



Making a difference...together

**Minutes of the Regular Meeting of the  
Salt Spring Island Community Economic Development Commission  
Held Friday October 27, 2017, in the Portlock Park Meeting Room, 145 Vesuvius Bay  
Road, Salt Spring Island, BC**

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**Present:** **CRD Alternate Director:** Darryl Martin (chair)  
**Commission Members:** 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, Wayne McIntyre  
**Participants:** Peter Grove, Li Read

Chair Martin called the meeting to order at 10:00 am.

**1. Approval of Agenda**

**MOVED** by Commissioner MacDonald, **SECONDED** by Commissioner Firestone,  
That the Salt Spring Island Economic Development Commission agenda of October 27,  
2017 amended and approved by adding item 3.0 Delegation-Janet Clouston re: Southern  
Gulf Islands Marketing; Item 6.3 Ganges Harbourwalk; and Item 4.5 Housing  
Roundtable.

**CARRIED**

**2. Adoption of Minutes**

**MOVED** by Commissioner Cunningham, **SECONDED** by Commissioner Firestone,  
That the Salt Spring Island Community Economic Development Commission meeting  
minutes of September 15, 2017 be adopted as circulated.

**CARRIED**

**3. Delegation/Presentation**

**3.0 Delegation-Janet Clouston re: Southern Gulf Islands Marketing**

Janet Clouston provided a brief overview of marketing efforts and achievements

- New Southern Gulfs Islands Adventure Map provided
  - Links all five Islands on one map
  - Highlights over 63 business/stakeholders
  - Activities identified across entire region
  - 2-3 year before next printing; 10,000 printed
- 2 Short Videos "Fall in love with the Gulf Islands"
- Targeting off season visitors
- Won award for innovative marketing
- "earned media" coverage with destination travel writers publishing several regional stories
- Collaborating with SGI Chamber to continue Destination Management Market efforts based on Experience the Southern Gulf Islands concept
- Requesting \$5000 funding allocation for the 2018/2019 fiscal year; matching funds available through Destination BC grant.
- Requesting \$2000 funding allocation for the 2017/2018 fiscal year.

Formal written request to be provided and considered at the November 16, 2017 CEDC meeting.

**3.1 Presentation: Prelude to a CEDC Budget review 2018**

Commissioners MacDonald and Carlin prepared and presented a strategic operating model representing a “house” to depict the framework to build economic capacity.

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

**4.1 Chair Martin**

Briefly reported attendance at several meetings on behalf of the CRD Director.

**4.2 Rural Business Accelerator Project- Commissioner MacDonald**

Written report was referenced. RBA program getting positive community feedback. Farmland Trust requesting presentation of the RBA at the “root” facility. Craft and Lifestyle Cohort currently underway.

**4.3 Communication and Outreach- Commissioner Carlin**

Written report referenced. Key activities and events “tweeted”. Using cutting edge media technology to communicate.

Opportunity Salt Spring Website was updated with an “About Salt Spring Island” page which identifies Salt Spring as part of the Southern Salish Sea and provides a link to the Sustainable Islands page.

**4.4 Salt Spring Healthcare- Commissioner Firestone**

Reported on his involvement with Healthcare issues on Salt Spring Island and impact on community economics:

11 primary care physicians, several working part-time, not enough for community of this size.

Decision to move to Salt Spring Island hampered by lack of healthcare facilities and physicians taking new patients.

Choices for basic health needs: financial burden of travel to see a doctor at a clinic off island, use emergency room for primary care needs (prescription refills), not to address health issues at all.

Provincial issues which could be addressed. North West Territories uses a salary based package to recruit and retain physicians. BC offers a “fee for service”.

**4.5 Housing Round Table-Commissioner Patrick**

Plans in place for a “World Café” style meeting on October 30, 2017 from 10 am to 2 pm to brainstorm issues focused on workforce housing.

**5. Outstanding Business none addressed**

**6. New Business**

## 6.1 2018 Operating Budget

Brief overview of budget and staff report. A bylaw would establish how reserve funds can be spent. Project costs under operating funds have more flexibility. Allocation of the core budget is in line with the strategic direction “house” model.

