



Making a difference...together

**SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION**

Notice of Meeting on **Thursday, September 15, 2016 at 4:00PM**  
Portlock Park Portable, 145 Vesuvius Bay Rd, Salt Spring Island, BC

Wayne McIntyre  
Janice Harkley

Darryl Martin  
Francine Carlin

Bruce Cameron  
Holly MacDonald

Randy Cunningham  
Curt Firestone  
(r) regrets

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**AGENDA**

**1. Approval of Agenda**

**2. Adoption of Minutes of June 16, 2016**

**3. Delegation/Presentation**

**3.1 Salt Spring In The City re: Report of 2016 Event**

**3.2 Dragonfly Commons re: Affordable Workforce Housing**

**4. Director, Chair and Commissioner Reports**

**5. Outstanding Business**

**5.1 Salt Spring In The City – Release of Hold Back**

That the Salt Spring Island Community Economic Development Commission receive the report from the 2016 Salt Spring In The City event as the final obligation of a fee for service contract and authorize staff the release the 25 % hold back in the amount of \$ \_\_\_\_ .

**5.2 SSI Accommodation Group Website Online Booking System-Progress Report**

**5.3 Solid Waste in Ganges Village- Status Update**

**6. New Business**

**6.1 2017 Salt Spring Island Community Economic Development Operating Budget**

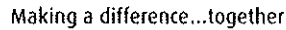
That the Salt Spring Island Economic Development Commission recommend to the Capital Regional District Board approval of the 2017 Operating budget for the Salt Spring Island Community Economic Development Commission as presented.

**7. Next Meeting – October 20, 2016 Portlock Park Meeting Room from 4:00 to 6:00 pm**

**8. Adjournment**

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



**DRAFT**

EXEC-1295039085-1003

#### **4.2 Chair's Report**

Chair Martin reported that he was impressed by the planning done in Europe regarding tourism and events related to 500 year old buildings which continue to collect admission fees.

K. Campbell returns to the room 4:16 pm

### **5. Outstanding Business**

#### **5.1 Rural Dividend Application and Rural Accelerator**

Request to be included as an exception in this grant program was prepared by Commissioners MacDonald and Martin. Approval was granted to submit an application in the next session and deadlines are to be determined.

Director McIntyre reported that a request will be made at the next UBCM to restructure Salt Spring Island from the current "urban" designation as part of the CRD to a "rural" designation.

#### **5.2 2016 Final Budget and 2017 Preparation Timeline**

Commissioners to meet and prepare a budget submission for 2017. A budget meeting to be held in September will approve a draft budget for preliminary review by the CRD Board. Additional review and changes occur until November and then a final budget is approved in March of 2017 for all of the services under the CRD Board.

#### **5.3 Salt Spring Accommodation Group – Website Online Booking System-Progress Report**

Director McIntyre leaves the room at 4:45 pm

Senior Manager Campbell has requested information from the Province as to whether or not a local government can establish and run a service such as accommodation booking under the Economic Development Commission. It is anticipated, that under a new bylaw the revenue collected would offset administration costs with any additional remaining funds going directly into a Destination Marketing Operation (DMO) for the entire community.

Chair Martin to lead a subcommittee by June 30, 2016 to investigate a business plan which further examines the cost vs revenue potential and the actual interest level of the local accommodations group to participate in a CRD facilitated service.

Director McIntyre returns to the room at 4:50 pm.

#### **5.4 Tour Des Isles**

Commissioner Firestone is a participant in the newly created Salish Sea Intra Island Society which hosts the Tour Des Isles. Membership (\$20 adult, free for children under 12) in the society is required to participate in the event which runs June 24, 25, 26.

### **6. New Business**

#### **6.1 Solid Waste in Ganges Village-Progress Report and Next Steps**

The Economic Development Commission would like to determine if there are business opportunities which could be supported through the Rural Incubator program regarding solid waste management for the downtown Ganges Village. An information session will be set up in September with stakeholders to determine key challenges and any potential Salt Spring

Island solutions. This effort will be led by Commissioner Cameron and EDC coordinator Darlene Gage.

