



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on **Monday, September 8, 2014 at 4:00 PM**

Portlock Park Meeting Room, 145 Vesuvius Bay 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. Adoption of Minutes of July 14, 2014**
- 3. Presentations/Delegations**
- 4. Reports of the Chair and Director**
- 5. New Business**
 - 5.1. Leave of Absence-Commissioner Elsey**
 - 5.2. 2015 Budget**
- 6. Outstanding Business**
 - 6.1. Letter dated September 2, 2014 from Ron Crawford – Salt Spring Arts Council re: Juried Art Show**
 - 6.2. Website Update**
- 7. Motion to close the meeting in accordance with the *Community Charter*, Part 4, Division 3, 90(1)(k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in view of the council, could reasonably be expected to harm the interests of the municipality if they were held in public.**
- 8. Next meeting is scheduled for October 14, 2014**
- 9. Adjournment**

Communications and Information only items:

Appendix A State of the Island Economic Summit: Treadway to Offer 2020 Foresight

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



Making a difference...together

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held July 14, 2014, School Board Office, 112 Rainbow Road, Salt Spring Island, BC**

Draft

Present: **Director:** Wayne McIntyre
Commission Members: John Tylee (Chair); Darryl Martin, Amber Quiring,
Kristine Mayes, Ryan Foster (4:15 pm), Janice Harkley (4:18 pm), Emma-Louise
Elsey (4:20 pm)
Staff: Karla Campbell, Senior Manager, Tracey Shaver, Recording Secretary
Absent: Tarquin Bowers

Chair Tylee called the meeting to order at 4:10 pm.

1. Approval Of Agenda

MOVED by Director McIntyre, **SECONDED** by Commissioner Quiring,
That the agenda be approved.

CARRIED

2. Adoption Of Minutes

MOVED by Commissioner Mayes, **SECONDED** by Commissioner Quiring,
That the minutes of the June 9, 2014 be adopted.

CARRIED

3. Reports

3.1 Chair Report

Chair Tylee reported that he has received positive feedback from the June 24, 2014 workshop and thanked the group for their participation.

3.2 Directors Report

Director McIntyre provided a brief overview on the status of some community issues he is directly involved with.

Commissioner Foster arrived at 4:15 pm.

Commissioner Harkley arrived at 4:18 pm.

4. Outstanding Business

Commissioner Elsey arrived at 4:20 pm.

4.1 Islands Trust Bylaw referral- SS-RZ-2013.5 (315 Robinson Road)

Commissioner Martin provided a draft response letter at the table for discussion.

Commissioner Mayes declared a conflict of interest as she is employed by Islands Trust and left the room at 4:25 pm.

MOVED by Director McIntyre and **SECONDED** by Commissioner Quiring,
That Commissioner Martin received further input at today's meeting on the wording
of the response to the Islands Trust referral SS-RZ-2013.5 (315 Robinson Road)
and will craft a position on behalf of the Salt Spring Island Community Economic
Development Commission.

CARRIED

Commissioner Mayes returned to the meeting table at 4:55 pm.

4.2 Website

The Economic Development Commission Members have waited for over a year for
the Capital Regional District to provide a website for their use in engaging the
community. Commission members provided content and desired web page
structure in June of 2013 and commented that the current Salt Spring Island
Economic Development site is adequate for administrative functions such as
minutes and reports, however does not meet their needs for community
communication. The Commission as a whole expressed overall disappointment with
the outcome of the Capital Regional District's website project.

There is an urgent need in the next several months to further the progress and
implementation of the strategic economic plan. Public communication is vital and
the commission is proposing the temporary continued use of the
www.saltspringstrategy.ca site. The set up and content is already in place on this
site and the wordpress platform is user friendly. Commission members have
volunteered to revitalize the content and provide ongoing support until the Capital
Regional District reviews policy on the use of stand alone websites that fall under
their tax functions.

MOVED by CRD Director McIntyre, **SECONDED** by Commissioner Elsey,
That the Salt Spring Island Community Economic Development Commission
requests permission to temporarily use the www.saltspringstrategy.ca until the
Capital Regional District is ready to meet our needs as well as the needs of the
community, given that the Commission has provided the content and desired web
page structure over a year ago.

CARRIED

5. Motion To Close The Meeting

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

CARRIED

The Commission closed the meeting at 5:10 pm and rose, without report, at 6:25 pm.

6. Next meeting is scheduled for August 11, 2014

Commissioner Mayes will not be available for the August 11, 2014 meeting.

7. Adjournment

It was moved and seconded that the meeting be adjourned at 6:26 pm.

