



Making a difference...together

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
Notice of Meeting on **Thursday, August 15, 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**
Note: The June 20 and July 15, 2013 will be placed on the September 19, 2013 Agenda.
- 3. Presentations/Delegations**
 - 3.1 Industrial Land Use Review. Presentation by Stefan Cermak, Islands Trust, re: Preliminary results of the Industrial Lands Need Assessment**
- 4. Reports**
 - 4.1 Chair Report**
 - 4.2 CRD Director Report**
 - 4.3 Commissioner Updates**
 - 4.4 Financial Report**
- 5. Old / Other Business**
 - 5.1 Status update on the CEDC's website development**
 - 5.2 Fall 2013 Work Plan**
- 6. New Business**
 - 6.1 Women's Enterprise Centre Mentoring Program Proposal dated July 29, 2013**

That the Women's Enterprise Centre Mentoring Program Proposal dated July 29, 2013 in the amount of \$1500.00 be approved.
- 7. Next Public Meeting to be Held September 19, 2013**
- 8. Adjourn**

SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION
Operating Period ending July 31, 2013

AGENDA ITEM 4.4

	2013 Budget	2013 Y-T-D
Sources of Income		
Requisition	30,000	
Surplus from Prior Years	48,440	48,444
Interest Income	500	310
Other	20	21
	<u>78,960</u>	<u>48,775</u>
 Expenses		
Administrative Support - CRD SSI Staff	11,540	5,267
Administrative Support - Contract	120	117
Advertising	500	
Insurance	120	130
CRD Allocations	1,700	992
Meeting Expenses	650	541
Supplies	260	53
	<u>14,890</u>	<u>7,100</u>
Economic Development Study - Balance of Contract	<u>4,490</u>	<u>4,485</u>
Projects		
Report	2,000	
Social Media	2,000	
Rack Card	2,000	
	<u>6,000</u>	<u>0</u>
Planning Costs	<u>30,940</u>	<u>728</u>
Unallocated Funds	<u>22,640</u>	<u>0</u>
Total Expenses	<u>78,960</u>	<u>12,313</u>
Surplus/(Deficit)	<u>0</u>	<u>36,461</u>

SSI CEDC: MAJOR TASKS FALL 2013

1. *Strategic Plan – finish by year-end?*

- Complete draft
 - Limited number of action items (low-hanging and long-range)
 - Pre-draft outreach – complete except for Digital SSI?
 - priority items
 - where CEDC will spend its \$ next year
 - summary of our actions this year – hits & misses?
- Discuss at CEDC meeting – Oct 17?
- Outreach on draft (some could be before Oct 17?)
 - Two public meetings (Ganges, Fulford?) – end October
 - Web feedback – will new website be ready?
 - Chamber?
 - Other CRD commissions – how can we impact their 2014 planning?
 - Tourism group?
 - Merchants group?
 - Farmers groups?
- Revise draft
- Approve at CEDC meeting – Nov 21?
- Post on website – by year-end?

2. *Tourism Initiative – must have pieces in place well before 2014 season*

- See attachment
- Tourism group meeting
 - September third week first mtg
 - Work with “unorganized” subgroups (marine, wellness, foodies, historical) in advance
 - Set schedule of other meetings, assignments
- Tourism roundtable – November – combine with Strategic Plan outreach?
- When come to CEDC for full discussion?
- Survey?
- Social media plan – meeting in October?
- Plan completion – early January?

3. *Inter-commission activities – commitments made*

- Experience the Gulf – October – *promised SGI fall meeting*
 - Transportation, PARC, historical folk, agricultural folk?
 - Coordinate with Tourism
- Farmers Market – *complex, need plan for 2014*
 - Transportation, PARC
 - High priority to prepare for 2014 season

- Coordinate with Tourism and Merchants groups

4. *SSI Merchant Group – specific time pressures?*

- Next meeting?
- Specific programs
 - Beautification
 - Signage
 - Visits among merchants
 - Others?
- Do we need a full CEDC meeting to discuss? If so, when?
- When discuss Strategic Plan with this group?
- Involvement in social media campaign?
- Involvement in survey?

5. *Other potential initiatives*

- Islands Trust processes
 - Boardwalk
 - Comprehensive Ganges review
 - Industrial land update
 - Separate meeting in late October?
- Business-to-business “buy local”
 - Relates to Tourism, Merchants, agriculture
 - Possible opportunity – trying to plan exploratory meeting in August
 - Could need full discussion at CEDC
- Others?

6. *Other issues (no specific priority)*

- Bullock Lake
- Building entrepreneurial capacity
- Fire Hall property
- Response to Governance study
- Website, reporting to community
- Others?

