



Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

Notice of Meeting on **Thursday, April 20, 2017 at 4:00 PM**

Portlock Park Portable, 145 Vesuvius Bay Rd, Salt Spring Island, BC

Wayne McIntyre
Janice Harkley
Laura Patrick

Darryl Martin
Francine Carlin

Bruce Cameron
Holly MacDonald

Randy Cunningham
Curt Firestone
(r) regrets

AGENDA

- 1. Approval of Agenda**
- 2. Adoption of Minutes of March 16, 2017**
- 3. Delegation/Presentation**
 - 3.1 Kees Ruurs – Salt Spring Foundation – Vital Signs Project**
- 4. Director, Chair and Commissioner Reports**
- 5. Outstanding Business**
 - 5.1 2017 SSI Economic Development Budget**
 - 5.2 Small Business BC- Webinar Partner Program**
re: to consider administration of partner revenue & discount
 - 5.3**
- 6. New Business**
 - 6.1 Web-based content marketing and social media**

That a contract extension for web-based ongoing marketing content creation, editing, collaboration, tracking analytics and social media be entered into with C ME Communications for the period May 15, 2017 to December 31, 2017 up to a maximum of \$6100.
 - 6.2 Worker Housing Shortage**
 - 6.3**
- 7. Next Meeting will be May 18, 2017 at 4 pm in the Portlock Portable**
- 8. Adjournment**

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



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

DRAFT

Present: **CRD Director:** Wayne McIntyre (4:25 pm)
Commission Members: Darryl Martin (Chair), Randy Cunningham, Francine Carlin, Janice Harkley, Laura Patrick, Curt Firestone-via skype
Staff: Karla Campbell, Senior Manager, Salt Spring Island Electoral Area;
Recording Secretary Tracey Shaver.
Absent: Bruce Cameron, Holly MacDonald

Chair Martin called the meeting to order 4:03 pm.

1. Approval of Agenda

MOVED by Commissioner Cunningham, **SECONDED** by Commissioner Harkley,
That the Salt Spring Island Economic Development Commission agenda of March 16, 2017
be approved.

CARRIED

2. Adoption of Minutes of February 16, 2017

MOVED by Commissioner Carlin, **SECONDED** by Commissioner Cunningham,
That the Salt Spring Island Economic Development Commission Minutes of February 16, 2017
be approved with the following amendments: Item 3.3 by striking the remainder of the first
sentence after the word behalf; Item 4.3 striking the remainder of the last sentence after the
word CEDC; Item 6.3 under the first sentence of the motion remove "150" and strike the
remainder of the sentence after the word Power.

CARRIED

3. Delegation/Presentation

3.1 Michael Ableman-SSI Saturday Farmers Market

Mr. Ableman presented his opinions on the layout of Centennial Park relating to the
Saturday Market in the Park.

- No shortage of space
- Rethink and make more functional
- Create a Farmers/Food Area by closing road
- Spread out remaining vendors to allow space for people to walk and view items
- Better access for farmers to set up in road area
- Farmers have special needs; items are perishable and require space to display
- Urgent need to support local growers
- Recommends having a Farmers Market Consultant from outside the area review
issues and come up with a long term plan

Director McIntyre joins the meeting at 4:25 pm

- CEDC could offer support to farmers for equipment, infrastructure and technology
- Moderate climate could support off season growing

4. Director, Chair and Commissioner Reports

4.1 Director McIntyre briefly reported on the following:

- Drake Road affordable housing project- Islands Trust has made a formal motion of support for the project- CRD moving forward with Hydrology Study to seek alternative water source.
- CRD Governance Committee is seeking enhanced web streaming of meetings to increase quality, access and transparency.
- CRD has endorsed the use of the CREST Radio Services for five years.
- Terms of reference established for new housing and hospital committee which links health, housing and funding for projects.
- Harbour Walk Project Steering Committee has been selected and includes a member of the Harbour Authority; now seeking a project manager.
- Facilitated communications between Harbour Authority and BC Ferries regarding the Fulford terminal upgrades 2019.
- Incorporation Vote set for September 9, 2017; public debates will be held and conducted with a moderator.
- Second phase of CRD passenger ferry study-feasibility of boat connection by loop routes between Ganges-Sturdies Bay-Miners Bay and Sydney- Ganges.

4.2 Chair Martin briefly reported on the following:

- Attended meeting with Southern Gulf Island Economic Development Commission; considering an independent body to do economic development for them; creating a website to attract permanent residents.
- Attended meeting for Regional Trails on Salt Spring
- SSNAP 2017 has provided details on recognition of funding by CEDC.