CARRIED

CHAIR

SENIOR MANAGER

SSI ECONOMIC DEVELOPMENT	2014		BUDGET REQUEST				FUTURE PROJECTIONS			
	BOARD BUDGET	2014 ESTIMATED ACTUAL	2015 CORE BUDGET	2015 SUPPLEMENTARY	TOTAL 2015		2016	2017	2018	2019
<u>OPERATING COSTS:</u>										
Auxiliary Wages	14,960	2,560	13,750	-	13,750		14,030	14,310	14,600	14,890
Project Costs	53,000	15,280	46,800	-	46,800		4,490	3,990	8,460	7,930
Internal Allocations	10,890	10,890	11,080	-	11,080		11,290	11,510	11,750	11,990
Operating - Other	2,110	420	700	-	700		710	720	730	740
TOTAL OPERATING COSTS	80,960	29,150	72,330	-	72,330		30,520	30,530	35,540	35,550
*Percentage Increase					-10.7%		-57.8%	0.0%	16.4%	0.0%
<u>FUNDING SOURCES (REVENUE)</u>										
Estimated balance c/f from 2014 to 2015		51,810	(51,810)	-	(51,810)		-	-	-	-
Balance C/F from 2013 to 2014	(60,430)	(60,430)	-	-	-		-	-	-	-
Grant in Lieu	(30)	(30)	(20)	-	(20)		(20)	(20)	(20)	(20)
Other Income	(500)	(500)	(500)	-	(500)		(500)	(510)	(520)	(530)
TOTAL REVENUE	(60,960)	(9,150)	(52,330)	-	(52,330)		(520)	(530)	(540)	(550)
REQUISITION	(20,000)	(20,000)	(20,000)	-	(20,000)		(30,000)	(30,000)	(35,000)	(35,000)
*Percentage increase over prior year requisition					0.0%		50.0%	0.0%	16.7%	0.0%

1.124 SSI Economic Development

	2012	2013	2014		2015	2016	2017	2018	2019
			June	Est	Budget				

Cost Center Group: 100685

429000 Interest Income	(1,195)	(956)	(345)	(500)	(500)	(500)	(510)	(520)	(530)
430000 Grant In Lieu - Fed	(27)	(21)	(25)	(30)	(30)	(20)	(20)	(20)	(20)
486000 Requisitions - EA	(25,000)	(30,000)	-	(20,000)	(20,000)	(30,000)	(30,000)	(35,000)	(35,000)
490000 Surplus	(64,993)	(48,444)	(60,430)	(60,430)	(60,430)	-	-	-	-
Total	(91,215)	(79,420)	(60,800)	(80,960)	(80,960)	(30,520)	(30,530)	(35,540)	(35,550)

Cost Center Group: 100686

500000 Salaries & Wages	4,050	4,178	197	200	-	-	-	-	-
500280 Auxiliary Wages	-	3,705	1,282	2,560	14,960	14,030	14,310	14,600	14,890
503130 Contract for Services	2,135	1,617	-	-	-	-	-	-	-
506010 Insurance - Public Liability	-	120	-	100	100	110	110	110	110
506050 Insurance - Group Accident	-	-	-	80	80	80	80	80	80
506090 Insurance - Service Contract	-	10	-	10	10	10	10	10	10
514030 Advertising	510	255	-	-	-	-	-	-	-
514060 Program Development	-	-	7,420	14,840	53,000	4,490	3,990	8,460	7,930
514480 Planning Expenses	33,909	6,053	219	440	-	-	-	-	-
514880 Meeting Expenses	482	1,299	16	30	740	-	-	-	-
530010 Alloc - Finance&Corp	1,560	1,700	850	1,700	1,700	1,730	1,760	1,800	1,840
530370 Planning & Protective GM	-	-	-	-	-	-	-	-	-
530450 Alloc - SSI Admin	-	-	4,000	8,000	8,000	8,320	8,490	8,660	8,830
530460 - SSI PARCS (Rent)	-	-	595	1,190	1,190	1,240	1,260	1,290	1,320
538000 Supplies - Office	125	53	-	-	500	510	520	530	540
599300 Unallocated Funds	-	-	-	-	680	-	-	-	-
Total	42,772	18,990	14,580	29,150	80,960	30,520	30,530	35,540	35,550
Net (Surplus)/Deficit	(48,444)	(60,430)	(46,220)	(51,810)	-	-	-	-	-

Economic Development 2014 Strategic Plan Budget

Tourism

1.1.2 Data/Analysis	2,000	
1.1.3 Shoulder Season Marketing	4,000	
1.1.4 Social media	3,000	
Subtotal		9,000

Agriculture

1.2.1 Abattoir Product Expansion	5,000	
1.2.1 Abattoir Training	3,000	
Subtotal		8,000

Ganges Village

2.1.1 Villagescape/Sanitation	5,000	
2.1.2 Accommodating Saturday Market	2,000	
2.1.5 Revitalization Strategy	5,000	
Subtotal		12,000

