



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. Email dated July 29, 2014 from Commissioner Foster re: Destination Marketing**
 - 5.2. 2015 Budget**
 - 5.3. Leave of Absence-Commissioner Elsey**
- 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**
- 10. Information only items:**
 - Conference: A State of the Island Economic Summit: Treadway to Offer 2020 Foresight
 - Conference: UNBC New Realities, New Relationships National Rural Forum

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

From: Ryan Foster
Sent: Tuesday, July 29, 2014 8:23 AM
To: John Tylee
Cc: Emma-Louise Elsey; Darryl Martin; directorssi; kristine mayes; Tarquin & Susan Bowers; amber quiring; Janice Harkley; Karla Campbell
Subject: CEDC: Destination Marketing Strategy

Hi Everyone,

I've been doing some research into how competing tourist destinations are funding their destination marketing efforts in British Columbia. It's very clear that the single most important pillar of funding lies in the passage of a community bylaw that applies the 2% Municipal and Regional District tax (MRDT) to end consumers of accommodations providers with 4 or more rooms (i.e. the Hotel Tax). By my count, Salt Spring has 20 (or more) accommodation providers who meet this criteria.

Not only does this revenue provide the funding necessary to create an independent destination marketing organization separate from (but co-operating with) the local Chamber of Commerce, it also makes the community eligible to apply for the Resort Municipality Initiative (http://www.ruralbc.gov.bc.ca/about/RMI/RMI_Index.html) which provides a funding multiplier based on the revenue collected through the MRDT.

Looking at both the case studies of Tofino and Whistler, it's clear to me that they have been able to harness both of these programs to great effect alongside the funding they are receiving from Destination BC. Through them, they have been able to hire full-time tourism marketing professionals to promote their communities, and develop teams that focus on long-term destination marketing strategies. Incidentally, applying for these programs was also the recommendation that Minister Yamamoto gave when I asked her about DMO funding during her visit.

I'd like to discuss this at our next meeting. I'm interested to know what people think of potentially pursuing this as a CEDC initiative (e.g. looking into the details of the program, forming up a strategy, stakeholder consultations with accommodation providers and presentation of benefits, etc.).

Cheers,

Ryan

SSI ECONOMIC DEVELOPMENT	2014		BUDGET REQUEST				FUTURE PROJECTIONS			
	BOARD BUDGET	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)	(20)	(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	46,800	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	8,160	8,320	8,490	8,660	8,830
530460 - SSI PARCS (Rent)	-	-	595	1,190	1,220	1,240	1,260	1,290	1,320
538000 Supplies - Office	125	53	-	-	500	510	520	530	540
599300 Unallocated Funds	-	-	-	-	-	-	-	-	-
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
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salt spring arts council

Celebrating and promoting a vibrant arts community

Ron Crawford
Founding Director: Salt Spring Art Prize
Email: Ronald Crawford ronaldtc@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

Will the Future Be Friendly? Find out at the Economic Summit...

[View in your browser](#)



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.

Register for the 2014 Summit



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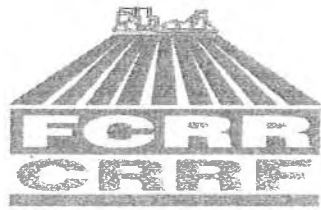


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**New Realities, New Relationships
National Rural Forum**

Hosted by:

Canadian Rural Revitalization Foundation
Community Development Institute, UNBC

Prince George, British Columbia, Canada
September 25-27, 2014

DRAFT PROGRAM

*\$400 to
Aug 15,
\$450
thereafter*

Program Calendar

DATE	EVENT
Thursday, September 25, 2014	Field Trips <i>\$100 extra</i> Opening Reception
Friday, September 26, 2014	New Realities, New Relationships National Rural Forum
Saturday, September 27, 2014	

