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SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on **MONDAY, February 24, 2014 at 4:00 PM**
School Board Office at 112 Rainbow Road, Salt Spring Island, BC

John Tylee
Emma-Louise Elsey
Wayne McIntyre

Darryl Martin
Janice Harkley

Tarquin Bowers
Ryan Foster

Amber Quiring
Kristine Mayes

AGENDA

- 1. Approval of Agenda**
- 2. Presentations/Delegations**
 - 2.1 Christopher Roy-Digital Strategies
- 3. Adoption of Minutes of January 16 and 27, 2014**
- 4. Reports-Verbal**
 - 4.1 Chair Report
 - 4.2 CRD Director Report
 - 4.3 Commissioner Updates
- 5. Reports**
 - 5.1 Financial Report- Peggy Dayton
- 6. Outstanding Business**
 - 6.1
- 7. New Business**
 - 7.1 Reimbursement of Chair Tylee's meeting expenses with Royal Roads and University of Victoria
 - 7.2 Regional Transportation Plan Feedback
 - 7.3 CEDC logo
- 8. Correspondence/Information**
- 9. Motion to Close the Meeting**

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;
- 10. Next meeting March 10, 2014**
- 11. Adjournment**

To ensure quorum, advise Tracey Shaver 250 537 4448 if you cannot attend.



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**Minutes of a Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held January 16, 2014 in the School Board Office 112 Rainbow Road, Salt Spring Island, BC**

DRAFT

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

Manager Campbell called the meeting to order at 4:10 pm.

1. Election of Chair and Vice Chair

The election of Chair and Vice Chair was deferred to the next regular meeting. It was agreed Commissioner Tylee would Chair the current meeting.

2. Approval of Agenda

MOVED by Director McIntyre, **SECONDED** by Commissioner Quiring,
That the agenda be approved with the following additions:

- 7.1 Salt Spring in the City-Request for Sponsorship
- 7.2 Events Calendar
- 7.3 Mentoring program update

CARRIED

3. Adoption of November 21, 2013 Minutes

MOVED by Director McIntyre, **SECONDED** by Commissioner Quiring,
That the minutes of the meeting of November 21, 2013 be adopted.

CARRIED

4. Delegations

There were no delegations to be heard at this time.

5. Reports

5.1 Chair Report

Chair Tylee reported the following:

- Met with MLA, Island Trustees, Kevin Bell, John Cade, Scott Simmons, Tom Toynbee, and Commissioner Martin for a presentation by Gregg Dow of the Union of BC Ferry Workers. An official joint statement was drafted regarding Salt Spring Island position on the BC Ferries reduction of services announcement. The statement will be released to the press soon.
- The Tourism Committee is scheduled to meet on January 21, 2014 at 2:30 pm. Experience the Gulf Islands initiative will be an agenda item.
- Ryan Foster has been appointed as a new Commissioner.

- Chair Tylee will advise the Chair of the Industrial Land Use Committee and Stefan Cermak, Islands Trust Planner to invite CRD Commissions to assign a representative to meet and provide feedback

5.2 CRD Director Report

Director McIntyre reported the following:

- Grant in Aid funding was approved for the Historical Plaque Project that was presented by Susan Wetmore. The funding approval is for the first phase of the Beddis Beach sign project.
- The new manager for CRD Planning and Protective Services has been selected and will be announced soon.
- Assisted the Salt Spring Island Library Board in resolving a lease issue.
- The Electoral Area meeting was held on January 15, 2014. The Salt Spring Island Gun Club was a priority item. Director McIntyre proposed a motion that was carried.
- The CRD Ganges Hill Feasibility Study Open House is scheduled on January 28, 2014.

5.3 Commissioner Updates

Commissioner Martin reported the following:

- The Ocean Activities sector – due to scheduling difficulties the group will try to meet via email.
- The Harbour Authority Commission Chair is interested in collaboration.

6. Outstanding Business

6.1 Update on BCIT

Chair Tylee reported three BCIT teams have accepted the proposal to study Ganges Village. It was decided to request one student to attend the Salt Spring in the City event.

6.2 Experience the Gulf Islands

Chair Tylee reported that there has been great support on the initiative. Susan Wetmore and Commissioner Quiring have been working on the text requirements for the proposal. Ed Androsiak has agreed to meet again and CEDC will pay his travel expenses. Thanked Kees Ruurs and the SSI Photography Club for their support. Chair Tylee to confirm the Experience the Gulf Islands funding needs in further detail.