Enabling Entrepreneurs

3.3 Training / Mentoring Program	5,000	
3.5 Buy local program	5,000	
Subtotal		10,000

Community Engagement

5.1 Public Engagement meeting	2,000	
5.2 Website / Social media	2,000	
5.2 Surveying (also see 1.1.2 and 2.1.5)	3,000	
5.3 Inter-agency collaboration	2,000	
5.4 Grant writing	5,000	
Subtotal		14,000

TOTAL

\$ 53,000



salt spring arts council

Celebrating and promoting a vibrant arts community

Ron Crawford
Founding Director: Salt Spring Art Prize
Email: Ronald Crawford ronalddtc@telus.net
Salt Spring Arts Council, 114 Rainbow Road, SSI
Phone: 250 537 0899
Fax: 250 537 1678

Salt Spring Art Prize Promotion and Communication Strategy

Goals

- To create a distinguished National Art Prize located on Salt Spring Island.
- To enhance the profile and credibility of Salt Spring as a vibrant arts community.
- To bring about creative exchanges between the arts community of Salt Spring and the rest of Canada.
- To enhance art tourism on the island, especially during the autumn months, when tourism is slowing down.

Target Audiences

- Artists who may submit art to the show, or are interested in seeing art in the show.
- Potential buyers - local, national and international art collectors.
- Arts tourists – individuals who are enthusiastic about the arts in general and/or make a point of visiting major arts events, even if not in the business of acquiring art.
- The SSI community - residents of Salt Spring who are involved in or enthusiastic about the arts.
- Arts organizations - galleries, community arts councils (etc) that can assist in reaching a larger target audience.

Key Messages

- September/October of 2015 will be the inaugural year for the Salt Spring Art Prize. It will be a distinguished National juried show featuring some of the best of Canadian art.
- An international caliber jury from across Canada will consolidate the prestige and quality of the event.
- This will be a new event for Western Canada, which hasn't any open national art event of this caliber.
- With outstanding award monies allocated for the first prize (\$10k), the event can be expected to be enormously attractive to the best of Canadian artists. Other prizes will be of sufficient value to generate high quality submissions.
- The Show/Prize and associated events will enhance the arts community of Salt Spring by bringing tourists and media focus on the arts to the island. Also it will create

opportunities for creative dialogue between artists on and off island through both the event itself and the associated arts residency.

-There is already a significant amount of community support to get this off the ground. - -

- The first show (2015) has already attracted donations of \$58,200 that will help support the various prizes, an international caliber jury and associated costs of managing a major exhibition. Additional resources will be needed, but the excitement surrounding the event is palpable.

Communication Tools

-Branding- logo for common look and feel of all Salt Spring Art Prize material – branding unique to the Prize. Linkages with the SS Arts Council brand will reinforce the island identity.

-Website- most of structure is in place. The website should be up and running by the end of September 2014, with submissions being opened up in October.

-E advertising will be solicited for the website to help generate funds and help promote the show by connecting website users with the SSI business community.

-Researcher- A list of public and commercial art galleries and art organizations, together with the names of the senior contacts in each, has been compiled for us to send out all both online paper promotion about the show.

-Blog, Facebook and Twitter – Social media will be used extensively in promoting the event.

- A person dedicated to social media (paid) will update and keep on top of social media tools.
- The SS Arts Prize Blog will start with once a month up-dates, then as the event gets closer they will become more frequent.
- Initial Blog, twitter and Facebook posts will direct people to the new website and the announcement of the online submission process when it is open to artists.
- Subsequent social media posts will include articles on:
 - The jury members who have been selected and the story behind the choices made including interviews with each of the jurors,
 - Announcements of deadlines for the submission process,
 - The vision behind the Prize/Show through - interviews with the organizers of the event,
 - Some behind the scenes stories about the preparation of historic Mahon hall and the community coming together to make this event happen,
 - Announcements of fundraising and other lead-up events,
 - Announcement of accepted artists.

There will be a shift in the social media emphasis in early spring 2015 from attracting artists to submit their work to promoting the show itself and optimizing exposure of the event to potential visitors to Salt Spring to see the show and participate in associated events.

-Press releases – With the assistance of a publicist, press releases will be issued to both general and targeted audiences along similar lines as the Blog, but with more factual hooks to entice local and national media to present stories of the event. These will be accompanied by direct personal contacts wherever possible to lever optimal pick-up.