SSI CEDC Tourism Initiative (v3 August10, 2013)

Goal

- Despite recent efforts, the tourism industry on Salt Spring is not well integrated and the island's economy would benefit from more collaboration among the many businesses in the industry
- Following two well attended roundtables earlier this year, the CEDC is working with tourism volunteers from many sectors to develop a limited number of projects that will provide a more integrated approach to the 2014 tourist season. Top priorities at present are:
 - Development of calendar of major tourist events during 2014, which can be used for off-island marketing, and also to avoid scheduling too many events on the same day/weekend (the calendar would be developed before the beginning of season, but would not be regularly updated, so would not compete with commercially created calendars)
 - Development and implementation of a social media/video marketing strategy for the island, including providing social media training opportunities for all tourism industry businesses
 - Creation of a database of all tourism-related businesses to facilitate easy sharing of information among such businesses
 - Creation of a mechanism whereby organizers of events can easily notify all event calendars in the community of their events
- In order to maximize the impact of this initiative for the 2014 season, the target for achieving the above goals is December 31, 2013

Sectors within the tourism industry

- Key sectors of the tourism industry and sector leaders that have agreed to work on the initiative are:
 - Accommodation – Susan Wetmore
 - Agriculture – Anne Macey
 - Art – Janet Halliwell
 - Food production/restaurants - tdb
 - Nature/trails – Lorraine Brewster
 - Ocean activities – Darryl Martin
 - Health & Wellness – Emma Louise Elsey
 - Heritage – Susan Wetmore or tbd
 - Retail, etc – Matt Steffich (plus???)
- These sector representatives have agreed to:
 - work together on the project, representing the views of their sector
 - report back regularly to other businesses in their sector on the project's progress
- A meeting of all sector representatives will be held in mid/late September. It will confirm/modify the goals of the initiative and make a plan to achieve them, including fixing a schedule of regular meetings of the group.
- To ensure all tourism sector businesses can be involved in this work, meetings of the sector representatives will be supplemented by one or more tourism industry roundtables, to which all tourism sector businesses will be invited
- 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
- seek to create a survey of tourism industry businesses on key issues





**WOMEN'S
ENTERPRISE
CENTRE**

*It's your business.
Start. Grow. Succeed.*

Mentoring Program Proposal

For: Saltspring Island Economic Development Commission

July 29, 2013

From: Dawn McCooley, Skills Development Manager

Women's Enterprise Centre

800-643-7014 extension 200

dawn@womensenterprise.ca

Head Office:

Women's Enterprise Centre

#201- 1726 Dolphin Avenue

Kelowna, BC V1Y 9R9



Introduction

Since 1995 Women's Enterprise Centre is the leading resource in BC for women to start or grow a business. As a not-for-profit organization, we assist women through our loans program, skills development and mentoring and through professional business advising services.

We are requesting support for the Peer Mentoring Model of mentoring for 6-8 SaltSpring Island based business women who are in the first years of business .

Women's Enterprise Centre will provide:

- Training for the selected SaltSpring Island Peer Mentor Facilitator, will provide travel and accommodation costs for September 25, 2013 training in Kelowna, BC.
- All Peer Mentor program supports : honorarium for facilitator, space for meetings, nutrition breaks, all reporting forms, registrations and marketing.
- Within 4 weeks of the completion of the 6- month Peer Mentoring Program, a program summary report will be submitted to SaltSpring Economic Development Commission.

SaltSpring Island Economic Development Commission will provide:

- Additional marketing for program participants
- \$1500 to cover training and travel expenses for facilitator training in Kelowna, BC and registrations support for 6-8 Peer Mentor participants for 6 month program, payable to Women's Enterprise Centre.

Taking the Leap to Entrepreneurship Mentoring Program

The Women's Enterprise Centre (WEC) *Taking the Leap to Entrepreneurship* Mentoring Program has been offered to women in the early stages of their business since 2007, with financial support from the Province of BC. Around the province, mentoring programs exist in many forms catering to many markets. The WEC mentoring program targets women in their first years of business, because research identified this as the gap in the marketplace. The first 5 years in business are also the most risky, with only 51% of BC firms still in operation after that time. As of 2011, 95% of WEC mentoring clients and 75% of WEC loan clients were still in business after 5 years.

Mentoring Model Description

Peer Mentoring Groups

This most popular format of mentoring consists of a group of six to eight participants who meet regularly over a six-month period with their trained volunteer facilitator. The facilitator is an experienced entrepreneur, who acts as overall leader and mentor for the group. The group meets for six two-hour sessions, following a structure which focuses on skill or knowledge gaps which the group has agreed to in advance. The format allows each group member to discuss individual challenges, brainstorm potential solutions and ensure follow-up. The methodology is modeled on the problem-based action learning model – an approach that enables small business owners to solve real problems in real time, and to create the resilience required to deal with complexity and change.

Accountability is a crucial success factor in this Peer Mentoring model as participants commit to taking action, then account to the other participants for what happened as a result of their learning.