7. New Business

7.1 Salt Spring in the City

Commissioner Quiring reported the following:

- Salt Spring in the City is a new event scheduled in Vancouver on March 14 - 16, 2014 to promote Salt Spring Island tourism.
- If the event is successful there may be opportunity to take the event on the road.
- Commissioner Quiring will schedule a meeting with event coordinators to discuss timelines, sponsorship requirements, etc.

MOVED by Director McIntyre, **SECONDED** by Commissioner Martin,
That Salt Spring Island Community Economic Development Commission
approves sponsorship of the Salt Spring in the City Event up to \$1,000 in
principle, subject to receiving the following information:

1. All principles involved and their relevant experience(short description-not resumes);
2. A budget for the project, including support in-kind and where revenue expected;
3. Anticipated short and longer term outcomes, and return on investment where applicable;
4. SSI organizations supporting the project (letters of support, not necessarily contributions);
5. Evaluation criteria and report to Community Economic Development Commission on outcomes;
6. How the Community Economic Development Commission might be mentioned in materials developed for the project; and further

CARRIED

Director McIntyre, Chair Tylee and Manager Campbell will work on a sponsorship criteria document for future requests. The Commission will develop evaluation criteria for similar future requests based on these items and will require, given sufficient time to compile, a follow-up report to the CEDC on event outcomes.

7.2 Events Calendar

Commissioner Martin provided the following update:

The Tourism Committee identified the need for the development of a comprehensive events calendar that would be available in January of each year to assist in the planning of tourist related events. The Parks and Recreation Commission publish a bi-annual Leisure Guide that includes an events calendar. Manager Campbell and Commissioner Martin to discuss the opportunity to build upon the Leisure Guide existing framework and expand it to suit the needs of the Tourism Committee. The goal will be to have the events calendar for 2015.

7.3 Mentoring program

Chair Tylee reported there are eight participants in the Women's Mentoring Program facilitated by Lisa Sliwowska. Chair Tylee will discuss ideas for a series of articles in the Driftwood.

8. Motion to Close the Meeting

MOVED by Commissioner Quiring, **SECONDED** by Director McIntyre,
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 5:20 pm and resumed an open session at 6:10 pm with no report.

9. Information Items

There were no information items for consideration at this time.

10. Next Meeting

There was discussion regarding 2014 meeting calendar. It was decided that the regular meetings would be from 4:00-6:00pm as follows:

- January 27, 2013
- February 24, 2014
- March 10, 2014
- April 7, 2014
- May 12, 2014
- June 9, 2014
- July 14, 2014
- August 11, 2014
- September 8, 2014
- October 14, 2014
- November 10, 2014
- December 8, 2014

11. Adjournment

MOVED by Director McIntyre, **SECONDED** by Commissioner Quiring,
That the meeting be adjourned at 6:10 pm.

CARRIED



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**Minutes of a Special Meeting of the
Salt Spring Island Community Economic Development Commission
Held January 27, 2014 in the School Board Office 112 Rainbow Road, Salt Spring Island, BC**

DRAFT

Present: **Director:** Wayne McIntyre
Commission Members: John Tylee (Chair), Tarquin Bowers, Emma Louise Elsey, Darryl Martin, Amber Quiring
Staff: Karla Campbell, Senior Manager; Michele Akerman, Recording Secretary

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

Election of Chair. Nominations were called for Chair, Commissioner Tylee was nominated. **MOVED**, T. Bowers, **SECONDED**, A. Quiring

That Commissioner Tylee be elected as Chair for 2014.

CARRIED

Election of Vice Chair nominations were called for Vice Chair, Commissioner D. Martin was nominated. **MOVED**, T. Bowers, **SECONDED**, E. Elsey

That Commissioner Martin be elected as Vice Chair for 2014.

CARRIED

1. Approval of Agenda

The Commission unanimously agreed to the addition of a delegation regarding the "Salt Spring in the City". The agenda will be re-ordered accordingly to allow the speaker, Deanne Milligan to be at the beginning of the meeting as item #2 and the item under #4.1 will be moved up to allow for discussion after the presentation.

MOVED by A. Quiring, **SECONDED** by W. McIntyre,
That the agenda be approved with the addition of a delegation and bringing forward item 4.1 combined under item #2.