4.3 Commissioner Carlin referred to a written report on the Rural Business Accelerator and began the discussion on the Small Business BC Webinar Partner Program.

- Online educational resources for business start-up and on-going success
- Revenue sharing structure
- 30% discount on all Webinars for CEDC members;
- 30% revenue sharing on every Webinar Booking through CEDC;
- Allows CEDC to determine the allocation of revenue sharing- keep for organization or offer as additional discount to members signing up for Webinars
- Additional discount % could be geared towards clients not already in the accelerator program

ITEM DEFERRED

www.opportunitysaltspring.ca website launch in April

5. Outstanding Business

5.1 2017 SSI Economic Development Budget

Further revisions to the project cost storey will be brought back at the next meeting.

5.2 Experience the Gulf Islands- Concept Plan Dated October 2016

MOVED by Commissioner Carlin, **SECONDED** by Commissioner Cunningham,
That the Salt Spring Island Community Economic Development Commission support in principle the Experience the Gulf Islands (ETGI) Concept Plan, dated October 2016, recognizing that the ETGI Concept Plan will be optimized when satisfactory inter-island water transport is developed and linked to a safe bike and pedestrian trail system on Salt Spring and the other islands; and the Commission further advises that it is necessary to document all of the features of the Gulf Islands that are attractive to visitors.

CARRIED

5.3 Salt Spring Island Foundation Canada 150 Grant-Flower Power

Grant has been submitted; community excitement starting already (eg: Golf Course has replaced all the black golf carts with red and white)

6. New Business

6.1 Salt Spring Island Foundation Vital Signs Planning Project

- Important study
- CEDC role to be facilitator of report findings
- SSI Foundation representative invited to present information at next meeting

6.2 Island Savings Volunteer Award

Award project by Island Savings-open nomination of volunteers for 52 weeks of \$1000 to each winner.

MOVED by Commissioner Martin, **SECONDED** by Director McIntyre,
That the Salt Spring Island Economic Commission nominate volunteer Commissioner Holly MacDonald to receive an award for her stewardship in the Rural Accelerator Program for Salt Spring Island.

CARRIED

Commissioner Cunningham will submit the nomination.

6.3 Salish Sea Cycling Circuit – Request for letter of support by Island Pathways

Request received for a letter of support.

MOVED by Commissioner Martin, **SECONDED** by Commissioner Harkley,
That the Salt Spring Island Economic Commission provide a letter of support for the Canada 150 grant application submitted by Island Pathways for a video project promoting active transportation within the new Salish Sea Cycling Circuit.

CARRIED

6.4 Tour de Iles

Written report submitted by Commissioner Firestone. Hiking groups are being encouraged to participate.

Fundraising event at Moby's on May 4, 2017

6.5 Small Business BC- Webinar Partner Program re: to consider administration of partner revenue & discount

Item was discussed under commissioner reports and deferred to next meeting.

7. Next Meeting

April 20, 2017 at 4 pm in the Portlock Portable

Agenda Item for discussion: changing the Name of the Salt Spring Island Community Economic Development Commission

8. Adjournment

Prior to closing the meeting, the Chair offered to hear contributions from the crowd.

MOVED By Commissioner Carlin, **SECONDED** by Director McIntyre,
That the meeting adjourn at 6:03 pm

CHAIR

SENIOR MANAGER



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RULES GOVERNING THE HEARING OF INDIVIDUALS OR DELEGATIONS BY THE CAPITAL REGIONAL DISTRICT COMMISSIONS

- Under the CRD Procedural Bylaw, the Commission may, by *resolution*; allow an individual or a delegation to address the meeting **on the subject of an agenda item**, provided written application has been received by the Salt Spring Island Administration Office no later than 4:30pm two (2) calendar days prior to the meeting.
- If you miss this deadline, you may still submit this form; however such requests will require *unanimous* approval of the Commissions at the intended meeting.
- Each address should be limited to five (5) minutes unless a longer period is agreed to by unanimous vote.
- Each delegation should provide the number of copies of their written submission, as determined by the Salt Spring Administration Staff.

