



Deanna Milligan left meeting at 4:25

**MOVED**, E. Elsey, **SECONDED**, A. Quiring

The CEDC approves participating in marketing “Salt Spring in the City” project to support the CEDCs ‘Buy Salt Spring’ program in the amount of \$1,000.00, subject to the Salt Spring in the City promoting other elements of the island and providing comprehensive evaluation and reporting of the 2014 events back to the Commission.

**CARRIED**

- 3. Chair Remarks** Experience the Gulf Islands (ETGI), working on our three requirements to participate in the proposal. Tourism Committee and they are finalizing the draft to send to ETGI.

The purpose of the ETGI proposal is to get provincial funding. We will also be requesting approximately \$25,000 from Gas Tax Community Works Fund money to fund GIS mapping of Salt Spring. Discussion was held on the costs for developing a proposal document to submit for provincial funding.

**MOVED**: T. Bowers, **SECONDED**: W. McIntyre

That the CEDC recommends that the CRD work with groups on Salt Spring Island to integrate a compatible Salt Spring Island pedestrian and cycling trail map with the pedestrian and cycling trails concept plan being developed for the Experience the Gulf Islands project; and further request a funding contribution in the amount of \$25,000 from the Salt Spring Island portion of the Gas Tax Community Works Fund for the development of an Salt Spring Island cycling and pedestrian trail for integration into the Experience the Gulf Islands project.

**CARRIED**

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

That the CEDC approves contributing up to a maximum of \$1,500 towards developing a proposal document for the Experience the Gulf Islands project.

**CARRIED**

**BCIT Business Consulting Project Sponsorship for Marketing Management**

Nine Interns have already started, and are divided into three groups;

- How to attract visitors who will stay longer on SSI.
- Identifying and marketing to new niches.
- How SSI is currently perceived in the tourism world and how to improve perceptions.

Contracts for the BCIT project are being emailed to the staff for signature. The Commission discussed touching base with the students and professors to understand what they are doing and what the CEDC’s expectations are.

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

That the CEDC approve the three BCIT Business Consulting Sponsorship Marketing Management Contracts in the amount of \$500.00 per contract, to evaluate aspects of Salt Spring Island Tourism, subject to staff approval of the contract wording; and further, that additional student disbursements be approved up to a maximum of \$1,500 in total and that any further expenses require prior approval..

**CARRIED**

#### **4. Outstanding Business / Commissioner Updates**

- Director McIntyre's remarks: An open house will be held at the library regarding Ganges Hill and improving safety. Hoping to get community input in regards to proposed options for Salt Spring Island Ferry Action Alliance is forming some traction on Ganges Hill.
- Commissioner Bowers shared feedback received regarding being more public about what we as a Commission are doing.
- Commissioner Elsey submitted a new Commissioner application to the CEDC.
- Commissioner Martin is overseeing the development of a database of events with the CRD staff and will provide a one page summary to add into the Strategic Plan. Harbour Commission will be contacting the CEDC to host a tour of the Harbour. The federal government has requested an inventory of all the derelict boats in the harbour.
- Commissioner Quiring discussed a social media project she did over Christmas by going around all the businesses and tweeting where she had been shopping and sharing information about our island.
- Commissioner Bowers requested an update on the market surveys. The Senior Manager advised that staff are waiting until all the information is gathered and processed before recommendations are made.

**Special Media Training Request-** Commissioner Elsey reported that Scott Simmons approached her regarding sponsorship of a Social Media Training day that he is working with the Arts Council, on March 8 at Mahon Hall. The event is \$25.00 per person and there are nine sessions available. He has asked for \$1,000.00 and suggested that it could be used to pay the honorariums for speakers. Commissioner Elsey to get questionnaire from CRD for Scott to fill out to attain more information for the Commission such as proposed outcomes, capacity of the venue, any collateral materials for people to take away, profit/non-profit. There was also discussion on whether or not there is enough time to between our February 24 meeting and the event.

Ryan Foster and Janis Harkley to be appointed as new commissioners at February CRD Board meeting.

#### **5. Motion to Close the Meeting**

**MOVED** by W. McIntyre, **SECONDED** by D. Martin,

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 5:50 pm and resumed an open session at 6:20 pm.

- 6. Meeting Calendar for 2014** - distributed
- 7. Next Meeting** - February 24, 2014
- 8. Adjournment**  
**MOVED** by W. McIntyre, **SECONDED** by E. Elsey,  
That the meeting be adjourned at 6:25 pm.

**CARRIED**

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**CHAIR**

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**SENIOR MANAGER**