-  
                                  Louise Elsey, Darryl Martin, Amber Quiring, Janet Smith  
                                  **Staff:** Karla Campbell, Senior Manager; Sarah Shugar, Recording  
                                  Secretary  
                                  **Delegation:** Stefan Cermak, Islands Trust Planner  
**ALSO PRESENT:** Peter Grove, Islands Trust Liaison  
**ABSENT:** Daniel Logan

Chair Tylee called the meeting to order at 4:00 pm.

**1. APPROVAL OF AGENDA**

**MOVED** by J. Smith, **SECONDED** by E. Elsey,  
That the agenda be adopted as presented.

**CARRIED**

**2. ADOPTION OF MINUTES**

It was noted that the minutes of the June 20, 2013 regular meeting will be on the September 19, 2013 agenda.

**3. PRESENTATIONS / DELEGATIONS**

- 3.1 Stefan Cermak, Islands Trust Planner re: Industrial Land Use Review  
S. Cermak reported the preliminary results of the Industrial Lands Need Assessment. He reviewed a map of the existing industrial land zoning. An LTC meeting is scheduled on August 22, 2013 at 9:30 am at the Lions Club. The consultant will present the Industrial Land Needs Assessment.

**4. REPORTS**

4.1 Chair Report

- Director McIntyre provided \$75 for the BC Cultural Crawl website membership. The BC Cultural Crawl is a self-guided tour of community-initiated events: music, theatre and dance performances, visual arts, festivals, museum and heritage exhibitions, culinary arts, community art walks and more. [www.bcculturalcrawl.com](http://www.bcculturalcrawl.com)
- There will be ongoing collaboration between the Chair of SSI Transportation Commission, Chair of SSI Parks and Recreation Commission and Chair of SSI Community Economic Development Commission regarding the Saturday

Market. PARC has initiated a review process that will include a survey of tourists, vendors, and business owners.

- The next meeting for the tourism sector is planned for late September.
- The development of the community calendar project major tourist events during 2014 is not moving ahead as quickly as intended. It was noted that it would be important to have a series of meetings September to December to organize the calendar of events. Education, families and eco-tourism were suggested as other areas to consider in tourism planning and tourism collateral.
- He reported that the new best practice for “branding” is using social media.

#### 4.2 Electoral Area Director Report

- The CRD Board approved a motion to support SSI to initiate the process to change the urban designation to rural. The rural/urban designation impacts funding opportunities.
- Attended the opening ceremony for the SS Library.
- North Ganges Transportation Plan Phase One is near completion.
- A CRD press release is expected soon regarding the expansion of the SSI Transit Service.
- The CRD/School District #64 Affordable Housing Project on Drake Road is proceeding.
- Looking into an opportunity for increased funding collaboration with VIHA.

#### 4.3 Commissioner Updates

Commissioner Martin reported that the Ocean Activities Sector initial meeting is expected to be scheduled late August.

Commissioner Bowers reported:

- The Shop Local task group had a follow up meeting. Action items are proceeding.
- Barbs Buns reported a good level of business for 2013 so far.
- Some of the smaller businesses reported lower than expected sales to date.
- Ganges marine traffic is lower than usual for the time of year.
- Attended a Bullock Lake site meeting. The developers are at the beginning of their consultation process.

It was noted the proposed Bullock Lake be a future agenda item. It was agreed to invite Bullock Lake developers to a meeting in early December.

The Andy Rowe assessment document regarding the Bullock Lake economic report will be circulated to Commission.

Stefan Cermak left the meeting at 5:25 pm.

Commissioner Quiring reported there are no meetings to report for the Ganges Merchants Group as this is a busy season for retailers.

Commissioner Elsey reported the first meeting of the Health and Wellness and Tourism Roundtable was held on August 1, 2013. The second meeting is scheduled on August 22, 2013 at 5:00pm in the library meeting room.

4.4 Financial Reports

The Operating Report ending July 31, 2013 was provided for information. It was noted the data is not current. Staff to follow up.

**5. OLD / OTHER BUSINESS**

5.1 CEDC Website Development

Manager Campbell reported the CRD is in the process of a complete restructuring of the corporate website that is expected to be launched in October 2013. The saltspringstrategy.ca web site will be online until the new CRD web site is launched. Staff will follow up with maintaining the current web site. E. Elsey will assist.

Item 5.2 to follow Item 6.1.

**6. NEW BUSINESS**

6.1 Women's Enterprise Centre Mentoring Program Proposal

**MOVED** by J. Smith, **SECONDED** by D. Martyn,

That the Salt Spring Island Community Economic Development Commission approves the Women's Enterprise Mentoring Program proposal dated July 29, 2013 in the amount of \$1,500.

**CARRIED**

Commissioner Smith reported Lisa Sliwowska has been selected for mentoring training and will be the program facilitator. She will attend the training session in mid-September.

Chair Tylee called a five minute recess.

5.2 Fall 2013 Work Plan

Chair Tylee reviewed the SSI CEDC Major Tasks Fall 2013 document.

- The public consultation process of the Strategic Plan is complete.
- The outreach portion is complete except Digital SS. To be done prior to draft.
- Chair Tylee and Commissioner Bowers will prepare the draft Strategic Plan. It will include CEDC projects to date and a list of 2014 priorities.
- To schedule a workshop meeting to review the draft Strategic Plan.

The SSI Transportation Commission has asked for economic development priorities for transportation projects. The following suggestions were made for forwarding to the SSITC:

- Transit & Parking to alleviate problems with Saturday Market

- Ganges Bypass – to make Ganges pedestrian friendly
- Signage
- Inter-island travel
- Improve road to summit of Mt. Maxwell
- Transit hours
- Fulford Hill

Other items of note:

- Experience the Gulf Islands meeting is scheduled for late October. Chair Tylee will circulate the invitation.
- Chair Tylee and Commissioner Elsey will meet prior to meeting with Mr. Roy.
- Hosting a meet the buyer trade show as an idea to support local entrepreneurs.
- Director McIntyre to contact Mr. Hazenboom and Mr. Dashwood regarding construction sector needs/bonding issues.

**7. NEXT MEETING**

The next meeting is scheduled on September 19, 2013 at 4:00 to 6:00 pm at the School Board Meeting Room.

The workshop meeting will be scheduled. Date to be determined. Chair Tylee requested that Commissioners forward dates of unavailability to the office.

Items to include in the workshop meeting:

- Commissioner Martin will provide report on uncovered sectors.
- Commissioner Smith will provide report on elder care and the shift of demographics – economic opportunities.
- Funding of a grant writer.
- CEDC financial viability/future.
- Communication strategy
- It was agreed VIHA/health/doctors would not be an item for the workshop meeting but that the importance of health care as an essential part of a healthy economy would be included in the Strategic Plan.

**8. ADJOURN**

The meeting adjourned at 7:20 pm.