



Making a difference...together

**Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held Thursday October 19, 2020, at the SSI CRD Meeting Room at 121 McPhillips Ave,
Salt Spring Island, BC** **** held electronically**

Present: **CRD Director:** Gary Holman
Commission Members: Francine Carlin, Holly MacDonald, Randy Cunningham,
Jason Griffin, Daniel Wood
Staff: Karla Campbell, Senior Manager; Robin Soles, Recording Secretary.
Absent: Janice Harkley
Present: Chamber Member: Jessica Harkema; Laura Patrick, Deirdre Rowland,
Brian Young

Chair Carlin called the meeting to order at 3:01 pm

1. Territorial Acknowledgement/Call Meeting to Order

Chair Carlin acknowledged and honored the traditional Coast Salish peoples.

2. Electronic Meeting Resolution

MOVED by Director Holman, **SECONDED** by Commissioner MacDonald,
That the Salt Island Community Economic Development Commission approve the Electronic
Meeting Resolution.

CARRIED

3. Approval of Agenda

MOVED by Commissioner Wood, **SECONDED** by Commissioner Cunningham,
That the Salt Spring Island Economic Development Commission agenda of October 19, 2020 be
approved.

CARRIED

At this point in the meeting due to technological difficulties, the item numbers were unable to be
followed as per the agenda. They have been recorded in the order they were presented.

5. Adoption of Minutes of June 25, 2020

MOVED by Commissioner Cunningham, **SECONDED** by Commissioner MacDonald,
That the Salt Spring Island Economic Development Commission Minutes of June 25, 2020 be
approved.

CARRIED

6. Director, Chair and Commissioner Reports

6.1 Director Holman reported:

- Provisional 2021 Budget to be approved October 28, requisition increase of 1%
- Community Works Fund and Gas Tax extended to Core Inn, ArtSpring and affordable housing initiatives
- The North Ganges Transportation Project is nearing completion
- Vesuvius to Booth Canal Pathway is well underway, Ministry of transportation and Infrastructure funding requires completion by March 2021
- New modular at Rainbow Road Pool is in place; to be used as a childcare facility and additional recreation space
- Provincial funding will be bringing a permanent addition to the Rainbow Road Pool
- The CRD is contributing three million dollars to the new Lady Minto Emergency Room Project
- The Islands Trust has announced an initiative to create a Ganges Village Plan
- The Ministry of Transportation is to repave the Ganges Hill in 2021

6.2 Chair Carlin discussed the Island Comeback program:

- It is growing well with 140 businesses registered from various communities including Port Ellis, Port Hardy and Port McNeil.
- Revenues from June-September were \$6000 in memberships; \$16,000 in sponsorships were also received from businesses such as Shaw, BC Ferries, VanCity and Coastal Credit Unions.
- A Holiday Initiative is underway via social media and other marketing means, working towards a digital marketplace for island businesses.
- Full report will be given at the end of the year.

4. Presentation: CMe Communication- Deirdre Rowland re: Communications and Digital Media

Chair Carlin introduced Deirdre Rowland highlighting her work with CEDC. Rowland was unable to speak due to lack of audio. Commissioner MacDonald presented the Opportunity Salt Spring website on her behalf:

- Role of website is to promote opportunity and growth for Salt Spring based businesses
- Dynamic, evolving site about Salt Spring
- 2020 brought the addition of the Info Hub Covid-19 Recovery section
- Rowland responds to all inquiries made via the Contact Us section
- The Opportunity Blog contains longer stories that are shared on social media platforms
- Recent blog advocated for Rural Designation
- Twitter feed recently added, and Facebook link
- Rowland maintains the photo gallery

Chair Carlin noted that the live and work theme of the website resonated with working families. She concluded that Rowland's advocacy for Rural Designation was greatly valuable, as are her monthly reports regarding social media engagement.