-Sponsorship and volunteer package – This aspect of the communications/promotional activity aims to secure cash and/or pro bono donations from both on and off island business and individuals. It will also help promote the show. The package will include an introduction to the show, a description of the different types of sponsorships available. (For the first year we will keep this simple with Bronze, Silver and Gold.) And paper donation forms to get commitments in writing. This will be a neat package that can be left behind or mailed to people.

Fundraising Event – this event is targeted to both raising funds and profile in the local and regional communities. It will occur in the spring of 2015 as an evening with music, participant engagement and an art auction.

Organization

-Ron Crawford is the founding director, over all project manager and spokesperson for The Salt Spring Arts Prize.

-A 15 person Steering Committee meets monthly to plan and coordinate the activities leading up to the Prize/Show event. Together with the Founding Director, that Committee has established a critical path, with tasks, timelines and responsibility centers. It has determined the numerous sub-committees needed to deliver on the goals and identified those paid positions required to deliver on the objectives. These Committees are evolving with time, but the existing structure (described below) has been extraordinarily effective; key individuals are in place for many of the coordinator roles.

Subcommittees:

- Secretariat - administration of the event, liaison with the jury and support of the Steering Committee. This includes management of arts submissions and all office related tasks – e.g. interactions with submitting artists, Mahon Hall managers, etc.
- Financial – management of the budget for the Prize/Show and monitoring of the budgetary balance, risks and prospects.
- Website –building, management, updating and oversight of website content and currency.
- Researcher- compiling lists of galleries and art organizations where info about the show should be sent.
- Communication and promotion- planning, oversight and delivery of the communications and promotional plan. Includes interface with the individual responsible for social media, press release writer, and design team for promotion material. Interface with events coordinators. Liaison with other venues associated with show. Liaison with the SSI business community, notably those involved in tourism.
- Jury – Selection of the Jury members and provision of guidelines for jury functioning.
- Artist in Residence - Development of the Artist in Residence (AiR) Program - under which the Juror's Prizewinner will be offered an AiR. This includes identification of studio sites, accommodation, and articulation of opportunities for community engagement of the AiR (e.g. master classes, workshops, community talks).

- Volunteer coordination – retains an inventory of volunteers on the various committees and ensures i) effective communications with the Steering Committee and ii) recognition of volunteer contributions.
- Gala & closing events coordination – manages and oversees the gala opening and closing events, including masterminding the event logistics, advising the Communication and Promotion Committee on promotional requirements, and helping to obtain additional sponsorships.
- Show logistics - to handle all art work and security on arrival and through the show to sale and/or return to artist
- Show venue & hanging – Overseeing and managing the necessary changes to Mahon Hall, including new panels, plinths, window covers etc. Responsibility for mounting the show.

29/08/14

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A FUTURIST'S ISLAND PERSPECTIVE

Treadway to Offer 2020 Foresight at Economic Summit

Futurist Bob Treadway will look ahead at the next five years of the Vancouver Island business environment and give glimpses into the decade that will follow. His presentation will offer a better understanding of driving forces for the next five years, a look at the economic developments that will affect the Island, and a system of thinking about the future to help prepare to take advantage of the opportunities that lay ahead. Bob will delve into social change, demographic shifts, consumer behavior, technology impact, and point out some of the surprises that could await Vancouver Island industries and companies in the 2020's.

"Being on top of trends is critical to the success of the Nanaimo Port Authority, our business partners and clients," says Bernie Dumas, President & CEO. "We all work hard dealing with daily issues while planning for and adjusting for a more prosperous future. Our biggest challenge is the need to address the port infrastructure to cover future needs for Vancouver Island customers. Credible insight into trends that affect our clients and partners provides opportunity to consider important strategies we might not have contemplated on our own. It is better to consider trends in our business plan and make informed business decisions than to hear about those trends already lending success in competing markets. We look forward to hearing what Mr. Treadway has to say in October about what he anticipates for Vancouver Island."

Bob Treadway is a globally-recognized consulting futurist, foresight advisor, and strategy facilitator. For the past 27 years he's helped organizations, communities,

and individuals look ahead, build robust strategy, plan flexibly, and take action on the future. Clients like Gillette, Motorola, the US Social Security Administration, the National League of Cities, Motorola, Pulse Canada, Hilton, US Gypsum, Starbucks, and economic development groups in dozens of North American regions and municipalities use his services to understand uncertainty, think even more strategically, and make better decisions.

"Bob is an engaging and insightful speaker who will help you identify and analyze key trends and economic probabilities likely to impact your business or organization in the future. Without question, you will leave his presentation not only with a clearer picture of what the future may hold, but also with a better understanding of how to think about and act more strategically on what lies ahead." --Peter van Dongen
Regional Marketing Manager, MNP LLP

Early Bird registration rates are available until July 31st.

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