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**Minutes of the Regular Meeting of the  
Salt Spring Island Community Economic Development Commission  
Held Thursday February 16, 2017 in the Portlock Park Meeting Room, 145 Vesuvius Bay  
Road, Salt Spring Island, BC**

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**Present:** **CRD Director:** Wayne McIntyre  
**Commission Members:** Darryl Martin (Chair), Randy Cunningham, Holly MacDonald, Francine Carlin, Curt Firestone (via Skype), Janice Harkley, Bruce Cameron, Laura Patrick.  
**Staff:** Karla Campbell, Senior Manager, Salt Spring Island Electoral Area;  
Recording Secretary Tracey Shaver

Chair Martin called the meeting to order at 4:01 pm. Brief introduction of new commission member Laura Patrick.

**1. Approval of Agenda**

**MOVED** by Commissioner Cunningham, **SECONDED** by Commissioner Carlin,  
That the Salt Spring Island Economic Development Commission agenda of February 16,  
2017 be approved with the addition of a revised budget update sheet for item 6.1

**CARRIED**

**2. Adoption of Minutes**

**2.1 MOVED** by Commissioner Cameron, **SECONDED** by Commissioner Cunningham,  
That the minutes of the Salt Spring Island Community Economic Development  
Commission dated January 12, 2017 and January 19, 2017 be adopted as  
circulated.

**CARRIED**

**3. Delegation/Presentation**

**3.1 Experience the Gulf Islands (ETGI) - Ed Andrusiak**

Mr. Andrusiak provided back ground information on the development of the  
“Concept Plan” for Experience the Gulf Islands and requested endorsement of the  
plan be provided to the Capital Regional Board. Experience the Gulf Islands is  
an inter-island community tourism initiative for the Southern Gulf Islands to  
develop, coordinate and promote experiences for residents and visitors to the  
area. The project is enhanced by recent efforts to improve water transportation  
between the islands.

First steps towards implementation of the plan: determine oversite committee  
structure, hire a coordinator, provide an inclusive community events calendar, and  
build on the creation of “experiences” during the shoulder season.

**MOVED** by Commissioner Carlin, **SECONDED** by Commissioner Cunningham,  
That the Salt Spring Island Community Economic Development Commission defer  
comments and or endorsement of the ETGI Concept Plan to the next regularly  
scheduled public meeting on March 16, 2017.

**CARRIED**

### **3.2 2017 Salt Spring National Art Prize - Ronald Crawford**

Mr. Crawford provided background on the goals and events planned for the second Salt Spring National Art Prize (2017) which will be held later this year starting mid Sept. \$5,000 in funding is requested to further electronic promotions which attract visitors to participate in art events throughout Salt Spring Island.

- The first run 2015 Salt Spring National Art Prize was promoted to target interest for submissions of work from National Artists.
- The 2017 event promotion is targeting at art tourism and attempting to attract over 2,000 visitors during the shoulder season.
- Donor recognition is suggested to be at a “partner level” which will allow the CEDC to customize a profile page to promote the new web site [www.opportunitysaltspring.ca](http://www.opportunitysaltspring.ca).

### **3.3 Event Canada 150- Janet Clouston, Chamber of Commerce**

Li Read provided information on Janet Clouston’s behalf. The Chamber will partner with the CRD to apply for a grant through the SSI Foundation for a portion of the Community Fund for Canada’s 150<sup>th</sup> Celebrations.

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

### **4.1 Director McIntyre** briefly reported on:

- CRD taking actions to support protection of the Salish Sea.
- CRD Governance Committee is seeking enhanced web streaming of meetings to increase quality, access and transparency.
- Electoral Area Service Committee is recommending to the CRD Board to allow approval of electronic participation in meetings under specific guidelines.
- Providing a letter of support to Destination BC for the Chamber.
- Attended SSI Digital networking event.
- Regional Parks holding an open house meeting here on March 9<sup>th</sup> regarding Gulf Islands Regional Trails Plan.
- Steering Committee for Ganges Harbour Walk seeking project manager and public member at large to participate in process.