Submit form to Salt Spring Island Administration

E-mail: saltspring@crd.bc.ca

Fax: (250) 537-4456

Capital Regional District, 145 Vesuvius Bay Road, Salt Spring Island, BC V8K 1K3

I wish to address the:

☐ Parks and Recreation Commission ☐ Transportation Commission

☒ Community Economic Development Commission

AT THE MEETING OF April 20, 201 7 at 4 PM

ON AGENDA ITEM delegation re:
SSI Foundation Vital Signs project

NAME Kees Runrs

ADDRESS ... Rd SSI

I REPRESENT SSI Foundation
(Name of Organization if applicable)

AS chair
(Capacity/Position)

TELEPHONE _____ **FAX** _____

E-MAIL _____

My reason(s) for appearing is (are) and the substance of my presentation is as follows:

To inform the commission about the Vital Signs
project

(If more space is required, please attach an additional page to this form.)

March 15 2017 MCJ Runrs
Date Signature

SSI ECONOMIC DEVELOPMENT	2016 BOARD BUDGET		2016 ESTIMATED ACTUAL		BUDGET REQUEST				FUTURE PROJECTIONS			
					2017 CORE BUDGET	2017 ONGOING	2017 ONE-TIME	2017 TOTAL	2018	2019	2020	2021
<u>OPERATING COSTS:</u>												
Website design and Maintenance	-	1,260			4,500	-	-	4,500	4,500	4,500	4,500	4,500
Project Costs	62,500	59,780			39,872	-	-	39,872	22,700	22,600	22,500	22,330
Internal Allocations	4,950	4,950			4,930	-	-	4,930	5,030	5,130	5,230	5,330
Operating - Other	3,850	3,350			3,300	-	-	3,300	3,310	3,320	3,330	3,400
TOTAL OPERATING COSTS	71,300	69,340			52,602	-	-	52,602	35,540	35,550	35,560	35,560
*Percentage Increase								-26.2%	-32.4%	0.0%	0.0%	0.0%
<u>FUNDING SOURCES (REVENUE)</u>												
Estimated balance c/f from 2016 to 2017	-	1,960			(22,056)	-	-	(22,056)	-	-	-	-
Balance C/F from 2015 to 2016	(50,780)	(50,780)			-	-	-	-	-	-	-	-
Grant in Lieu	(20)	(20)			(36)	-	-	(36)	(20)	(20)	(20)	(20)
Other Income	(500)	(500)			(510)	-	-	(510)	(520)	(530)	(540)	(540)
TOTAL REVENUE	(51,300)	(49,340)			(22,602)	-	-	(22,602)	(540)	(550)	(560)	(560)
REQUISITION	(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%

Program Development Operating Reserve (conditional upon receiving Rural Dividend Grant)						
Strategic Plan						
	2016	2017	2018	2019	2020	2021
Beginning Balance						
	0	0	14,634	37,334	59,934	82,434
Revenue						
Transfer from Operating Budget						
Transfer to Operating Budget (bx.083.3701.85 surplus return)	40,082	30,010	22,700	22,600	22,500	22,330
Rural Dividend Grant	72,080	9,862				
Rural Dividend Operating Budget	11,020					
Subtotal	123,182	39,872	22,700	22,600	22,500	22,330
Project Funds						
Economic Coord Contracts - Darlene G (bx.083.3701.85)	(12,726)					
Economic Coord Contracts - C Me Comm (bx.083.3701.86)	(13,225)					
Website Development (bx.083.3702)	(8,900)	(1,988)				
Rural Accelerator (bx.083.3703)	(83,100)					
Salt Spring in the City	(3,000)					
ETGI - Chamber of Commerce	(2,000)					
Misc	(231)					
Tour de Iles (Jan. 12/17)	(5,000)					
SS National Art Prize (Jan 12/17 and Feb. 16/17)	(6,250)					
Destination Development	(12,000)					
Subtotal	(123,182)	(25,238)	0	0	0	0
Balance	0	14,634	37,334	59,934	82,434	104,764



SMALL

BUSINESS

BC

WEBINAR PARTNER PROGRAM



WEBINAR PARTNER PROGRAM

ONLINE BUSINESS EDUCATION FOR *YOUR* COMMUNITY

WEBINAR PARTNER PROGRAM

Small Business BC's webinars provide instant access to multimedia-rich online education to help small business at every stage. Our webinars, hosted by Adobe Connect, provide an engaging learning experience from the simplicity of a web browser. Small Business BC's enhanced webinars provide the same interactive experience as the classroom, with live presentations and visual content, sparking participation with questions or discussion. The Small Business BC education catalogue features over 50 topics including business planning, marketing, social media, market research, legal, international trade and more, all delivered by highly regarded industry professionals, many of whom are small business owners themselves.