**MOVED** by Commissioner Martin, **SECONDED** by Commissioner Firestone,  
That the Salt Spring Island Community Economic Development Commission recommend that the Electoral Area Services Committee establish a Salt Spring Island Community Economic Development Commission operating reserve fund to help offset fluctuations in operating revenues, special projects, and cover operational expenditures as required.

**CARRIED**

**MOVED** by Commissioner Martin, **SECONDED** by Commissioner Firestone,  
That the Salt Spring Island Community Economic Development Commission recommend that the Electoral Area Services Committee: That the 2017 actual surplus or deficit be balanced on the 2017 carried forward as revenue.

**CARRIED**

Discussion on how to address the needs for a community this size to have increased and ongoing funding to coordinate economic initiatives. Consideration of funding a feasibility study to identify tax funding sources and who they would impact.

**MOVED** by Commissioner Martin, **SECONDED** by Commissioner Firestone  
That the Salt Spring Island Community Economic Development Commission recommend that the Electoral Area Services Committee approve the 2018 – 2022 Financial Plan for the Salt Spring Island Community Economic Development Commission as presented.

**CARRIED**

**MOVED** by Commissioner Martin, **SECONDED** by Commissioner Firestone,  
That the Salt Spring Island Community Economic Development Commission may have additional statements regarding the budgetary requirements for the 2018 and future programs. The statements to be considered at the November 16, 2017 meeting.

**CARRIED**

## 6.2 Contract to Create Destination Management and Marketing Organization Presentation

Brief discussion:

- Staff to request direct award of contract work to consulting firm already with familiar with Southern Gulf Island initiatives
- Southern Gulf Islands requires a unique approach to DMMO
- Seek and setup framework for sustainable funding models

**MOVED** by Commissioner Carlin, **SECONDED** by Commissioner MacDonald, That Salt Spring Island Community Economic Development Commission (CEDC) authorize a (maximum \$4000.00 +gst) for a fee for service contract with Lions Gate Consulting, Steve Nicol, Principle, to work with the Destination Management and Marketing Organization Working Group to refine and compile information to date, and produce a presentation for tourism industry sector stakeholders. The presentation will inform participants about efforts towards creating an Independent, Tourism Industry-Based Destination Management and Marketing Organization for the Islands of the Southern Salish Sea, and benefits thereof.

WHEREAS this action is in alignment with CEDC's 2015 "Toward a More Resilient Salt Spring" Action Plan Priority #1 to create a 'funded tourism agency' – from the 2015 report:" Salt Spring has many appealing tourist assets but coordination among them has been weak diminishing the island's profile in an increasingly competitive global market-".

WHEREAS this CEDC contract is a collaborative initiative with the Salt Spring Chamber of Commerce, the Salt Spring Accommodations Group and the Experience the Gulf Islands (ETGI) Feasibility Study Committee. The presentation will be the core of a facilitated information and feedback roundtable tentatively set for Tuesday, November 14, 2017, that will provide a high-level overview of:

1. Current research and data on the economic value of investing in a year-round tourism industry for the Islands of the Southern Salish Sea
2. Key findings of the 'ETGI Feasibility Study'
3. Workable funding models
4. Examples of regional success stories, local benefits of community-based tourism
5. Potential governance organizational models
6. An actionable framework for creating an industry-based, independent Destination Management and Marketing organization for the Islands of the Southern Salish Sea.

**CARRIED**

**7. Next Meeting- November 16, 2017 4:00 pm at Portlock Park**

Agenda items identified:

Motion to consider funding request by Experience the Southern Gulf Islands;

Motion to consider request for additional funding;

Commissioner report on Islands Trust November 4, 2017 Harbourwalk open house.

**8. Adjournment**

**MOVED** By Commissioner Firestone, **SECONDED** by Commissioner Carlin,

That the meeting adjourn at 12:00 pm

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**CHAIR**

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**SENIOR MANAGER**