7. Outstanding Business

7.1 Action to operationalize UBCM resolution confirming the BC Rural Property Tax relief for SSI-SGI Electoral Areas

- Get in touch with UBCM staff to see when they will be meeting with the Province to discuss the resolution
- Push for a response from the MLA
- Chair Carlin told how CHEK News interviewed her regarding lack of Rural Designation of the SGI.
- If UBCM says no, CEDC will increase advocacy

7.2 Status: Advocacy – Community Futures and Island Coastal Economic Trust

- Last advocacy was a letter sent to the Ministry, there has been no response
- NDP government is a “soft yes”
- Director Holman says to keep pushing, reach out to MLA

ACTION

That the CEDC follows up with a letter to the MLA after the provincial election with three signees.

8. New Business

8.1 Community Liaison Updates

8.1.1 Jessica Harkema – Chamber of Commerce

- Harkema is leaving Executive Director role at Chamber of Commerce
- AGM will be held on ZOOM
- Progress of Rural Dividend Fund to be discussed at October board meeting
- The Chamber is launching the holiday event, Salt Spring Cheer Challenge, with Country Grocer

Laura Patrick had audio issues. The meeting moved forward to item 8.1.3.

8.1.3 Brian Young – Transition Salt Spring

- Transition Salt Spring amending Climate Action Plan
- Received 1000s of comments and many completed surveys
- Plan to be presented to the public by the end of the year
- Invitation to CEDC to discuss Climate Action
- New board and new chair in January
- Young thanked Holman for Grant in Aid contribution
- Holman inquired about the Federal Grant application
- Looking at how to connect business and home owners with climate action they can take
- Plans to start Climate Action Coach Program

Laura Patrick was able to move forward with her presentation.

8.1.2 Laura Patrick – Island Trustee

- Patrick thanked Commission Wood and Jessica Harkema for their work
- Islands Trust to initiate a Ganges Village Plan
- Looking for CRD and major stake-holder consultation
- December Trust Council Meeting – will argue why plan is necessary
- Plan objectives: re-examine policies, climate change mitigation, adapt to change, sustainability
- Plan to cost \$80,000 and to become part of the Official Community Plan
- Trust will be seeking grants and First Nations input
- Trust implemented Emergency Covid Resolutions including pre-approving temporary enclosures for cafes and restaurants, and allowing marinas to permit live-boards providing boat is licensed and has no safety violations.

8.1.4 Chair Carlin added:

Motion - Agricultural Alliance

MOVED by Chair Carlin, **SECONDED** by Director Holman

That the Salt Spring Island Community Economic Development Commission apply to become a member of the Agricultural Alliance.

CARRIED

8.2 2021 Salt Spring Island Community Economic Development Operating Budget

MOVED by Commissioner MacDonald, **SECONDED** by Commission Cunningham that the Salt Spring Island Community Economic Development Commission approve the 2021 Operating budget and five year financial plan (2021-2025) for the Salt Spring Island Community Economic Development Commission as presented; and recommend the 2020 actual surplus be balanced on the 2020 transfer to the operating reserve.

CARRIED

8.3 CRD-CEDC Contract with Rural Island Economic Partnership (RIEP) to operationalize Shared Business Services Model

- CRD approves contract
- First initiative is to issue recruitment for a manager

8.4 Research Associate – Progress Report

Refer to Report.

8.5 CEDC 2021 Proposed Program Initiatives

a. Green Business Best Practices Workbook and Digital Guide

- Use leftover money from Rural Dividend Fund for digital guide for businesses to build up green service sector.

- Possibly work in conjunction with Brian Young
- Good background for funding application

b. Regulatory Roadmap – Phase 2

- Wrap up Phase 1 – education piece about how it works to get a business up and running.
- Phase 2 – build out more insights, create database

8.6 Seeking New Commission Appointments to replace outgoing Commissioners

- Commissioner Janice Harkley resigned.
- Commissioner Randy Cunningham’s term is coming to an end.
- Seeking new commissioners who are able to devote time to CEDC project oversight; take initiative in promoting economic resilience; have experience with business/social enterprise development; are active team members.

9. Next Meetings – TO BE CONFIRMED

Monday – January 18, 2021

10. Adjournment

MOVED by Commissioner Wood, **SECONDED** by Commissioner MacDonald,
That the meeting adjourn at 4:37pm.

CHAIR

SENIOR MANAGER