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SALT SPRING ISLAND ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on **Thursday, November 21, 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**
 - 2.1** October 17, 2013 Meeting Minutes
 - 2.2** November 8, 2013 Special Meeting Minutes
- 3. Delegation**
 - 3.1** Anne Macey, Agricultural Alliance, re: Agricultural Infrastructure Projects
- 4. Reports**
 - 4.1** Chair Report
 - 4.2** Director Report
 - 4.3** Commissioner Updates
 - 4.4** Financial Report
- 5. Unfinished Business**
- 6. New Business**
 - 6.1** Commissioner information on website
- 7. Motion to Close the Meeting**
 - 7.1** That the Community Economic Development Commission meeting be closed to the public in accordance with the *Community Charter*, Part 4, Division 3, Section 90 (1): (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public;
- 8. Information Items**
 - 8.1** Tourism Roundtable notes September 26, 2013
 - 8.2** CEDC-Tourism Sector notes November 8, 2013
- 9. Next public meeting to be held December 19, 2013 or at the call of the Chair**
- 10. Adjourn**

To ensure quorum, advise Karla Campbell or Tracey Shaver 250.537-4448 if you cannot attend.



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**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held October 17, 2013 in the School Board Meeting Room, Salt Spring Island, BC**

DRAFT

PRESENT: **Director:** Wayne McIntyre (4:05 pm)
Commission Members: John Tylee (Chair), Tarquin Bowers, Emma Louise Elsey, Darryl Martin, Amber Quiring
Staff: Karla Campbell, Senior Manager; Sarah Shugar, Recording Secretary

ABSENT: **Commissioners:** Daniel Logan, Janet Smith

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

1. APPROVAL OF AGENDA

MOVED by T. Bowers, **SECONDED** by E. Elsey,
That the agenda be approved as presented.

CARRIED

2. ADOPTION OF MINUTES OF SEPTEMBER 19, 2013

MOVED by T. Bowers, **SECONDED** by A. Quiring,
That the minutes of the meeting of September 19, 2013 be adopted.

CARRIED

3. DELEGATION

3.1 Ganges Village Plan

Leah Hartley, Regional Planning Manager and Justine Starke, Islands Trust Planner, reviewed the Ganges Village Plan briefing prepared by Islands Trust. The purpose of the meeting is to initiate consultation and coordination of Ganges Village Plan which is a priority of the SSI Local Trust Committee (LTC). Islands Trust will advise the LTC about preparing a scope of work including timeframe, budget and approach. The OCP directs that a Ganges Village Plan be created that would implement vision of the community.

A general discussion was held that focus of the Ganges Village Plan should be on the village core and include areas such as Mouat Park, Centennial Park and Heiwa Peace Park; the schools; Artspring and Mahon Hall; Rainbow Road Pool; and the boardwalk.

From the discussion Chair Tylee summarized the following economic priorities to be considered in the development of the Ganges Village Plan:

1. To highlight the connection between the village and Ganges harbour (to acknowledge that Salt Spring Island is an ocean community).
2. To strive to be pedestrian friendly.
3. Ganges bypass.
4. Increase vibrancy. To encourage live/work lifestyle and affordable housing.

5. The definition of the core, including the geographical map, to reflect what is considered the core of the community.
6. The items in the plan to be prioritized and supported with a structured plan.
7. To include data – demographics on residents, businesses etc.

Islands Trust staff anticipate presenting a draft scope of work for the Ganges Village Plan at a future CEDC meeting.

Leah Hartley and Justine Starke left the meeting at 5:10 pm.

4. REPORTS

4.1 Chair Report

Chair Tylee reported the following:

- Met with Commissioner Bowers regarding the Strategic Plan.
- Met with Commissioner Elsey regarding the Tourism Sector Social Media Strategy.
- Commissioner Smith is researching the United Way Better at Home program. Correspondence was circulated.