At Small Business BC, we provide the building blocks that help entrepreneurs grow successful businesses. We believe that no matter what stage of business or what skill level, there is a need to learn and grow. When an entrepreneur finds themselves asking "How do I...?" we have a webinar for you.

PROGRAM MEMBER BENEFITS

The success of our small business community includes you as an important partner. With a mutual aim to support the success of small business, this unique opportunity provides access to Small Business BC resources, as well as providing a membership discount to your clients or a revenue share for your organization of up to 30%. Your options include:

For Your Members*	For Your Organization	Any Combination
30% Discount on all Webinars	30% Revenue on Every Booking	10% Member Discount 20% Revenue Share

Discounts are a great benefit to your membership group, providing value to your organization. Revenue share is a unique opportunity to join in the success of SBBC's education centre with a growing revenue stream. Any combination of member discount and revenue share can be applied according to your organization's objectives.

*Membership discounts require log-in for access to your organization.

EASY TO SHARE WITH YOUR CLIENTS

Your organization will be issued a unique online feed to register clients, which can be applied to your website. This feed will provide up-to-date details of all webinars run by Small Business BC and automatically apply the determined discount for each booking.

The webinar partner program exists to support your organization, providing your clients with access to affordable online business education. Together we ensure the success of our small business communities across BC.

CONTACT

CONNIE MIAO

604-775-7223 | MIAO.CONNIE@SMALLBUSINESSBC.CA

SBBC WEBINAR PARTNER PROGRAM

Thank you for your interest in Small Business BC's Webinar Partner Program!

Joining the Small Business BC Webinar Partner Program (WPP) is a great opportunity to share our quality small business education with your community. Together, we can encourage entrepreneurship across the province and contribute to the success of small business, ensuring their continued contributions to your community and to the economy.

SMALL BUSINESS BC EDUCATION

Our seminars feature insightful industry experts presenting on a wide range of business topics, including business planning, international trade, employee wellness, taxation, legal advice, marketing, financing, funding and accounting. Our education facilitates the development of businesses through both the general startup and strategic growth phases. When entrepreneurs find themselves asking, "How do I...?" We have a webinar for that! Offering education on over 50 business topics per semester, we're sure to have a webinar to inspire your business community.

Explore our [education catalogue](#) for a full list of webinar offerings.

SHARE IN OUR SUCCESS

Becoming a community partner means leveraging our educational offering to provide current, accurate and affordable education for local entrepreneurs.

As a partner, you'll receive **30% of all revenues** for webinar registrants in your community. Using your own website, guests may view and register for all upcoming webinars from Small Business BC.

You may also opt to offer an **exclusive discount of 30%*** on webinar registration fees to your members, in lieu of receiving 30% of revenues. Or you may use a split combination of revenue share and member discount that best supports the needs of your organization.

*Please note that a member discount option is only available to organizations that require a member log in to access online resources.

GETTING STARTED

Please provide your organization name and administer information and return via email. Once registered, you will receive a notification from admin@corabiz.ca containing your log-in credentials for our shared registration system found at <https://www.corabiz.ca>.

Simple programming code will be created to provide a unique online feed for your organization's website. Your web developer will easily incorporate your unique lines of code to implement an automatically updated feed of all SBBC education. See how our community partners at [CoWork Penticton](#) have implemented the WPP onto their website. Ultimately, you decide how the feed will appear and how to effectively encourage sign-ups from your community.

*Complete web development instructions included in this document.



MOVING AHEAD

We are very excited to have you as a webinar partner, expanding our regional service delivery for entrepreneurs to your community.

After receiving your information, we will create a log in to connect your organization. From this point, you will have access to the back end of our registration system where all client information will remain for your records.

To follow, we will send you a brief training guide with the intent to familiarize your organization with our *Cora* registration system. Instructions to implement your webinar feed will also be included.

GETTING PAID

Small Business BC compiles a Revenue Report for your records every fiscal quarter (April, July, October, and January). This report balances the revenue share between Small Business BC and your organization. We will issue a cheque in the amount owing for every paid participant that attends a seminar using your own website.

READY TO GO

Once your webinar partner portal is live on your site, please send us an update to let us know!

You may have questions or comments for us, so please don't hesitate to reach out.

I truly look forward to hearing from you and thanks in advance for helping entrepreneurship thrive in our beautiful British Columbia.

Kindest Regards,

Connie Miao



Education Coordinator

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