CRRF 2014 - Rough Program Outline

Thursday, September 25, 2014

7:00 am – 5:00 pm	Registration: Location TBA
7:00 am – 7:00 pm	<p>Robson Valley Field Trip Departure Location: Coast Inn of the North Logistics: Laura Ryser Trip Guide: Mike Nash, Caledonia Ramblers & BC Forest Practices Board Ancient Rainforest (Nowell Senior, Caledonia Ramblers; Dave Connell, UNBC) McBride Lunch Program: (Renee McCloskey, Fraser Fort George Regional District; Marc von der Gonna, McBride Community Forest; Olivia McMann, Ministry of Jobs, Tourism, and Skills Training) Mount Terry Fox / Mount Trudeau Viewpoint Mount Robson (Mike Nash) McBride – quick stop (McBride Whistle Stop Gallery / Beanery) Entertainment: Vince Prince</p>
9:00 am – 5:30 pm	<p>Prince George Field Trip Departure Location: Coast Inn of the North Logistics: Initiatives Prince George</p>
6:30 pm – 9:00 pm	<p>Opening Banquet Opening Welcome: Marleen Morris and Ryan Gibson Keynote Address: TBA UNBC Atrium</p>

Field Trip: The Robson Valley, the Rockies, and Regional Development



Come and spend the day exploring the Robson Valley and the Rockies. This field trip will highlight a number of regional development initiatives. The first stop will be at the Ancient Rainforest. The Caledonia Ramblers Hiking Club has been working with the McBride Community Forest, several other organizations, seniors, and Katimivik youth from Quebec and New Brunswick to construct a universal boardwalk in order to make this unique area accessible to visitors with disabilities. In McBride, we'll have lunch and learn about a number of regional development initiatives, such as the Fraser Fort George Regional District's joint regional marketing initiative, the McBride Community Forest, and the McBride to Barriere Corridor Pilot Project that is coordinated by the BC Ministry of Jobs, Tourism, and Skills Training. An important stop for any Canadian, we will visit the viewing platform for Mount Terry Fox. Our last stop will be Mount Robson – the largest mountain in the Canadian Rockies. This park was designated as part of the Canadian Rocky Mountains World Heritage Site by UNESCO in 1990.

Date: Thursday, September 25th, 2014

Time: 7 am – 7:00 pm

Departure location: Coast Inn of the North

For further information, please contact the trip leader: Laura Ryser by e-mail: ryser@unbc.ca.

Friday, September 26, 2014

8:00 am – 4:00 pm	Registration				
7:00 am – 8:00 am	Breakfast with Rural Research Institutes				
8:00 am – 9:00 am	Keynote Address: Bill Reimer				
9:00 am – 10:30 am	Youth Internship Panel: NDIT Government of Alberta	Tools to Support Community Empowerment	Liquor Policies: Learning Together	Building Capacity for Organizations to Pursue Quality of Life	CEA workshop Part 1
10:30 am – 11:00 am	Coffee Break				
11:00 am – 12:30 pm	New Researchers Forum: RDI	Workshop: Community Engagement / Decision-making	Building Capacity for Orgs / Governance: Session A	ERGM & Implications for Economic Resilience	CEA workshop Part 2
12:30 pm – 2:00 pm	Lunch Break: Keynote Address: TBA				
2:00 pm – 3:30 pm	Strategies to Recruit / Retain Youth in Rural Canada	Workshop: Community Impact Benefit Agreements	Building Capacity for Orgs / Governance: Session B / CEA	Building Capacity with Recreation Infrastructure	
3:30 pm – 4:00 pm	Coffee Break				
4:00 pm – 5:30 pm	Keynote Address: Keith Storey				