4.2 CRD Director Report

Director McIntyre reported on the following:

- The Salt Spring Island Watershed Protection Authority has confirmed the appointment of Shannon Cowan as the new contract coordinator.
- Attended Lady Minto Hospital Foundation Board meeting today. VIHA has been renamed Island Health. Director McIntyre is looking into the funding models of the various groups. It was noted to include an economic development perspective in the process.

4.3 Commissioner Updates

- 4.3.1 Commissioner Martin reported the Ocean Activities sector has not met due to busy season.
- 4.3.2 Commissioner Bowers reported the Shop Local Group met and are waiting for information from LOCA BC. Chair Tylee will forward LOCA BC information.
- 4.3.3 Commissioner Quiring reported she will be scheduling a Ganges beautification meeting.

It was noted Chair Tylee, Commissioner Bowers and Commissioner Quiring will meet next week regarding garbage collection in Ganges, to take into consideration and support the work of the garbage collecting service that currently exists.

- 4.3.4 Commissioner Elsey reported the following:

- Health and Wellness Group has merged with the other Health and Wellness Group. The Chamber of Commerce will be leading the group and the initiatives will not be limited to Chamber members.

- There is a google doc for the Social Media Strategy and there will be a meeting scheduled in two to three weeks.

4.4 Financial Report

The operating period ending September 30, 2013 was provided for information. It is estimated there will be 20-25% more CEDC meetings in 2014 due implementation of the strategic plan and will require additional administration support. A budget will be brought to the Commission at the next meeting.

5. UNFINISHED BUSINESS

5.1 New Website Update

Manager Campbell reported staff have been trained on web site maintenance. Chair Tylee, Commissioner Elsey and Manager Campbell will meet to review web site structure, functionality and content.

6. NEW BUSINESS

There were no new business items for consideration at this time.

7. MOTION TO PROCEED TO CLOSED MEETING

MOVED by T. Bowers, **SECONDED** by E. Elsey,

That the Community Economic Development Commission meeting be closed to the public in accordance with the *Community Charter*, Part 4, Division 3, Section 90 (1) (k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public.

CARRIED

The Community Economic Development Commission closed the meeting at 5:35 pm and resumed an open session at 6:25 pm.

8. NEXT MEETING

The next regular meeting is scheduled on November 21, 2013 at the School Board Office.

9. ADJOURNMENT

MOVED by W. McIntyre, **SECONDED** by E. Elsey,
That the meeting be adjourned at 6:25 pm.

CARRIED



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**Minutes of the Special Meeting of the
Salt Spring Island Community Economic Development Commission
Held November 8, 2013, in the Library Meeting Room, Salt Spring Island, BC**

DRAFT

PRESENT: **Director:** Wayne McIntyre
 Commission Members: John Tylee (Chair), Darryl Martin, Amber Quiring
 Southern Gulf Islands Director: David Howe
 Southern Gulf Island Commission Member: Mike Hoebel
 Delegations: Ed Andrusiac, Program Manager for Experience the Gulf Islands
 Staff: Michele Akerman, Recording Secretary
ABSENT: **Commissioners:** Tarquin Bowers, Emma Louise Elsey, Daniel Logan

Chair Tylee called the meeting to order at 3:30 pm.

1. Opening Remarks

Director McIntyre and Director Howe provided opening remarks.

2. Presentations / Delegations

Mike Hoebel, SGI Economic Development Commission Regional Initiatives, Inter Island Ferries:

- Presented objectives
- Some challenges are: ferries, struggles in the off-season, independent visitor services businesses not inclined to cooperate on marketing.
- Economic opportunities, develop and market low impact year round visitor experiences, develop comprehensive services for seniors who wish to 'age in place', plus seniors housing, recruit digital economy entrepreneurs (Director McIntyre to talk to contact in Vancouver regarding this), rejuvenate and modernize local agriculture, encourage islanders to invest in local enterprises.
- Strategic Regional Initiatives include transportation (promote inter-island connections), telecommunications, enterprise and employment initiatives, develop an inventory of local assets and opportunities searchable through a dynamic web portal and promoting new social finance models
- Opportunities for collaboration – joint development of Experience the Gulf Islands program, coordinated branding and marketing (common web portal) shared promotion of digital economy, cooperative planning of inter-island transportation for foot passengers and cyclists.