## **6.2 Island Trust Referrals**

### **a. Bylaw 488 New Definition-General Employment**

**MOVED** by Commissioner Cunningham, **SECONDED** by Commissioner Cameron. That the Salt Spring Island Community Economic Development Commission recommends approval of the amendments proposed in Bylaw number 488 on the condition that proposed GE3 designations are revaluated to strategically group industrial areas.

**CARRIED**

### **b. Bylaw 489 Industrial Zoning-General Employment**

**MOVED** by Commissioner Cunningham, **SECONDED** by Commissioner Cameron, That the Salt Spring Island Community Economic Development Commission recommends approval of the amendments proposed in Bylaw number 489 on the condition that proposed GE3 designations be revaluated to strategically group industrial areas.

**CARRIED**

D. Ovington leaves the meeting at 5:40 pm

### **c. Bylaw 490 Waste Management Facilities**

**MOVED** by Commissioner Martin, **SECONDED** by Commissioner Wellingham, That the Salt Spring Island Community Economic Development Commission recommends approval of the amendments proposed in Bylaw number 490 as submitted.

**CARRIED**

### **d. Bylaw 491 Rezone Area for Ganges Harbour Boardwalk**

**MOVED** by Director McIntyre, **SECONDED** by Commissioner Wellingham, That the Salt Spring Island Community Economic Development Commission recommends approval of Bylaw 491 to rezone several water front properties in anticipation of completing a water front boardwalk as a community amenity.

**CARRIED**

### **e. Bylaw 492 Technical Land Use Bylaw Update**

**MOVED** by Commissioner Cunningham, **SECONDED** by Commissioner Martin, That the Salt Spring Island Community Economic Development Commission recommends approval of the amendments proposed in Bylaw 492 which alters the technical terminology to reflect the intended purpose and current legislation.

**CARRIED**

## **6.3 SSIWPA – EDC participation**

The Economic Development Commission discussed the importance of overall ground water supply on Salt Spring Island and the effect current water restrictions are having on the community at large. Interest was expressed for the EDC to be a stakeholder participant in the new purpose/direction that SSIWPA is taking to study water conservation and efficiency.

**MOVED** by Commissioner Wellingham, **SECONDED** by Commissioner Carlin,  
That the Salt Spring Island Community Economic Development Commission (CEDC) will  
request SSIWPA through our CRD director to consider including a CEDC commissioner  
with an alternate to participate in the Integrated Water Management Planning process.

**CARRIED**

#### **6.4 Housing-Hospitality Workers**

The Commission discussed a growing concern for a lack of housing options on island for  
seasonal workers and families. A solution to the economic barrier of affordable housing  
will be formally addressed by subcommittee. Research will be assigned to the EDC  
Coordinator for a subcommittee to consider in relation to the Rural Incubator.

**MOVED** by Commissioner Carlin, **SECONDED** by Commissioner Cameron,  
That the Economic Development Coordinator will research how similar small destination  
communities approach affordable housing for seasonal workers.

**CARRIED**

#### **7. Next meeting September 15, 2016 Portlock Park Meeting Room at 4 pm.**

Meetings during the month of July and August are at the discretion of the Chair.

#### **8. Adjournment**

**MOVED** By Commissioner Wellingham, **SECONDED** by Commissioner Firestone,  
That the meeting adjourn at 6:00 pm

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**CHAIR**

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**SENIOR MANAGER**



### Report for the CEDC

### Marketing and promoting Salt Spring and its Artisans in Vancouver through Salt Spring in the City 2016

In the third year of Salt Spring in the City, the show again brought just over 2,000 people through the doors during its two and a half day run in Vancouver (Fri 4th March - Sun 6th March).

This year, we hired a local Salt Spring Island publicist, Deidre Rowland, to extend our publicity and promotional reach.



