



Making a difference...together

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held April 21, 2016, in the Portlock Park Meeting Room, 145 Vesuvius Bay Road, Salt
Spring Island, BC**

Present: **Director:** Wayne McIntyre
Commission Members: Darryl Martin (Chair), John Wellingham, Randy Cunningham, Holly MacDonald, Francine Carlin, Janice Harkley
Staff: Karla Campbell, Senior Manager, Tracey Shaver, Recording Secretary
Absent: Bruce Cameron, Commissioner Christine Grimes resigned

Chair Martin called the meeting to order at 4:00 pm

1. Approval of Agenda

MOVED by Commissioner Martin, **SECONDED** by Commissioner Carlin,
That the Salt Spring Island Economic Development Commission agenda of April 21, 2016
be approved with the following amendments; addition of Item 3.3 Salt Spring Island
Accommodation Group and Item 6.6 Chamber of Commerce; combining Item 6.1 with Item
3.3 for discussion; Moving discussion of Item 5.2 Community Economic Development
Coordinator and Website update to a Closed meeting.

CARRIED

2. Adoption of Minutes February 18, 2016

MOVED by Commissioner Wellington, **SECONDED** by Commissioner Cunningham,
That the Salt Spring Island Economic Development Commission minutes of February 18,
2016 be approved as submitted.

CARRIED

3. Delegation/Presentation

**3.1 Playing Field Presentation- Dan Ovington, Manager, Parks and Recreation
Commission.**

PARC Manager, Dan Ovington presented an overview of the status of the 181
Brinkworthy land acquisition project and a site plan from recent stakeholder input.

- All parking to be onsite
- NSSWD will allow one domestic hookup and ponds are planned for irrigation
- Offering one acre of land for agricultural use
- SD64 agreed to reinstate the girls/womens fast pitch diamond on the middle school field (hydro field)
- Staged process to eventually move all baseball to new complex and all soccer to Portlock.

3.2 Age Friendly Community – Janet Smith and Barbara Aust

A presentation was given on the current state of Salt Spring Island senior care resources which are already utilized to capacity and the projected increased needs for the next 20 years.

The goal is to promote more awareness of and creating rural age friendly communities. Communities that can support senior care at the various stages of need are family friendly and support economic development.

- Accessibility – indoor and outdoor
- Respect and inclusion
- Facilitate more in-home and progressive care housing

3.3 Salt Spring Accommodation Group

The local accommodation group presented a phased website project which would eventually see the majority of electronic reservations and island promotions controlled locally. The goal is to have a booking system which can collect data for marketing campaign purposes and see the booking commission charges stay in the community instead of going to large multinational companies. The proposal is for the CEDC to take on a new service for a tourism initiative for a Salt Spring only 'online booking' web based system. Currently the accommodation sector pays 15% of their online booking revenue to foreign companies to participate with Expedia, Booking.com, Trip Advisor, etc.

By investing in a Salt Spring Island online booking system the accommodation sector can join the service and be charged a commission to be payable to the CEDC service to fund the ongoing maintenance of the program and all residual revenue would be used to fund Salt Spring Island only tourism and destination marketing programs.

4. Director, Chair and Commissioner Reports

4.1 Chair's Report: No report

4.2 Director's Report: Director McIntyre expressed frustration with the management of North Salt Spring Water District's supply of water. The water connection moratorium was relaxed for some projects but not others. A CRD low cost housing project that has been in the planning stages for over three years was not approved. Director McIntyre will be following up with NSSWD for clarity on qualifying projects.

4.3 Commissioners: No report

5. Outstanding Business

5.1 Salt Spring In the City

Chair Martin confirmed that the Commissioners had already agreed in principal to fund the Salt Spring In the City event and are now ratifying this decision with a motion in a public meeting. The contract requires a status report by the end of June at which time a 25% hold back will be released.

MOVED by Commissioner Cunningham, **SECONDED** by Commissioner Martin,

That the Salt Spring Island Community Economic Development Commission enter into a fee for service agreement in the amount of \$3,000 with Salt in the City specifically for the purpose of marketing the Saturday Market and Salt Spring Island as a destination, and for promoting the overall goals of the Salt Spring Island Community Economic Development Commission.

CARRIED

5.2 Item moved to closed meeting under agenda Item 7

5.3 Tour des Iles and Walking Festival

Chair Martin reported that the organizers of the Tour de Iles have formed a not for profit society with the goal of formalizing a budget, action plan, and securing funding for future events.