CARRIED

2. Delegations Deanna Milligan of "Salt Spring in the City"

Show at Heritage Hall in Vancouver, March 14-16, 2014, comprising of about 40 vendors from Salt Spring Island. Tables are almost sold out and feedback from the Vancouver public is good. Working with a publicist and generating a press release targeting various newspapers, magazines and possibly partnering with the Georgia Straight. A gift basket with various products from vendors will be sent out to media outlets to showcase products. Long term plan is to visit other cities to promote individual businesses on Salt Spring Island. Money from vendors and ticket sales goes back into the show and advertising. Possible sponsorship from Chamber of Commerce.

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

5 Year Operating Budget - SSI Economic Development

	2013			2014	2015	2016	2017	2018
	Actual	Budget						
Salaries & Wages	7,883	1,530	14,960	13,750	13,890	14,030	14,170	
Contract for Services	1,617	2,030						
Insurance	130	120	190	190	190	190	190	
Advertising	255	500	-	-	-	-	-	
Program Development	-	-	46,000	-	4,650	9,290	8,910	
Planning Expenses	6,053	43,000	-	-	-	-	-	
Meeting Expenses	1,299	250	740	-	-	-	-	
Allocated Expenses	1,700	1,700	17,890	11,080	11,280	11,490	11,720	
Office Supplies	53	260	500	500	510	520	530	
Unallocated Funds	-	29,570	670	-	-	-	-	
Total Operating Expenditures	18,989	78,960	80,950	25,520	30,520	35,520	35,520	
FUNDING SOURCES								
Interest Income	956	500	500	500	500	500	500	
Payments in Lieu of Taxes	21	20	20	20	20	20	20	
Requisition	30,000	30,000	20,000	25,000	30,000	35,000	35,000	
Surplus	48,444	48,440	60,430	-	-	-	-	
Total Revenue	79,421	78,960	80,950	25,520	30,520	35,520	35,520	
Surplus/Deficit	60,432	-	-	-	-	-	-	

----- Forwarded message -----

From: **John Tylee**

Date: Wed, Feb 12, 2014 at 2:55 PM

Subject: Re: CRD draft RTP - SSITC feedback

To: Donald McLennan

Cc: Robin Williams, Ross Simpson, Sheryl Taylor-Munro,

Nigel Denyer, Dennis Fortin, Kevin Bell, Andrew Haigh,

Wayne McIntyre <directorSSI@crd.bc.ca>, Karla Campbell <kcampbell@crd.bc.ca>

Donald:

First, thank you for including me in your note, and for referencing the work of the CEDC in your draft reply. Transportation (& other) infrastructure is the foundation on which economic activity is based and I appreciate your understanding of the many inter-connections between transportation and the economy.

With regard to the note itself, I applaud everything in it. I would like to add a little bit of context in three areas, which hopefully will be useful in your next draft:

- integrated plan for SSI/SGI & water based links - I would strongly support the integrated plan - from an economic development perspective (& other perspectives?), SSI and SGI are parts of the same community, and planning should recognize this. We work closely with our SGI peers and better linkages - mainly pedestrian/small loads based - are a constant issue, whether it is about getting SSI products to SGI markets or building infrastructure that allows more health/social services to be provided by island-based, rather than Victoria based, professionals. You note that the RTP plan is to "balance financial, transportation and environmental objectives" - we would certainly agree with this in the context of finding more environmentally friendly ways of transporting folk among islands. But **I would also include in the balance economic objectives** - the current uproar about ferries is at least partly because BC Ferries did not consider the economic costs of its decisions, so you have the ridiculous situation in Bella Coola where proposed savings from BC Ferries cutbacks are more than outweighed by loss of tax revenue to the Province from losses in tourism
- Regional trails - I appreciate this being separately identified. Please note that this is now a SGI/SSI initiative and will be going to CRD Regional Parks this spring as such.
- Ganges bypass - some additional thoughts:
 - we can't simply leave planning for the bypass to the Trust - in every local government I know, planners and transportation planners work hand-in-glove on projects like this because, as noted above, transportation and economic land uses are totally intertwined. Planning the bypass needs to be a Trust/SSITC/RTP collaboration
 - while completion may be long term, planning has to start now. The original plans were made in the late 1980s and have now apparently been lost; meanwhile, the need has increased and the price of land acquisition has escalated. And it seems like a lost opportunity to consider detailed plans for infrastructure like Ganges Hill without considering how needs might change with construction of a bypass
 - at least one OCP Ganges study has recommended the bypass for emergency preparation purposes - there is only one north-south road on the island, with Ganges/Ganges Hill as a potential pinch point - an important consideration in thinking about resilience, especially with a potential move of the main fire hall from downtown to the north of Ganges.