## **Media Hits for Salt Spring in the City for 2016:**

Vancouver Sun: What's On Best Picks for the Week

<http://www.vancouversun.com/entertainment/what+festival+bois+heart+difranco+more/11757383/story.html>

Vancouver Sun: Listing

[http://www.vancouversun.com/technology/Salt+Spring+City+corals+artisans+from+Gulf+Island+into+Heritage+Hall+Main+Street+March/11757394/story.html?\\_lsa=8226-cb8e](http://www.vancouversun.com/technology/Salt+Spring+City+corals+artisans+from+Gulf+Island+into+Heritage+Hall+Main+Street+March/11757394/story.html?_lsa=8226-cb8e)

Vancouver Province: (same as above)

<http://www.theprovince.com/technology/Salt+Spring+City+corals+artisans+from+Gulf+Island+into+Heritage+Hall+Main+Street+March/11757394/story.html>

Canada.com: wire press Salt Spring in the City:

<http://www.canada.com/technology/Salt+Spring+City+corals+artisans+from+Gulf+Island+into+Heritage+Hall+Main+Street+March/11757394/story.html>

Vancouver Observer: Salt Spring in the City Pops Up on Main Street

[http://www.vancouverobserver.com/life/salt-spring-city-pops-main-street?utm\\_source=&utm\\_medium=&utm\\_campaign=](http://www.vancouverobserver.com/life/salt-spring-city-pops-main-street?utm_source=&utm_medium=&utm_campaign=)

Georgia Straight: Artisan Feature Mash-up Story and image gallery

<http://www.straight.com/life/651731/salt-spring-city-brings-island-style-vancouver>

Georgia Straight: 25 things to do in Metro Vancouver on March 4

<http://www.straight.com/blog/651526/25-things-do-metro-vancouver-friday-march-4>

Georgia Straight: Design story – Handmade Pillows by Quilted Prince

<http://www.straight.com/life/652366/crib-sheet-handmade-pillows-quilted-prince-radiate-quaint-island-charm>

VanCity Buzz: 16 Vancouver food events worth checking out this March

<http://www.vancitybuzz.com/2016/02/march-food-events-vancouver/>

VanCity Buzz: 5 Things to do in Vancouver today March 4:

<http://www.vancitybuzz.com/2016/03/5-things-to-do-in-vancouver-today-friday-march-4/>

Eat Magazine: March issue – Salt Spring in the City goes for a third year running

Gulf Islands Driftwood:

<http://gulfislandsdriftwood.com/lifestyles/ssi-beguiles-vancouver/#.Vtid3ymGRpl>

## **Radio Spots:**

CKNW Radio: Best and the Foodiest: features Salt Spring in the City pairings:

<https://soundcloud.com/richardwolak/the-best-and-the-foodiest-on-march-1-2016>

RoundHouse Radio:

<http://www.roundhouseradio.com/news/2016/03/05/craft-fair-brings-salt-spring-island-style-to-vancouver>

CBC Radio: North by North West aired on Saturday, March 5: interview with Ella Kinlock of Make Cheese, one of the food vendors in the show.

## **Blog Posts:**

Vancouver Foodster: Blog Post

<http://vancouverfoodster.com/2016/03/01/salt-spring-in-the-city-march-4-6/?platform=hootsuite>

UpperCase Magazine: Blog Post

<http://uppercasemagazine.com/blog/2016/3/2/vancouver-event-salt-spring-in-the-city#.Vtb9vJMrJE8=>

Miss 604: Blog Post

<http://www.miss604.com/2016/02/salt-spring-in-the-city-2016.html>

30 Day Adventures: Blog Post

<http://30dayadventures.ca/salt-spring-in-the-city/>



Goodlife Vancouver: What's Good For March

<http://goodlifevancouver.com/whats-good-for-march/>

Cooking By Laptop:

<http://cookingbylaptop.com/salt-spring-in-the-city/>

ChantalIreland.com: Salt Spring in the City Blog Post

<http://chantalireland.com/articles//salt-spring-in-the-city>

YoYoMama: Fun Family Things to do in Vancouver in March:

<http://www.yoyomama.ca/march-in-vancouver-2016/>

## **More:**

Georgia Straight:

<http://www.straight.com/listings/events/613226-0>

24 Hours Vancouver:

<http://vancouver.24hrs.ca/events/1440425>

24/604 What's Happening in Vancouver:

<http://24604.tv/2016/03/whats-happening-march-2016/>

InsideVancouver.ca:

<http://www.insidevancouver.ca/2016/03/03/things-to-do-in-vancouver-this-weekend-128/>

The Peak Radio:

<http://www.thepeak.fm/Events/Details.aspx?EventID=207814>

The Salt Spring Exchange:

<http://saltspringexchange.com/2016/02/29/salt-spring-in-the-city-hits-vancouver/>

Tourism Vancouver Island:

<https://www.facebook.com/vancouverisland.travel/posts/10153488113090292>

Salt Spring Market.com:

<http://saltspringmarket.com/salt-spring-island-event/salt-spring-city/>

Salt Spring Coffee: A Taste of Salt Spring in the City:

<http://www.saltspringcoffee.com/community/tasting-salt-spring-in-the-city/>

All Events in Vancouver:

<https://allevents.in/vancouver/salt-spring-in-the-city-vancouver-march-4-6-2016/976931092360753#>

BC Buy Local:

<http://bcbuylocal.com/event/salt-spring-in-the-city-3/>

Bored in Vancouver: 7 Super Things to do this weekend in Vancouver:

<http://boredinvancouver.com/weekend-in-vancouver-march-2016/>

Cooking By Laptop: Post Event Blog post:

<http://cookingbylaptop.com/meyer-lemon-jam-bars/>

The Peak Radio:

<http://www.thepeak.fm/Events/Details.aspx?EventID=207814>

## **Social Media:**

### **Salt Spring in the City**

- Facebook page with over 1500 followers

<https://www.facebook.com/saltspringinthecity/>

- Instagram page with over 490 followers

<https://www.instagram.com/ssinthecity/>

- emailing list with over 500 subscribers

### **Salt Spring Tourism**

An emailer invite with a \$1 off admission was sent out over 3500 people

## **Contests organised with our media partners**

### **The Peak Radio Getaway to Salt Spring**

#### **The prize package included:**

- ◊ 2 nights at **Stone House B&B** (value is up to \$1120)
- ◊ Round Trip **Salt Spring Air** Seaplane for 2 (value is \$500)
- ◊ Spa Treatment for Two at **Solace Organic Spa** two 1 hr massages followed by Spa Ritual (value is \$310)
- ◊ **Salt Spring Car rental** Scooters for a day or car two days value \$230)
- ◊ **Lunch** at the **Salt Spring Cheesery**, including a tour, wine and lunch for two \$100
- ◊ **Salt Spring Wild Cider** visit to the Cidery and a tasting flight for two. \$50

[saltspringinthecity.com](http://saltspringinthecity.com)

**Bed and Breakfast:** <http://www.saltspringstonehouse.com>

**Flight:** <http://www.saltspringair.com>

**Spa:** <http://www.solaceorganicspa.com>

**Scooter Rental:** <http://www.saltspringcarrental.com>

**Lunch:** <http://www.saltspringcheese.com>

**Cider Tour and Tasting:** <http://www.saltspringwildcider.com>

worth over \$2000!

### **Georgia Straight Getaway to Salt Spring Island**

- ◊ **BC FERRIES** Ferry passes round Trip \$163.60
- ◊ Camping for 3 nights at **Garden Faire Campground** \$75
- ◊ Weaving workshop at **Saori** \$110

- **Sea Change** Cedar Salmon box \$40
- breakfast for 2, bamboo t-shirts, granola from **Barb's Bakery & Bistro** \$100
- **Zandra Stratford** 10 x10 painting \$175
- **Monsoon Coast** Butter Chicken Box \$20
- **Hart + Stone** gold filled Nova studs \$48
- **2 Sisters** Kitten teddy bear \$25

for a total of over \$700!

