



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Special Meeting on **Thursday, May 7, 2015 at 4:00PM**

School Board Office, 112 Rainbow Road, Salt Spring Island, BC

Wayne McIntyre
Janice Harkley

Darryl Martin
Judith Barnett

Christine Grimes
Randy Cunningham

Amber Quiring

AGENDA

1. **Approval of Agenda**
2. **Adoption of Minutes of April 23, 2015**
3. **Director, Chair and Commissioner Reports**
4. **Outstanding Business**
 - 4.1 **Tour des Isles**
 - 4.2
5. **New Business**
 - 5.1 **2014 Economic Development Strategic Report-John Tylee**
 - 5.2 **Beautification Study Idea**
 - 5.3 **Shop Local**
6. **Next Meeting June 4, 2015 from 4 to 6 pm at the Salt Spring Island Public Library**
7. **Adjournment**

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



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**Minutes of the Special Meeting of the
Salt Spring Island Community Economic Development Commission
Held April 23, 2015, in the Public Library Meeting Room, 129 McPhillips Avenue, Salt
Spring Island, BC**

DRAFT

Present: **Commission Members:** Darryl Martin (Chair), Amber Quiring, Christine Grimes, Randy Cunningham, Judith Barnett, Janice Harkley
Staff: Karla Campbell, Senior Manager, Erin Jory, Recording Secretary
Absent: Wayne McIntyre

Chair Martin called the meeting to order at 3:01pm.

1. Approval of Agenda

MOVED by Commissioner Grimes, **SECONDED** by Commissioner Harkley,
That the agenda be amended and approved by moving Item 4.1 to a closed meeting.

CARRIED

2. Adoption of Minutes of April 9, 2015

MOVED by Commissioner Cunningham, **SECONDED** by Commissioner Barnett,
That the Minutes of April 9, 2015 be adopted.

3. Reports

3.1. Commissioner Barnett:

- Commissioner Barnett and John Wellingham met with staff on April 16, 2015 to discuss Commission's role and scope. Commissioner Barnett contacted property owner and local organizations and provided photos of potential fence artwork; contacted land surveyor Wolfe-Milner but no survey records are available except for underground tank. Wolfe-Milner could find the pins for a \$500 fee. Contacted BC Hydro to see if poles reflect property lines, which they don't. Apple Photo would give discount on printing a banner, and local photographers have agreed to submit artwork at no cost.
- Mr. Wellingham received email reply from property owners on April 23rd agreeing to Commission's fence artwork proposal but advised Shell must make final decision.
- Meeting scheduled on April 28, 2015 with Nancy Kreig to discuss options/ideas re: beautification of downtown core.

3.2. Commissioner Cunningham:

- Spoke with Vancouver Island University representative on a proposed Sustainable Rural Development Program called Island Resilience to be held on Salt Spring and other Southern Gulf Islands. Representative invited to June meeting. Program/course ties in with shoulder season activity/educational offerings which will create more tourism and/or economic influx.

- Scheduled a meeting with CEO and Director of Tourism Vancouver Island to discuss marketing strategies of Experience the Gulf Islands.
- Proposed Tour des Iles involves adverse liability issues and is therefore not recommended.
- Destination Marketing
- Trails have been inventoried by Stantec for Southern Gulf Islands and Vancouver Island.

4. Outstanding Business

4.1. Commission Operating Protocols and Procedures

Chair requested Commission members to come up with ideas on how meetings can be streamlined.

4.2. Destination Marketing

Discussion on developing proposal to support hotel tax from previous motion. Staff suggested a Request for Proposal could be prepared to determine if bids come in; budget amount would have to be decided upon. Chamber is interested. CRD would handle taxation funds brought down from Province to use solely for destination marketing plan. Staff will prepare a Request for Proposal with more information to bring forward for Commission to consider.

4.3. CEDC Contract Agreement Requirements and Template

Staff made changes and provided details for Commission's information.

4.4. Current Projects - Salt Spring National Art Prize and Salt Spring in the City

Groups must report post-event and include Commission in marketing materials. Staff advised a post-event report will be presented by Salt Spring in the City group at the next meeting; Salt Spring National Art Prize event not until September

Commissioner Quiring left the meeting at 3:44pm and returned at 3:45pm.

4.5. Discretionary Spending

MOVED by Commissioner Harkley, **SECONDED** by Commissioner Cunningham,
That the Chair has authorization to spend up to \$200 for a volunteer's expenses.