Saturday, September 27, 2014

8:00 a m – 4:00 p m	Registration				
7:00 a m – 8:00 a m	Breakfast				
8:00 a m – 8:45 a m	Keynote Speaker				
8:45 a m – 10:15 a m	Workshop: Building Working Relationships with First Nations	Building Economic Resilience: CEA Session	Renewing the Service Sector	Exploring New Relationships in Water Resource Management	Workshop: Data for Small Communities
10:15 a m – 10:45 a m	Coffee Break				
10:45 a m – 12:15 p m	New Relationships & Opportunities in the Forest Sector	Building Capacity for Regional Ec. Dev.		New Realities, New Policies & Tools for Land Use Planning	General Session: Looking Forward to 2020: RDI Policy Session
12:15 p m – 1:30 p m	Lunch				
1:30 p m – 3:30 p m	CRRF Rural Policy Event: Regional Economic Development				
3:30 p m – 4:00 p m	Coffee Break				
4:00 p m – 5:00 p m	Wrap Up: Greg Halseth, Co-Director of the Community Development Institute				
5:00 p m – 6:00 p m	CRRF Annual General Meeting				
6:00 p m – 10:00 p m	Closing Banquet Reception: Coast Inn of the North				

New Realities, New Relationships:

Friday, September 26, 2014

8:00 am – 5:00 pm	Registration
7:00 am – 8:00 am	Breakfast with Rural Research Institutes
8:00 am – 9:00 am	KEYNOTE ADDRESS: FACILITATING COLLABORATION FOR NEW RURAL REALITIES BILL REIMER, DIRECTOR, RURAL POLICY LEARNING COMMONS CONCORDIA UNIVERSITY
9:00 am – 10:30 am	YOUTH INTERNSHIP PANEL Janine North, Northern Development Initiatives Trust Wendy Peters, Manager, Internships, Alberta Municipal Affairs
9:00 am – 10:30 am	TOOLS TO SUPPORT COMMUNITY EMPOWERMENT COMMUNITY-BASED MONITORING: THE POTENTIAL AND CHALLENGE OF CROWDSOURCING DATA John F Devlin, School of Environmental Design and Rural Development, University of Guelph TOOLS TO BUILD CAPACITY, TRANSPARENCY, AND RELATIONSHIPS WITH RURAL COMMUNITIES IMPACTED BY LARGE INDUSTRIAL PROJECTS Kelly Sims BA, MPLAN, Stantec ERA ARCHITECT'S CULTURE OF OUTPORTS PROGRAM: COMMUNITY INNOVATION AND REGENERATION Philip Evans, Principal, ERA Architects, Toronto COMMUNITY PERCEPTIONS ON POSITIVE BEHAVIOURS AND ATTITUDES FOR RURAL CHILD EMPOWERMENT IN MAKHADO MUNICIPALITY OF LIMPOPO PROVINCE, SOUTH AFRICA Tebogo Mokganyetji ¹ and Joseph Francis ² , ¹ Thohoyandou Victim Empowerment Program, Limpopo, South Africa, ² Institute for Rural Development, University of Venda, Limpopo, South Africa
9:00 am – 10:30 am	LIQUOR POLICIES: LEARNING TOGETHER River Chandler; Ministry of Health Krissi Spinoza, BC Healthy Communities Sheldon Tetreault, Chair of Winds of Change - collaborative public policy initiative between Village of Pemberton and Lil'wat Nation
9:00 am – 10:30 am	BUILDING CAPACITY FOR ORGANIZATIONS TO PURSUE A HIGH QUALITY OF LIFE FOR RURAL COMMUNITIES TAKING ACTION IN DOWNTOWN TRAIL: THE CHALLENGES, THE SUCCESSES Davin A. Shillong, MCIP, RPP, Project Manager, Community Planning, MMM Group