## **Miss 604**

We'd partnered up with Miss 604 again for another amazing giveaway

A \$200 prize pack giveaway.

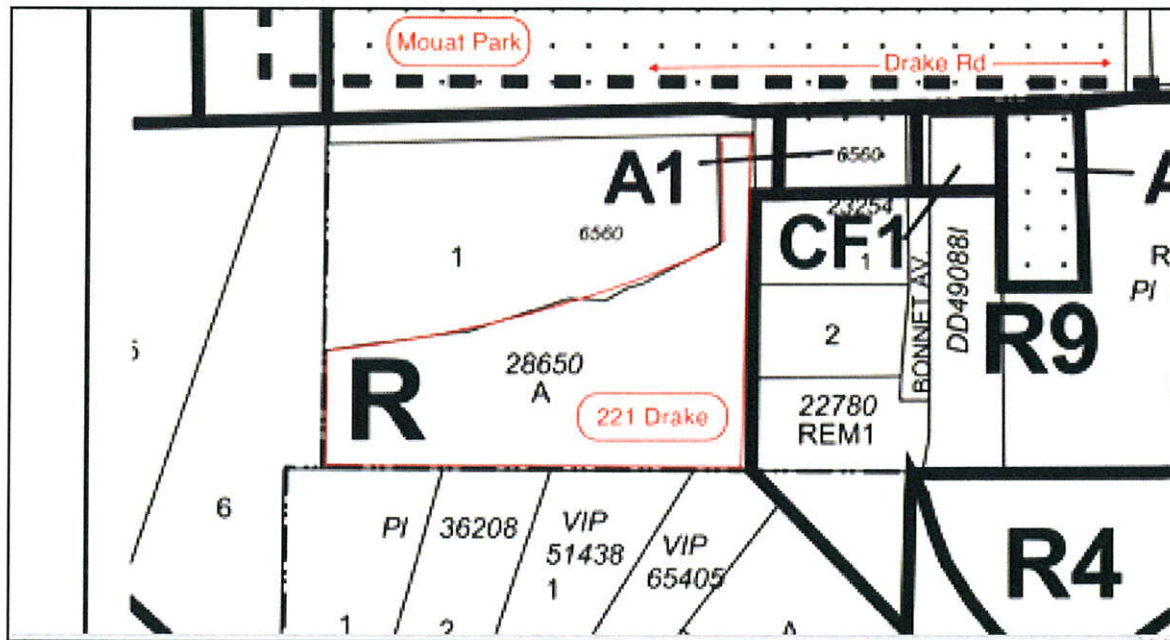
The prize included:

- Salt Spring Kitchen Company, Small Batch Jams
- Heavy Meadow, Piece of Hand-cut Jewelry
- Salt Spring Tweed, Upcycled Small Bag
- End of Her Rope, Original Hair Band
- Salt Spring Screen Print, Custom designed Tea Towel set of 3
- Julie Mackinnon Ceramics, Handmade Mug
- Moonshine Mama's Elixirs & Tonics, Sample pack of 3

## 221 DRAKE ROAD, SALT SPRING ISLAND

This is a proposed 20 to 30 unit micro-housing development intended to address the need for affordable workforce housing on Salt Spring Island.

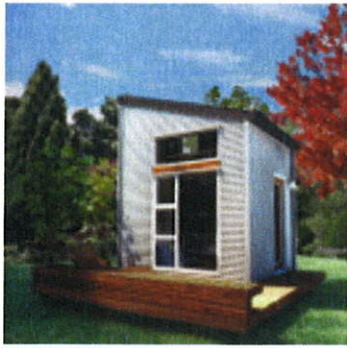
The property is a 10.53 acre parcel near the end of Drake Rd, past the Lion's. It is undeveloped and offers easy walking access into Ganges through Mouat Park.



The aim is to develop the property as a bare-land strata with services and facilities (water, septic, hydro, parking, community building) then to sell the lots at a below-market price of under \$50,000 - with a limited number of lots owned by non-profit organizations for rental purposes. The price of the lots will be dependent on the development costs and the number of lots. A mechanism will be put in place to maintain long-term affordability of the lots.