Mentors

All Women's Enterprise Centre Mentors:

- have a minimum of five years operating their own business, or equivalent experience,
- demonstrate willingness to volunteer at least two hours a month for six months, and
- communicate, inspire trust in, and empathize with their Mentees.

For the SaltSpring Island proposal, WEC has selected an experienced women entrepreneur who exceeds the criteria and has demonstrated in a recent training session on SaltSpring Island the ability to inspire and support other women in business. The proposed mentor has substantially grown her SaltSpring Island business and serves as a knowledgeable role model. Women's Enterprise Centre will support the mentor with resources and tools and guidance throughout the 6-month program.

Participants

Mentees are entrepreneurs or self-employed women who are in the first three years of business operation and are committed to the development and growth of their business. The Mentees who will participate in this program have transitioned into self-employment from a variety of backgrounds including being employed, unemployed, another venture in self-employment, stay-at-home mom, on disability leave or being a student. The top three benefits Mentees look for in their mentoring relationships are confidence-building, guidance and support and having a sounding board.

Program Outcomes

Based on research conducted by Women's Enterprise Centre in 2007, women entrepreneurs lack confidence in their ability to handle all the challenges of running a business, face a steep learning curve in developing business skills, have challenges with work/life balance, and often need access to more resources. Based on the alumni survey and program evaluations, mentoring has been an effective way to help them overcome these barriers.

Highlights From Our Most Recent Quarter

During this reporting period, April 1 to June30, 2013 5 Peer Mentoring Groups in 4 communities in BC are in progress. One of two groups in Victoria is targeted specifically to women in business in the technology industry. Our Port Alberni Peer Mentoring group is being facilitated as part of the Aboriginal Entrepreneurial training program. Among other important business skills development, mentoring participants have learned how to manage inventory, forecast cash flow and at the same time, have developed increased confidence. As two of our mentees described:

"The care, support, and guidance from the Mentoring Program leader and my entrepreneur peers were outstanding and helpful! I would highly recommend a new to the scene entrepreneur to join this program to learn from others, gain valuable knowledge and connect. Well worth the investment!"

~Q1 2013/14 Mentee

"The Mentoring Program was a great way for me to get a new perspective which can be difficult as an entrepreneur. The insights I got were eye opening and I am convinced will ensure I am better prepared to grow my business as I hope to."

Mentee Alumni Survey

In January 2011 we conducted a survey of all mentoring program participants since 2007. Of the respondents, 95% are still operating their business and they indicated that the most significant impact that mentoring has had on their business is helping to overcome business challenges and expanding their business or industry networks.

Mentoring also has a positive impact on the business owners. The top four responses were:

Impact on Business Owner	% of respondents
Focus and goal setting	75%
Ease the feeling of isolation	70%
Increased confidence	64%
Emotional support and stability	62%

2009/2010 Program Results

Participating in the mentoring program also significantly increases the overall confidence levels of the Mentees in managing their businesses. On applying to the program, all Mentees are asked to rate their confidence level in managing all the aspects of their business and the business challenges they faced on a scale of 1 to 4, with 1 being low and 4 being high. Last year, the overall confidence levels of Peer Mentoring Group participants more than doubled from the time of their applications to the completion of the program.

Peer Mentoring Group participants were asked whether they had learned new problem-solving techniques and 86% indicated that they had.

Learned New Problem Solving Techniques			
58% response rate			
Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strong Agree
3%	11%	39%	47%

Peer Mentoring Group participants were asked if their Mentor had assisted them to find solutions to their business challenges, to which 89% responded positively.

Found Solutions to Business Challenges			
58% response rate			
Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strong Agree
3%	8%	34%	55%

Peer Mentoring Group participants were also asked if this program helped them improve their ability to overcome their business challenges and 82% affirmed that the program did.

We know that investing in women entrepreneurs can have significant economic impact. The January, 2013 World Economic Forum highlighted the economic, not the gender argument for supporting women. The following excerpt from the Huffington Post provides a portion of that argument:

“At Davos Investing in Women Emerges as a Business Strategy”

by [Melanne Vermeer](#), [Kim Azzarelli](#) Jan 25, 2013 4:45 AM EST

Companies are learning that when they support women—as customers, employees, leaders, future investors, and partners—both their businesses and communities win.

“...In recent years, investing in women has become more than inspiring rhetoric or good PR for a company. It’s now becoming a core business strategy yielding quantifiable returns. As Secretary of State [Hillary Clinton explained](#) at an Asia-Pacific Economic Cooperation meeting in 2011, to ‘achieve the economic expansion we all seek, we need to unlock a vital source of growth that can power our economies in the decades to come. “By increasing women’s participation in the economy and enhancing their efficiency and productivity,’ the secretary said, ‘we can have a dramatic impact on the competitiveness and growth of our economies.’ ... ”

Thank you for considering support for the Peer Mentoring Program for Saltspring Island women in business.