### **4.2 Chair Martin** briefly discussed a tourism related meeting he participated in today.

### **4.3 Driftwood Article**

Commissioner Cunningham provided clarification on a statement in a recent Driftwood article which suggested that the CEDC supports a Saturday free bus day on the Fulford route. This topic was mentioned during a Destination Development round table meeting as an “idea exchange” and not related to the CEDC.

**4.4 Rural Accelerator**

Commissioner MacDonald referred to written report submitted in the agenda addendum.

**4.5 Website**

Commissioner Carlin briefly reported on the progress of the website and referred to the written report submitted in the agenda addendum.

Further discussion on a formal request to provide additional funding towards the completion of the website project. Budget constraints reviewed.

**MOVED** by Commissioner Carlin, **SECONDED** by Commissioner Cameron, That the Salt Spring Island Community Economic Development Commission designate \$1,987.50 of project funds towards the work itemized by C Me Communications on February 14, 2017 to complete contracted work on the [www.opportunitiesaltspring.ca](http://www.opportunitiesaltspring.ca) website.

**CARRIED**

**4.6 Tour de Iles (via Skype)**

Commissioner Firestone referred to written report submitted in the agenda addendum. Fundraising event being scheduled for early May at Moby's.

**4.7 Canada 150 Flowers Campaign**

Commissioner Harkely referred to written report submitted in the agenda addendum and item 6.3 for discussion.

**5. Outstanding Business**

None to report

**6. New Business**

**6.1 2017 Budget Update**

Senior Manager Campbell provided an update on the budget.

**6.2 Marketing and Promotion of the 2017 Salt Spring National Art Prize**

- Clarification of Mandate: fund new projects "incubate"; does this set precedent that we continue to fund same events
- Several years to establish event; designate how long to support
- Can we ask for added benefit vs donor recognition (information surveys)
- Event growth - using ArtSpring and galleries to further display local art community
- First event \$ was towards art submissions; this is for attracting visitors
- Clarity wording on motion "fund marketing to tourist here; target measurable outcome 2,000 visitors, stimulate business in shoulder season, report back"

- Limited resources
- Need decision making matrix; establish boundaries for consistent decision making process

**MOVED** by Commissioner Firestone, **SECONDED** by Commissioner Cameron,  
That the Salt Spring Island Community Economic Development Commission  
approve \$5,000 for a Fee for Service Contract with the Salt Spring Arts Council for  
the 2017 Salt Spring National Art Prize; for social media communications, tourism,  
travel promotion, and media package.

**CARRIED**

**6.3 Canada 150 Flowers Endorsement**

Brief discussion on how to maximize grant amounts for Canada 150 community  
events.

**MOVED** by Commissioner Cunningham, **SECONDED** by Commissioner  
MacDonald,  
That the Salt Spring Island Community Economic Development Commission  
endorse the concept of “Flower Power”; and further supports the Capital Regional  
District applying for a grant through the SSI Foundation for a portion of the  
Community Fund set up for Canada’s 150<sup>th</sup> Celebrations.

**CARRIED**

**6.4 CRD Respectful Workplace Policy**

The CEDC acknowledges receipt and review of the CRD Respectful Workplace  
Policy.

**7. Motion to Close the meeting**

**MOVED** Commissioner Cunningham, **SECONDED** by Commissioner Carlin,  
That the Salt Spring Island Economic Development Commission close the meeting in  
accordance with the Community Charter Part 4, Division 3, Section 90 (1):

(k) negotiations and related discussions respecting the proposed provision of a municipal  
service that are at their preliminary stages and that, in the view of the council, could  
reasonably be expected to harm the interests of the municipality if they were held in public;

The Commission closed the meeting at 5:55 pm.

The Commission returned from the closed meeting without report at 6:10 pm.

**8. Rise and Report- None**

**9. Next meeting**

March 16, 2017 at Portlock Park Meeting Room at 4 pm.

10. **Adjournment**

**MOVED** By Commissioner Cunningham, **SECONDED** by Commissioner Carlin,  
That the meeting adjourn at 6:12 pm.

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**CHAIR**

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**SENIOR MANAGER**