Potential purchasers will be pre-qualified utilizing a "means test". Assuming greater demand than lots available, the lots will be allocated by means of a lottery. A waiting list will be kept for resales and will operate on the basis of right-of-first-refusal. For future transactions, the home will be sold to the next person on the list. The value of the home will be established by an appraisal process. The lots will accommodate homes of up to 500 square feet.



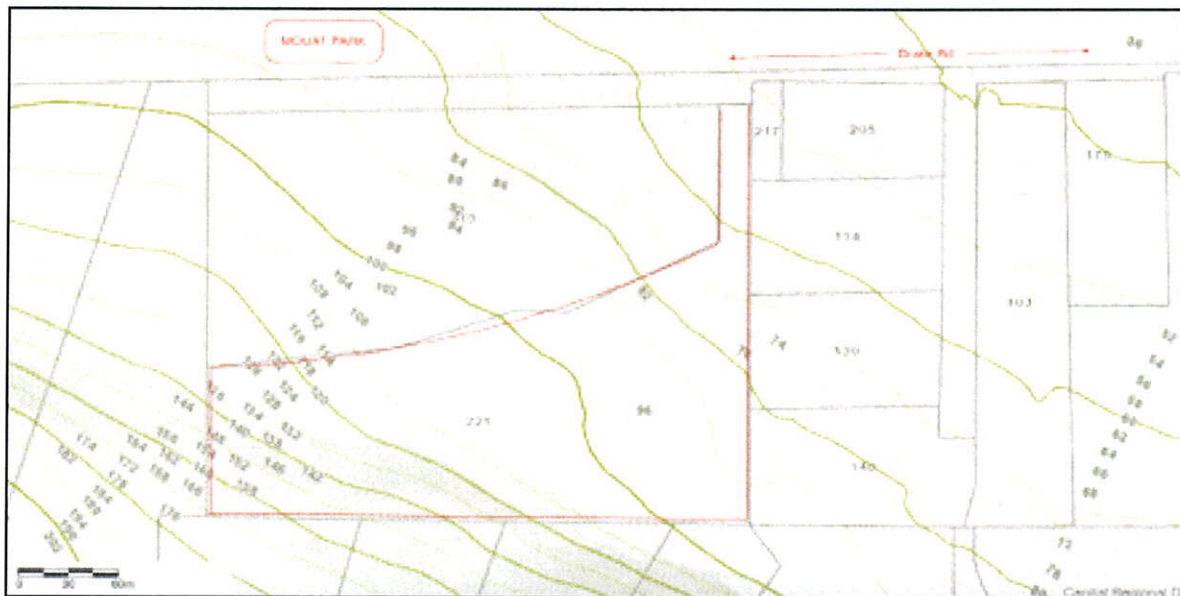


One option for affordable homes is provided by Nomad which allows for homes that are anywhere between 170 - 500 square feet. They also have an excellent price point from \$34,000 - \$74,000 – including taxes, transportation and assembly. <http://nomadmicrohomes.com/index.html>

Other micro-home building options are being explored.

The Steering Committee is composed of Fernando and Tami dos Santos, Kisae Petersen, Chas Belknap, Jane Patterson and Tom Mitchell.

For more information contact Fernando at \_\_\_\_\_ or \_\_\_\_\_





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**REPORT TO SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT  
COMMISSION MEETING OF THURSDAY, SEPTEMBER 15, 2016**

**Item 6.1**

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**SUBJECT     2017 SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT  
OPERATING BUDGET**

**ISSUE**

This report provides the estimated actual for the 2016 budget and a synopsis of the 2017-2021 budget, highlighting significant operational expenditures and revenues.