	<p>Limited</p> <p>BUILDING CAPACITY FOR ORGANIZATIONS AND GOVERNANCE PURSUING A HIGH QUALITY OF LIFE FOR RURAL COMMUNITIES Dr. Kathleen Kevany, Assistant Professor, Business & Social Sciences, Dalhousie University</p> <p>INTEGRATED PLANNING FOR RURAL REGIONS UNDER PRESSURE – THE GERMAN APPROACH Dr. Peter Dehne, University of Applied Sciences Neubrandenburg, Germany</p> <p>LESSONS FROM RURAL PHILIPPINES: RESILIENCE, SELF RELIANCE AND SURVIVAL IN A THIRD WORLD ECONOMY Dave Smith RPP, MCIP; Smithplan Consulting Incorporated; Volunteer Advisor – Canadian Executive Service Organization</p>
9:00 am – 10:30 am	<p>WORKSHOP: BIOMASS DISTRICT HEATING FOR SMALL COMMUNITIES – PART 1 Community Energy Association</p>
10:30 am – 11:00 am	Coffee Break
11:00 am – 12:30 pm	<p>WORKSHOP: NEW RESEARCHERS FORUM Bill Ashton, Rural Development Institute, Brandon University</p>
11:00 am – 12:30 pm	<p>WORKSHOP: COMMUNITY ENGAGEMENT Jillian Merrick, Community Futures – Fraser-Fort George</p>
11:00 am – 12:30 pm	<p>BUILDING CAPACITY FOR ORGANIZATIONS AND GOVERNANCE: SESSION A</p> <p>BUILDING CAPACITY FOR ORGANIZATIONS AND GOVERNANCE: PLANH Krissi Spinoza, BC Healthy Communities</p> <p>NEW RELATIONSHIPS FOR HEALTH: THE EXAMPLE OF NORTHERN HEALTH Chelan Zirul, Health Promotions and Communications Officer, Northern Health</p> <p>THE ROLE OF GOVERNMENT IN SOCIAL ENTERPRISE DEVELOPMENT Mary Ferguson, Lead Consultant, Rural Social Enterprise Constellation</p> <p>GOVERNANCE AND INNOVATION: BUILDING CAPACITY IN THE NON-PROFIT SECTOR Tim Carson, Chief Executive Officer; Alberta Association of Agricultural Societies</p>
11:00 am – 12:30 pm	<p>EMPLOYMENT-RELATED MOBILITY AND IMPLICATIONS FOR RURAL ECONOMIC RESILIENCE</p> <p>INTRODUCTION TO THE ON THE MOVE PARTNERSHIP Kelly Vodden, Environmental Policy Institute/Department of Geography, Memorial University</p> <p>COMMUNITY IMPACTS & RESPONSES TO LABOUR MOBILITY IN THE NICKEL PROCESSING SECTOR: INSIGHTS FROM NEWFOUNDLAND AND NORTHERN ONTARIO Heather M. Hall, Department of Geography, Memorial University</p>

	<p>COMMUNITY READINESS FOR LABOUR MOBILITY AND MINING EXPANSION IN BC'S INTERIOR Laura Ryser, Greg Halseth, Kourtney Cook, and Sean Markey*, UNBC and *Simon Fraser University</p> <p>KITIMAT: RESPONDING TO INDUSTRIAL GROWTH Daniel Martin, Planner, District of Kitimat</p>
11:00 am – 12:30 pm	<p>WORKSHOP: BIOMASS DISTRICT HEATING FOR SMALL COMMUNITIES – PART 2 Community Energy Association</p>
12:30 pm – 2:00 pm	Lunch
2:00 pm – 3:30 pm	<p>STRATEGIES TO RECRUIT AND RETAIN YOUTH IN RURAL CANADA</p> <p>EXPLORING THE MOTIVATIONS, EXPERIENCES, AND CONTRIBUTIONS OF YOUNG RURAL IN-MIGRANTS IN NOVA SCOTIA Meggie MacMichael, Dalhousie University</p> <p>COMING BACK TO RURAL: COMMUNITY COLLABORATION AND THE CREATION OF VIBRANT SPACES FOR YOUTH IN RURAL BRITISH COLUMBIA Jane Wellburn, BC Rural Network & Assistant Regional Manager, Fraser Basin Council (Cariboo Region)</p> <p>SHOULD I STAY OR SHOULD I GO? COMMUNITY VALUES, FUTURE DESIRE AND THE RETENTION OF YOUTH IN RURAL AND REGIONAL COMMUNITIES IN BC Amy Greenwood- Youth Programs Manager & Ruth Legg -Youth Advisory Committee Co-Chair, Fraser Basin Council</p> <p>ATTRACTING YOUNG RESIDENTS AND FAMILIES: CHANGING THE PERCEPTION ATTACHED TO RURAL LIVING Shannon Bence, Vancouver Island University</p>
2:00 pm – 3:30 pm	<p>WORKSHOP: COMMUNITY IMPACT BENEFIT AGREEMENTS Fred Banham, Fred Banham & Associates</p>
2:00 pm – 3:30 pm	<p>BUILDING CAPACITY FOR ORGANIZATIONS AND GOVERNANCE: SESSION B</p> <p>COMMUNITY ENERGY ASSOCIATION – GUIDES TO CAPACITY BUILDING Patricia Bell, MCIP, RPP, Community Energy Association</p> <p>BC MAYORS CLIMATE LEADERSHIP COUNCIL– BUILDING CLIMATE LEADERSHIP AT THE POLITICAL LEVEL Dale Littlejohn, Executive Director, Community Energy Association</p> <p>COMMUNITY OF PRACTICE – CARBON NEUTRAL KOOTENAYS AND EXAMPLES OF COLLABORATION Dale Littlejohn, Executive Director, Community Energy</p> <p>COMMUNITY ENERGY AND EMISSIONS PLAN: QUICKSTART – FACILITATING AND COLLABORATING TO ACHIEVE COMMUNITY ENERGY CONSERVATION</p>