CARRIED

4.6. Green Entrepreneur's Workshop – Motion to Fund

Deferred to next meeting.

4.7. Website

MOVED by Chair Martin, **SECONDED** by Commissioner Grimes,
That the following changes be made to the Salt Spring Island Community Economic Development Report and Action Plan: starting with the version currently posted on the website, add a paragraph immediately after the second paragraph on p. 11 as follows:

- “The Experience the Gulf Islands project is designed to serve residents as much as tourists. Each of the islands has unique natural, human and business resources. This diversity of assets mean that strengthened inter-island linkages will increase the viability of events, programs and businesses on all islands, sparking new enterprises and forms of inter-island collaboration.”
- Label the link “2014 Report and 2015 Action Plan – Toward a more resilient Salt Spring – Final”
- Delete link “CEDC Action Plan 2015”
- Rename current link “Toward a more resilient Salt Spring” to “ Preliminary Strategy, October 2014”
- Delete the paragraph that begins with “Please provide your comments...”
- Print 75 copies using an on-island firm

CARRIED

4.8. “Healthy Harbours” – Concept

Commissioner Grimes is involved with this working group, and is assisting with a document on rehabilitation/restoration of harbours. The proposed seawalk project overlaps with Healthy Harbours project. Islands Trust, among others, are establishing relationships with relevant First Nations groups.

4.9. Saturday Market – Discussion

Chair suggested filling in the gap between existing space and expansion market. Staff reported that PARC has jurisdiction over commercial activity in Centennial Park. Footprint is zoned 25% for commercial activity. Based on Market Survey feedback for extended market hours in 2014, results tabulated showed vendors agreeable to additional hours on Sundays only.

4.10. Terms of Reference – Experience the Gulf Islands

Chair provided written response to be sent to John Hicks which will focus on short term items and to work closely with Souther Gulf Islands on economic development issues. Having strength of all gulf islands (including both Electoral Area Directors working together) with both Commissions having common voice would be beneficial.

MOVED by Commissioner Cunningham, **SECONDED** by Chair Martin,
That the Salt Spring Island Community Economic Development Commission supports the Salt Spring Island/Southern Gulf Islands New Service Review and Terms of Reference, subject to receiving grant funding.

CARRIED

5. New Business

There were no items.

6. Next Meeting: May 7, 2015

7. Motion to Close the Meeting

MOVED by Chair Martin, **SECONDED** by Commissioner Harkley,

That the Salt Spring Island Parks and Recreation Commission close the meeting in accordance with the *Community Charter* Part 4, Division 3, Section 90(1)(e) the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality.

CARRIED

The Commission closed the meeting at 4:52pm.

The Commission rose from the closed session at 5:17pm without report.

8. Adjournment

The meeting was adjourned at 5:17pm.

CHAIR

SENIOR MANAGER

Karla Campbell

From: Darryl Martin ·
Sent: Thursday, April 30, 2015 4:19 PM
To: Amber Ogilvie
Cc: directorssi; Elena Dunn; Karla Campbell
Subject: Re: ShopSaltSpringIsland

Thank you for the follow-up. In addition to the elements in your letter I believe you also mentioned the program would include mentoring/training in marketing, advertising, and customer retention for island businesses that need this.

By copy of this email I am asking administration to include this on our May 7 meeting agenda.

Darryl

Darryl Martin

On Apr 30, 2015, at 2:04 PM, Amber Ogilvie <aogilvie@gulfislandsdriftwood.com> wrote:

Hello Wayne and Darryl,

Thank you again for meeting with us about this exciting “ShopSaltSpringIsland” program. As you requested, I have attached the short presentation we went through this morning.

To reiterate our discussion this morning, we believe this program is a great opportunity for the CRD/EDC. We understand that the CRD/EDC's mandate is in part to help local businesses stay healthy and keep the community vibrant. This program has been created specifically to do that and will also aid in addressing other business issues identified in the EDC's research such as business mentoring, job creation and the retention of young people and families within the community.

We also believe this is an excellent opportunity for the CRD to partner with Driftwood to send a message to the community about what we are willing to do to be positive influences in our community.

As we mentioned WE are looking for partner sponsorships to provide monthly funding of \$1,000. We understand that you do have budget constraints and would be willing to work with you on this amount. This money is meant to help cover some of the various components of the program including but not limited to; the delivery of weekly messages being advertised in all our products (your logo would appear in all promo material) prizing for customer service winners, web content, and customer service resource material.

We look forward hearing back from you.

Regards,

Amber