The Walking festival is well supported by volunteers and set to be an annual event in the Fall.

6. New Business

6.1 Salt Spring Accommodation Group tourism proposal for a Salt Spring Island Online Reservation System.

Further consideration will be discussed at the next meeting.

6.2 SGI CEDC Integrated Service Review-Scope

MOVED by Commissioner Martin, **SECONDED** by Commissioner MacDonald, That Salt Spring Island Community Economic Development Commission reviewed the Integrated Service Review Scope and makes the following recommendations:

1. The community bus pilots on SGI should proceed right away, so there is no need to delay them by including in this broad scope study;
2. The study should include collecting financial information needed for a water transport business plan;
3. Request for Proposal should not prescribe consultation methodology. For example consultation meetings with a very large numbers may not be the best way to find a solution;
4. Regarding the issue of how best to structure Capital Regional District (CRD) for economic development, we suspect existing CRD staff are capable developing a recommendation without an outside consultant; and
5. Consider incorporating inter-island transport of goods to support trade and local island business.

CARRIED

6.3 Treehouse presentation to Transportation Commission

Chair Martin requests that the EDC Commissioners consider supporting the Transportation Commission to obtain a Licence of Occupation from the Ministry of Transportation in an effort to control the area around the Treehouse that the Harbour Authority is trying to turn into an

access road. The Treehouse has been an economic draw for many years. Chair Martin plans to attend the next Transportation meeting on May 24, 2016.

6.4 BC Rural Dividend Grant Program

Salt Spring Island does not qualify because communities within Metro Vancouver and the Capital Regional District have been excluded. CRD Staff recommend identifying a list of projects that are ready to start as soon as funding can be identified. Staff suggest using projects that identify with CRD Strategic plans such as Climate Action Lens.

The EDC commission is proposing to request an “exception” as an island community with employment barriers and suggests a “Rural Accelerator” concept.

6.5 CEDC-Team Vision-Mission-Strategic Priorities for 2016-17

The commission members developed the frame work to guide the implementation of the masterplan by defining the purpose and mission of the Commission.

Three Strategic Priorities are identified:

- Create “Rural Accelerator”
- Communication Plan
- Restart Community Capacity Building

MOVED by Commissioner Carlin, **SECONDED** by Commissioner MacDonald,

That the Salt Spring Island Economic Development Commission adopts the “Team Vision-Our Purpose” to advocate for the economic enhancement and the economic diversity of Salt Spring Island. Our goal is to strengthen and unify all sectors of our community so that our shared value of thriving within a protected rural environment is realized.

CARRIED

6.6 Chamber of Commerce

Chair Martin requested that the CEDC purchase a membership in the Salt Spring Island Chamber of Commerce.

MOVED by Commissioner Wellingham, **SECONDED** by Commissioner Cunningham,

That the Salt Spring Island Community Economic Development Commission join the membership of the Salt Spring Island Chamber of Commerce with an annual membership fee not to exceed the amount of \$250 pending confirmation that there is no potential for conflict of interest.

CARRIED

7. Motion to Close Meeting

MOVED by Commissioner Cunningham, **SECONDED** by Commissioner MacDonald

That the Salt Spring Island Community Economic Development Commission Close the Meeting at 5:45 PM in accordance with the *Community Charter* Part 4, Division 3, Section 90 (1) (a) personal information about an identifiable individual who holds or is being considered for a position as an officer, employee or agent of the municipality or another position appointed by the municipality;

CARRIED

The Commission closed the meeting at 5:45 pm

The Commission returned from the closed meeting with report at 6:10 pm

8. Rise and Report

MOVED by Commissioner Cunningham, **SECONDED** by Commissioner MacDonald
Community Economic Development Coordinator and Website Contracts

That the Salt Spring Island Economic Development Commission procure the development of project plans defined as economic development coordination in the amount of \$1,500; and that staff will prepare contracts based on these plans up to the budgeted amount of \$24,000.

CARRIED

9. Next meeting May 19, 2016 from 4-6 pm at the Portlock Portable.

Bring forward agenda items identified for next meeting: Discussion of the three delegation presentations. Commission requests to review quarterly budget statements.

10. Adjournment

MOVED by Director McIntyre, **SECONDED** by Commissioner Cunningham,
That the meeting be adjourned at 6:15 pm.

CARRIED

CHAIR

SENIOR MANAGER