	Peter Robinson, MSc Renewable Energy, Community Energy Association
2:00 pm – 3:30 pm	<p>BUILDING CAPACITY WITH RECREATIONAL INFRASTRUCTURE</p> <p>THE ROLE OF RURAL COMMUNITY RECREATION SERVICES IN COMMUNITY DEVELOPMENT Jacquelyn Oncescu and Amanda Johnson, Faculty of Kinesiology & Recreation Management, University of Manitoba</p> <p>DEVELOPING A REGIONAL COLLABORATIVE MODEL FOR MOUNTAIN BIKE TOURISM DEVELOPMENT IN NORTHERN BRITISH COLUMBIA Patrick Lucas, MCIP, RPP, Community Planner, David Nairne & Associates Ltd. and Martin Littlejohn, Executive Director, Western Canada Mountain Bike Tourism Association</p> <p>BUILDING COMMUNITY CAPACITY: A CASE STUDY OF SMITHER'S CYCLING FRIENDLY COMMUNITY TASK FORCE Alison Watson, MCIP, RPP, Planner, Town of Smithers</p> <p>RECREATION AND COMMUNITY RESILIENCE Jacquelyn Oncescu, Faculty of Kinesiology & Recreation Management, University of Manitoba</p>
2:00 pm – 3:30 pm	TBD
3:30 pm – 4:00 pm	Coffee Break
4:00 pm – 5:30 pm	<p>KEYNOTE ADDRESS: FLY-IN/FLY-OUT: ADDRESSING NEW REALITIES IN THE RESOURCE ECONOMY KEITH STOREY, PRINCIPAL, KEITH STOREY CONSULTING HONORARY RESEARCH PROFESSOR, MEMORIAL UNIVERSITY</p>

New Realities, New Relationships:

Saturday, September 27, 2014

8:00 am – 5:00 pm	Registration
7:00 am – 8:00 am	Breakfast
8:00 am – 8:45 am	Keynote Address: TBD
8:45 am – 10:15 am	<p>WORKSHOP: BUILDING EFFECTIVE WORKING RELATIONSHIPS WITH FIRST NATIONS Lisa Krebs, Planning Institute of British Columbia & Vince Prince, Aboriginal Business and Community Development Centre</p>
8:45 am – 10:15 am	<p>BUILDING ECONOMIC RESILIENCE</p> <p>ENERGY DIETS – THE NEW RENOVATION ECONOMY</p>