3. CEDC Draft Strategic Plan Highlights and Opportunities for Collaboration

- Chair Tylee presented a summary of the plan and talked about holding a half to full day meeting with all of the counterparts on the islands.

4. Islands Trust Economic Development Event in December

Strategic planning meeting between this group to prepare for the meeting in December, meeting date to follow.

5. Adjournment

The meeting adjourned at 4:55 pm.

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

AGENDA ITEM 4.4

	2013 Budget	2013 Y-T-D
Sources of Income		
Requisition	30,000	30,000
Surplus from Prior Years	48,440	48,444
Interest Income	500	516
Other	20	21
	<u>78,960</u>	<u>78,981</u>
Expenses		
Administrative Support - CRD SSI Staff	11,540	6,737
Administrative Support - Contract	120	117
Advertising	500	177
Insurance	120	130
CRD Allocations	1,700	1,417
Meeting Expenses	650	374
Supplies	260	53
	<u>14,890</u>	<u>9,005</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		
Workshops		1,157
Mentoring Workshop		1,500
	<u>30,940</u>	<u>2,657</u>
Unallocated Funds	<u>22,640</u>	<u>0</u>
Total Expenses	<u>78,960</u>	<u>16,147</u>
Surplus/(Deficit)	<u>0</u>	<u>62,833</u>

Karla Campbell

From: John Tylee
Sent: Wednesday, October 30, 2013 7:25 PM
To: Karla Campbell
Cc: Emma-Louise Elsey
Subject: Nov 21 agenda

Could you please add an item on website, specifically Commissioner write-ups and head shots

Thanks

John

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Notes of the Roundtable Meeting of the Salt Spring Island Community Economic Development Commission and Tourism Sector
Held September 26, 2013 in the Library Meeting Room, Salt Spring Island, BC

PRESENT: John Tylee (Chair), CEDC Commissioner
Darryl Martin, CEDC Commissioner
Emma-Louise Elsey, CEDC Commissioner
Amber Quiring, CEDC Commissioner
Ryan Foster, Western Splendour Tour Company
Janet Halliwell, Art Sector
Celeste Jason, Health & Wellness Sector
Anne Macey, Agriculture Sector
Li Read, President of Chamber of Commerce
Philip Reece, SS Air
Sarah Shugar, Recording Secretary
Matt Steffich, Director of Chamber of Commerce
Susan Wetmore, Historical Sector & Accommodations Sector

Chair Tylee called the meeting to order at 5:10 pm.

1. Welcome and Purpose of the Meeting

Chair Tylee welcomed everyone to the meeting and advised that the purpose of the meeting is to support the collaboration among many businesses in the tourism industry. Following two 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.

2. Self-Introductions

Attendees introduced themselves.

Janet Halliwell, SS Arts Council noted the annual Giant Book Sale will be expanded to include a Literary Festival. Also, the Arts sector had a great start to the season although it dropped off in the last six weeks.

Darryl Martin noted the Ocean Activities sector is seeking support for improving the water quality in Ganges Harbour through education to encourage people to comply with the new regulations.

Celeste Jason noted the Health and Wellness sector is working towards a directory and elevating the profile of the group.

Susan Wetmore noted the Accommodation Group had a fabulous season, they are a well-organized group and they have a comprehensive data base. The group is willing to post any link to tourism related events on their web site. They have published a new brochure. On behalf of the Heritage sector she advised the launch of a heritage plaque tour project. There are three plaques planned for installation in 2014: Ganges (Centennial Park), Beddis Beach and Fernwood Dock. February 17-23, 2014 is Heritage Afloat week. Please see the Driftwood article for additional information.

