



Making a difference...together

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held Thursday April 20, 2017, in the Portlock Park Meeting Room, 145 Vesuvius Bay
Road, Salt Spring Island, BC**

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

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

1. Approval of Agenda

MOVED by Commissioner Firestone, **SECONDED** by Commissioner MacDonald, That the Salt Spring Island Economic Development Commission agenda of April 20, 2017 be amended and approved by adding the following items: 3.2 Island Pathways – Bike to Work Week; 6.3 Ad Hoc Committee; 6.4 Farmland Trust; 6.5 Market Expansion and Transportation Commission.

CARRIED

2. Adoption of Minutes of March 16, 2017

MOVED by Commissioner Cunningham, **SECONDED** by Director McIntyre, That the Salt Spring Island Economic Development Commission Minutes of March 16, 2017 be amended and approved as follows: under item 3.1 first bullet add the word “potential” in front of the word “space”; under item 3.1 bullet number six add the word “heavy” after the word “perishable”.

CARRIED

3. Delegation/Presentation

3.1 Kees Ruurs – Salt Spring Foundation – Vital Signs Project

Mr. Ruurs provided an overview of the work the SSI Foundation has undertaken through a national initiative to measure the health of communities. Local surveys have been completed and the SSI Foundation is willing to review the raw data with the Economic Development Commission.

The SSI Foundation expects to distribute \$200,000 to \$225,000 in grants to various Salt Spring organizations in 2017.

3.2 Island Pathways - Bike to Work Week

Mr. Mackie provided information on plans for this year’s Bike to Work Week events. Specifically, the organizers are looking for support to showcase a celebration at the end of the weeklong bike to work week. The concept is to close the roadway in front of Centennial Park on Saturday June 3, 2017 to promote the event through the visibility of participants.

The Ministry of Transportation is requiring evidence of community support prior to granting the road closure permit.

4. Director, Chair and Commissioner Reports

4.1 Director McIntyre briefly reported on:

- Regional Housing Trust Fund contributed \$510,000 towards the Salt Spring Women Opposed to Violence and Abuse project at Croftonbrook
- Waste Management-follow up meeting with local stakeholders regarding composting
- Ganges Harbour Walk Project Steering Committee has contracted with Wayne Lee as the project manager.
- Salt Spring Island/Southern Gulf Islands Integrated Service Review adopted by the Board; includes further investigation into passenger ferry linking islands
- Attended training event on relationships with First Nations
- Board approved the Southern Gulf Islands Food and Agriculture Strategy; includes agriculture water demand model
- Referendum wording confirmed: "Are you in favour of the incorporation of a Salt Spring Island Municipality? YES or NO?" Debates to be held August 30 & 31
- UBCM Strategic Priorities Grants announced. Provides funding for strategic investments that are large in scale, regional in impact or innovative.
- CRD has developed a process to streamline the application process for all Community Works Funding Grants

4.2 Chair Martin briefly reported on:

- Attended the CRD Governance Committee Meeting on Director McIntyre's behalf. Focus was on conduct of the Board and review of Freedom of Information.
- Met with the new Chief Financial Officer and reviewed what Community Works Funding can be used for.

4.3 Commissioner MacDonald referenced written report and briefly discussed the following:

- Next phase of the rural accelerator program will be a broad focus on "Green Services"
- Still looking for mentors and participants for this second phase
- May 23rd is the graduation of the first group through the program
- Small Business BC starting an Export Navigator Program

4.4 Commissioner Firestone briefly reported:

- Tour de Iles Dates: June 23, 24, 25
- Fundraiser at Moby's on May 4th from 6 to 10 pm

4.5 Commissioner Carlin referenced written report and briefly discussed the following:

- Website launched www.opportunitysaltspring.ca with positive feedback
- Website is right on target for the mandate of the CEDC

Karla Campbell leaves the meeting at 5 pm.

5. Outstanding Business

5.1 **2017 SSI Economic Development Budget-** Received for information.

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

Commissioner MacDonald reported that for participants to receive any portion of the 30% rebate as a discount they would be required to have a membership with the CEDC. This type of personal data collection is not allowed by the CRD under Freedom of Information guidelines. No revenue sharing to be considered.

MOVED by Commissioner MacDonald, **SECONDED** by Commissioner Patrick,
That the Salt Spring Island Community Economic Development Commission join the Small Business BC Webinar Partner Program and provide access for Salt Spring residents to participate in business oriented webinars through the CEDC's website www.opportunitySaltSpring.ca .

CARRIED

6. New Business

6.1 **Web-based content marketing and social media**

MOVED by Commissioner Firestone, **SECONDED** by Commissioner Cunningham,
That the Salt Spring Island Community Economic Development Commission extend a contract 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.

CARRIED

6.2 **Worker Housing Shortage**

The Commission briefly discussed the topic noting the following:

- What is the problem and what can we do about it?
- Is this an Islands Trust zoning issue; land use such as boarding houses and or secondary suites.
- Need for adequate water supply to be confirmed
- Canvass local small business to see how the housing shortage effects them
- Low wages, employee retention, commuting from off island to SSI, recruiting workers
- Collection of data from other communities such as Whistler
- Work with and coordinate data from island associations which are currently working on affordable housing issues. Foundation, Community Services, Islands Trust, CRD.

MOVED by Commissioner Martin, **SECONDED** by Commissioner Cunningham,
That the Salt Spring Island Community Economic Development Commission has evidence to believe that the affordable housing shortage is effecting the local economy and further that Commissioner Laura Patrick will draft a proposal for the Commission to consider as a strategy towards resolution of this economic barrier.

CARRIED

6.3 Ad Hoc Committee

Jancie Harkley to be added to the Ad Hoc Finance Committee.

6.4 Farmland Trust

The Farmland Trust is reapplying to the rural accelerator program and after investigation of the eligibility criteria they have developed a business plan for capital investment. A letter of support from the CEDC commission is requested for their application to the rural dividend grant funding.

MOVED by Commissioner Carlin, **SECONDED** by Director McIntyre,
That the Salt Spring Island Community Economic Development Commission will draft a letter of support for the Farm Land Trust's application to the Rural Dividend funding program.

CARRIED

6.5 Market Expansion and Transportation Commission

The topic of road closure in front of Centennial Park as a means to expand the Saturday Market was discussed. Currently space for vending and shopping is restricted.

- Potential for MoTI approval to close road with community consultation
- Short period of time; Saturdays during Market Hours
- CEDC role to engage community; not be a barrier
- Impact on surrounding businesses, parking, harbour authority
- Small downtown area with limited roads
- Many other communities close roads for a variety of beneficial events
- Saturday Market major component of economic engine
- Work towards making possible this summer

MOVED by Director McIntyre, **SECONDED** by Commissioner Martin,
That the Salt Spring Island Community Economic Development Commission recognizes the critical importance of the role the Saturday Market plays in the generation of economic benefits for Salt Spring Island residents, businesses, and visitors. Further the Salt Spring Island Community Economic Development Commission supports efforts by the Salt Spring Island Transportation Commission to explore community support for expanding Saturday Market vending space during market hours for the months of June through September into the Fulford Ganges Rd in front of Centennial Park.

CARRIED

7. Next Meeting

May 18, 2017 at Portlock Park Meeting Room at 4 pm.

8. Adjournment

MOVED By Director McIntyre, **SECONDED** by Commissioner Patrick,
That the meeting adjourn at 6:05 pm

CHAIR

SENIOR MANAGER