	<p>Patricia Dehnel, MCIP, RPP, Community Energy Association</p> <p>FROM FUNDRAISING TO OPERATION: LESSONS LEARNED ON FINANCING AND GOVERNING CLEAN ENERGY SYSTEMS IN BC Patricia Bell, MCIP, RPP, Community Energy Association</p> <p>CLEAN ENERGY FOR A GREEN ECONOMY Peter Robinson, MSc Renewable Energy, Community Energy Association</p> <p>THE VIABILITY AND APPLICATION OF WOOD WASTE BIOFUELS IN RURAL BC COMMUNITIES Nathan Dyck, Royal Roads University</p>
8:45 am – 10:15 am	<p>RENEWING THE SERVICE SECTOR</p> <p>LIBRARIES A CATALYST FOR CHANGE IN RURAL COMMUNITIES Eileen Gillette (MLIS), Divisional Manager of Public Services for Vancouver Island Regional Library, and Emily Orr, Customer Services Librarian for Vancouver Island Regional Library</p> <p>COST OR INVESTMENT: A PRELIMINARY FISCAL ANALYSIS OF A RURAL MUNICIPALLY FUNDED AFTERSCHOOL PROGRAM Dr. Al Lauzon, School of Environmental Design and Rural Development and Dr. Fred Pries, Department of Management, University of Guelph</p> <p>THE SILVER BULLET FOR IMPROVING SOCIAL SERVICE ACCESS IN REMOTE, RURAL, AND SMALL TOWN COMMUNITIES Sarah Cunningham and Sharon Tower, Omineca Beetle Action Coalition</p> <p>AGING IN RURAL PLACES: BUILDING CAPACITY THROUGH INTERMEDIATE RESOURCES Dr. Gail Wideman, School of Social Work, Memorial University</p>
8:45 am – 10:15 am	<p>EXPLORING NEW RELATIONSHIPS IN WATER RESOURCE MANAGEMENT</p> <p>MEASURING THE INFLUENCE OF SOCIAL NETWORKS ON SUSTAINABLE WATER MANAGEMENT IN A CONTEXT OF NON-STATIONARITY Darwin Horning, MCIP, RPP, Senior Planner, University of British Columbia Okanagan</p> <p>DISASTER STRIKES: THE ROLE OF SOCIAL CAPITAL IN THE POST-DISASTER RECOVERY OF RURAL COMMUNITIES Amanda J. Johnson, Faculty of Kinesiology and Recreation Management, University of Manitoba</p> <p>REGIONAL REVISION: A REGIONAL APPROACH TO MANAGING DRINKING WATER Sarah-Patricia Breen, Resource and Environmental Management, Simon Fraser University and Sarah Minnes, Memorial University</p> <p>MUNICIPAL RESPONSIBILITIES IN DRINKING WATER MANAGEMENT IN RURAL NL. IDENTIFIED CHALLENGES, RISKS AND OPPORTUNITIES</p>