**BACKGROUND**

2016 Estimated to Actual Revenue and Operating Expenditures:

The Economic Development budget is anticipated to be **\$23,000 under budget** due to the following:

- Budget for program development has remaining balance of \$33,550 as of August 31, 2016. The two economic development coordinator contracts have been transferred from the operating budget to a project cost centre to ensure the funds are encumbered for these commitments.
- Operating expenses are estimated to be as follows:
  - Project Costs (Program Development) (\$29,700) for Salt Spring In the City, and economic development coordinators.
  - Contract for Services (\$1,264) for the desalination feasibility and redesign of the sustainableislands.ca website
  - Advertising (\$1,030)
  - Insurance (\$201)
  - Planning and meeting expenses (\$0)
  - Allocations (\$4,950)
  - Supplies (\$63)
- Recommend funds be set aside for the website development which is estimated to be \$10,000 pending further details.

2017 - 2021 Operating and Revenue Budget

The five year operating budget anticipates a **\$23,000 surplus carry forward** which may be used to offset operating costs in 2017; however, it is recommended the Commission consider setting these funds aside in an operating reserve to fund other projects as outlined in the strategic plan.

The proposed budget continues as anticipated from the annual five year financial plan to increase the annual tax requisition by \$10,000 in 2017 resulting in a 50% increase over the prior year requisition and subsequent increase in 2018 to a maximum of \$35,000. In each year the total increase in the tax requisition is added to project costs (program development).

**RECOMMENDATION**

That the Salt Spring Island Economic Development Commission recommend to the Capital Regional District Board approval of the 2017 Operating budget for the Salt Spring Island Community Economic Development Commission as presented.

  
\_\_\_\_\_  
Karla Campbell, Senior Manager  
Salt Spring Island Electoral Area

KC:ts

Attachment: 2017-2021 SSI Economic Development Operating Budget

# **CAPITAL REGIONAL DISTRICT**

## **2017 Budget**

### **SSI Economic Development**

#### **Committee Review**

Compiled and Presented by CRD Finance

October 2016

**Service:** 1.124 SSI Economic Development

**Committee:** Electoral Area Services

**DEFINITION:**

Economic Development Commission Establishing Bylaw No. 3727, with authority to offer an economic development service under Section 774.2 of the Local Government Act.

**SERVICE DESCRIPTION:**

To promote, provide information and assist local service agencies with economic development initiatives.

**PARTICIPATION:**

Levy on basis of converted hospital assessed value of land and improvements for the Electoral Area of Salt Spring Island.

**MAXIMUM LEVY:**

\$0.063/\$1,000 assessed value \$189,674

**COMMISSION:**

Not less than 7 and no more than 9 members.

**FUNDING:**

Requisition



SSI ECONOMIC DEVELOPMENT	2016 BOARD BUDGET		BUDGET REQUEST				FUTURE PROJECTIONS			
	2016 BOARD BUDGET	2016 ESTIMATED ACTUAL	2017 CORE BUDGET	2017 ONGOING	2017 ONE-TIME	2017 TOTAL	2018	2019	2020	2021
OPERATING COSTS:	-	1,260	-	-	-	-	-	-	-	-
	64,300	63,540	22,300	-	-	22,300	27,200	27,100	27,000	26,830
	4,950	4,950	4,930	-	-	4,930	5,030	5,130	5,230	5,330
	2,050	1,550	3,300	-	-	3,300	3,310	3,320	3,330	3,400
	71,300	71,300	30,530	-	-	30,530	35,540	35,550	35,560	35,560
*Percentage Increase						-57.2%	16.4%	0.0%	0.0%	0.0%
FUNDING SOURCES (REVENUE)	-	-	-	-	-	-	-	-	-	-
	(50,780)	(50,780)	(20)	-	-	(20)	(20)	(20)	(20)	(20)
	(500)	(500)	(510)	-	-	(510)	(520)	(530)	(540)	(540)
	(51,300)	(51,300)	(530)	-	-	(530)	(540)	(550)	(560)	(560)
	(20,000)	(20,000)	(30,000)	-	-	(30,000)	(35,000)	(35,000)	(35,000)	(35,000)
*Percentage increase over prior year requisition						50.0%	16.7%	0.0%	0.0%	0.0%