Philip Reece noted that he welcomes anyone to send him an event to be posted on the recently launched Hello Salt Spring App. Please email: philip@saltspringair.com

Additional items were noted as what people would like to get out of the meeting:

- Stay connected
- Increased collaboration amongst sectors
- A representative from the Tuesday Farmers Market would be an asset to this group
- Better coordination of marketing efforts
- Better coordination on data
- Pre and post conference planning/marketing
- Increased marketing efforts & events for shoulder seasons
- Continue to look at what other successful communities are doing
- Continued collaboration between CEDC and Chamber of Commerce related to tourism initiatives.
- SSI used to be known as a quirky place
- Improved marketing with Vancouver

3. Discussion of agenda

Chair Tylee noted that branding is not on the agenda, it was generally agreed at previous meetings to post pone branding discussions to a later date.

Janet Halliwell advised that the SS Arts Council has planned a "Burning Lamb" event at the Farmers Institute on the August 2014 long weekend. It will include public art installations, locovore food, workshops and art education. The Arts Council is hoping this will become an annual event. Looking for volunteers. J. Halliwell will circulate one page document via email.

The UBC Sauder Business School has been identified as a potential opportunity. This is in the early stages. Royal Roads, VIU and UVIC were also noted as potential research institutes. E. Elsey to follow up.

4. Purpose of a coordinating committee

The initiatives of the CEDC are based on the work of volunteers. Sector representatives have agreed to work together on the project, representing views of their sector and report back regularly to other businesses in their sector on the project's success.

5. Possible Collaborative Projects

Chair Tylee provided an overview the following possible collaborative projects:

- 2014 Calendar of Events
- Database of tourist oriented businesses
- Experience the Gulf Islands
- Collaboration on Maps
- Collaboration on collateral
- Tourism sector-wide surveys
- Engaging UBC Sauder Business School grad
- Social Media Training

6. Priority Projects to Advance

6.1 2014 Calendar of Events

Darryl Martin agreed to coordinate. Please email calendar items/events to CRD office: sshugar@crd.bc.ca

6.2 Database of Tourist Oriented Businesses

Philip Reece owns a data base consisting of over 350 businesses that he has permission to use for community purposes, including for the purposes anticipated by the Committee – eg. surveys, sharing information. It was agreed that this meant that the Committee did not need to develop its own database.

6.3 Analyzing Tourist data

It was agreed we needed to get together and analyse all the tourist data we had, plus any data that needed to be developed by survey or otherwise, in order to develop and implement strategies to increase visitation. Ryan Foster agreed to chair a group on this issue, with Philip Reese and John Tylee. Li Read agreed to look into whether the group could access analytics data from the Chamber's website(s)

6.4 Social Media Strategy

Matt Steffich, Emma-Louise Elsey, Phillip Reece to coordinate.

Chair Tylee will circulate invitation to the **Experience Gulf Islands** meeting. The proposed meeting date is November 5, 2013 5:30 – 7:00 pm at the library. Experience the Gulf Islands is a proposed trail and bike tour among the Southern Gulf Islands that will have an agricultural, heritage and trails and biking focus.

7. NEXT MEETING

It was agreed to schedule the next sector meeting the week of October 21, 2013.

If you cannot attend a meeting, please have a representative from your sector attend.

Items for next meeting:

- update reports on each of five priority projects
- shoulder season strategies
- conference/trade show & envoy marketing

8. ADJOURN

Chair Tylee thanked everyone for attending and in particular thanked those who had volunteered to work on specific issues. The meeting adjourned at 6:55 pm.

DRAFT

ABSENT: Commissioners: Tarquin Bowers, Emma Louise Elsev, Daniel Logan

1. Welcome and Purpose of the Meeting

2. Welcoming Remarks

3. Self-Introductions

4. Presentation on Experience Gulf Islands (EGI) – Ed Andrusiac

- ## 5. Other Business / Other Collaboration Opportunities – Susan Wetmore

- 1027066

designated 2014 as Heritage Afloat. The goal is to have the first three plaques unveiled for Heritage Afloat week. Good collaboration with our trails.

The meeting closed at 6:55 pm.