	Sarah Minnes and Kelly Vodden, Memorial University
8:45 am – 10:15 am	Workshop: Data for Small Communities – to be confirmed
10:15 am – 10:45 am	Coffee Break
10:45 am – 12:15 pm	<p>EXPLORING NEW RELATIONSHIPS BETWEEN BCTS, FIRST NATIONS, AND COMMUNITIES Tom Jensen, Assistant Deputy Minister, Timber Operations, Pricing, and First Nations</p> <p>Jennifer Gunter, Executive Director, BC Community Forest Association – To be confirmed</p> <p>Industry rep – To be confirmed</p> <p>Bryan Bogdanski, Natural Resources Canada</p>
10:45 am – 12:15 pm	<p>SESSION: BUILDING CAPACITY FOR REGIONAL ECONOMIC DEVELOPMENT</p> <p>NEW RELATIONSHIPS, OLD PARTNERS? EXPERIENCE OF ‘NEW’ RURAL DEVELOPMENT INITIATIVES IN A PERIPHERAL REGION OF NEWFOUNDLAND Ryan Gibson, Department of Geography, Saint Mary’s University</p> <p>COLLABORATIVE POTENTIAL: EVALUATING REGIONAL ECONOMIC DEVELOPMENT INITIATIVES John F Devlin, School of Environmental Design and Rural Development, University of Guelph</p> <p>INNOVATIVE PARTNERSHIPS FOR REGIONAL ECONOMIC DEVELOPMENT: ONTARIO’S COLLEGES OF APPLIED ARTS AND TECHNOLOGY IN COLLABORATION WITH RURAL SMALL/MEDIUM ENTERPRISES Dr. Al Lauzon, School of Environmental Design and Rural Development, University of Guelph</p> <p>EVALUATING REGIONAL ECONOMIC DEVELOPMENT INITIATIVES: A COMPARISON OF NORTH COUNTRY, NEW YORK AND FOUR COUNTIES, ONTARIO Brittany Bruce, Geography and Environmental Management, University of Waterloo</p>
10:45 am – 12:15 pm	<p>NEW REALITIES, NEW POLICIES AND TOOLS FOR LAND USE PLANNING</p> <p>CHAIR, DAVID DOUGLAS, UNIVERSITY OF GUELPH</p> <p>PROTECTING CANADA’S FARMLAND: POLICY FORUM Dr. David J. Connell, School of Environmental Planning, UNBC, and Dr. Doug Ramsey, Department of Rural Development, Brandon University</p> <p>SUSTAINABILITY PLANS IN RURAL CANADA: MOVING FROM PROCESS TO CONTENT TO ACTION Aubrie Duncan, Alberta Centre for Sustainable Rural Communities, Jennifer Stonechild, ACSRC, Lars Hallstrom, Director, ACSRC, and Glen Hvenegaard, Professor of Geography and Environmental Studies, University of Alberta</p>

	<p>COLUMBIA BASIN RURAL DEVELOPMENT INSTITUTE (RDI) EMPLOYMENT LANDS & SITE LOCATOR PROJECT: REGIONAL PERSPECTIVES AND CAPACITY BUILDING WITHIN "THE BASIN" Jonathan Buttle, Economic Research Lead, Columbia Basin Rural Development Institute</p> <p>RURAL MUNICIPALITIES AND ALBERTA'S LAND-USE FRAMEWORK Naomi Finseth and Lars K. Hallstrom, Director, Alberta Centre for Sustainable Rural Communities</p>
10:45 am – 12:15 pm	<p>LOOKING FORWARD TO 2020: RURAL POLICY</p> <p>Chair: Bill Ashton, Rural Development Institute, Brandon University Speakers: Tom Johnson, Professor, Agricultural and Applied Economics, University of Missouri; Garth Frizzell, Chair, Standing Committee on Municipal Finance and Intergovernmental Arrangements, Federation of Canadian Municipalities and Councillor, City of Prince George; other speakers TBA</p>
10:45 am – 12:15 pm	TBD
12:15 pm – 1:30 pm	Lunch
1:30 pm – 3:30 pm	<p>STRENGTHENING RURAL REGIONS: A LOOK AT REGIONAL POLICY INITIATIVES FOR A MORE RESILIENT RURAL CANADA</p> <p>Chair, Bob Annis, Past-President, Canadian Rural Revitalization Foundation</p> <p>Ryan Gibson, President of the Canadian Rural Revitalization Foundation</p> <p>Marc Imus, Director of Community Economic Development, Ministry of Jobs, Tourism, and Skills Training</p> <p>Bruno Jean, Université du Québec à Rimouski, <i>GRIDEQ (Groupe de recherche interdisciplinaire en développement régional de l'Est du Québec)</i></p> <p>Kelly Vodden, Associate Professor, Memorial University, Newfoundland and Labrador</p>
3:30 pm – 4:00 pm	Coffee Break
4:00 pm – 5:00 pm	Wrap Up: Greg Halseth, Co-Director, Community Development Institute, UNBC
5:00 pm – 6:00 pm	CRRF Annual General Meeting
6:00 pm – 10:00 pm	Closing Banquet Reception