

**JUAN DE FUCA ELECTORAL AREA
ECONOMIC DEVELOPMENT COMMISSION**

**Minutes of a Meeting held Thursday, October 27, 2011 at 6:00 pm
Juan de Fuca Electoral Area Office, #2 – 6868 West Coast Road, Sooke, BC**

Present: Blair Cusack (East Sooke), Chair
Director Hicks
Elisabeth Petersen (Otter Point)
Yale Shap, (East Sooke), Vice Chair

Regrets: Ken Douch (Otter Point)

CRD Staff: Wendy Miller, Recording Secretary

Public: 5

The Chair called the meeting to order at 6:07 pm.

1. Adoption of Agenda

MOVED by Yale Shap, **SECONDED** by Director Hicks that the agenda be approved. **CARRIED**

2. Adoption of Minutes of June 24, 2011

MOVED by Director Hicks, **SECONDED** by Elisabeth Petersen that the minutes of June 23, 2011 be approved with the following amendment: 1) Item 8 b) replace “*SRTA has received \$23,000 (matching funds) from the Community Tourism Fund which will assist with the website update*” with “*SRTA received \$20,000 (matching funds) from the Community Tourism Fund which will, among other tourism related activities, assist with the website update*”. **CARRIED**

3. Director’s / Alternate Director’s / Chair’s Remarks

Director Hicks spoke to the Saunders Subaru Triathlon held on Sunday, August 7. As the event included closure of the highway, advance notice of closure was advertised and posted. Coordination efforts included delivery of staff to local businesses including Point No Point and Fossil Bay Resort. Comment from the public indicated support for accommodating access to and from places of worship as part future triathlon events.

TNN filmed the triathlon, highlighting the Juan de Fuca Electoral Area from Otter Point to Port Renfrew, including the Pacific Marine Circle Route. Bob Saunders, who watched the TNN broadcast in France, has subsequently relayed interest in holding an ironman event in the Sooke area.

Further to comment made at the last meeting regarding the Memorandum of Understanding (MoU) with the District of Sooke, Director Hicks advised that the MoU was just recently presented to Sooke Council, slightly delaying the meeting schedule outlined in the memorandum.

The MoU and continuation of the EDC will be revisited after the election.

4. Funding Requests

a) Sooke Regional Tourism Association – Develop Collateral

Elisabeth Petersen introduced Jonathan Heerema, SRTA president and Sales Marketing and Guest Services Manager for Adrena Line Zipline Adventures Tours.

Jonathan Heerema acknowledged SRTA’s past promotional initiatives but noted the association’s need for improved marketing collateral, including upgrades to the SRTA website. An updated website was launched this week, providing good representation of the Sooke to Port Renfrew region and partners. The updated website is content rich and visually appealing. Jonathan Heerema spoke to new features including a deals section, feeds to Twitter and Facebook as well as a link to www.pmcr.com.

Jonathan Heerma advised that SRTA tradeshow promotions have been limited to vests and T-shirts and the Ozone display. Due to the size of the display, space rental at trade shows is costly.

SRTA is looking for funding support to purchase four pop up banners to promote the Sooke to Port Renfrew area at more shows at a lesser cost.

A Commission member forwarded support for the banners recognizing all the individual communities of the western portion of the Juan de Fuca Electoral Area including distinguishing East Sooke from Sooke.

Upon Commission member enquiry, Jonathan Heerma advised that volunteers will be utilized to attend trade shows and that funds are currently available to cover the costs associated with event attendance. In regards to the association and its website, it was further advised that SRTA membership and member access to the website is open. It is anticipated that membership growth will assist with the association's self-sustainability. At present, the District of Sooke continues to annually contribute \$20,000 to SRTA.

The Chair asked that the funding requests be considered by the EDC after both applicants complete their presentations.

b) Francophone Economic Development Society of BC – Implementing the Économusée® Approach in BC

Further to presentation made in March 2011, Pascale Knoglinger spoke to the request for \$20,000 to support creation of a cluster of Économusées on Vancouver Island which will feature one business within the Juan de Fuca Electoral Area. Benefits of the project will include but are not limited to increased interest in and access to local artisan businesses, increased ability of artisan businesses to draw and profit from visitors and increased profitability and efficiency of artisan businesses. It is anticipated that long term benefit will include recognition of BC as a destination of cultural and agri-tourism with a cluster of Économusées in the western portion of the Juan de Fuca Electoral Area, drawing more revenue to the region and providing more local job opportunities.

The project's first cluster candidates include Tugwell Creek Honey Farm and Meadery from the Otter Point area and Merridale Cider, Hazelwood Herb Farm and Spinnakers which are outside of the electoral area. Development support to transform each candidate business will be provided to meet the Économusée brand experience.

Dana LeComte, Tugwell Creek Honey Farm and Meadery, advised that she and her husband travelled to Quebec to visit Économusées to determine interest in participating in the project. It was advised that Économusées feature high calibre artisans and act as education destinations, promoting connection to the land, the environment and tradition. The overall experience lends to greater sales. Dana LeComte further advised that, in exchange for training and networking opportunities associated with the project, she has committed \$20,000 of personal funds to reconfigure the farm to meet the six components of the Économusée brand.

Upon Commission member enquiry regarding promotion of the francophone brand on the West Coast, Pascale Knoglinger advised that the intent is to keep the Économusée brand while capturing and promoting regional aspects. Pascale Knoglinger further spoke to the overall project budget, budget allocated for the Juan de Fuca Electoral Area candidate and funding partners.

Positive comment was unanimously forwarded by the Commission regarding the initiative.

Commission discussion ensued regarding the request for \$20,000 relative to the overall population of the Juan de Fuca Electoral Area and number of initial cluster candidates. Discussion included review of the 2011 budget.

MOVED by Yale Shap, **SECONDED** by Director Hicks that the Commission approve \$6,000 in assistance to support the Implementing the Économusée® Approach in BC project. **CARRIED**
MOVED by Blair Cusack, **SECONDED** by Yale Shap that the Commission approve the request submitted by the Sooke Region Tourism Association for \$6,000 to support the Develop Collateral project. **CARRIED**

5. Reports

- a) Sooke Fine Arts Society – Sooke Region Cultural Plan: Taking It To The Streets
Further to the \$2,000 received from the Commission in June 2010, Evonne Black provided an update on the project entitled “Cultural Planning Becher Bay to Sooke to Port Renfrew” and the resulting strategic plan.

Evonne Black spoke to cultural planning history and funding from the Cultural Mapping project in 2009 to the Cultural Planning Task Force formed in 2010 to the Cultural Summit hosted in October 2011 and release of the Sooke Region Cultural Plan: Taking It To The Streets. The resulting document is a five year planning document that will find solutions and explore opportunities in five priority areas: Natural Physical Environment, Community Culture – Values, Community Culture – Vibe, Artistic Culture – Virtuosity and Community Health – Vitality.

Evonne Black further spoke to the plan’s strategic directions and priorities for the next five years. The first priority identified is formation of a Regional Cultural Planning Commission. Evonne Black asked for the Commission’s support in the formulation of this commission, advising that the same request will be presented to the District of Sooke on November 14.

Roundtable discussion ensued regarding cultural planning successes in the community of Golden, opportunity to coordinate a single granting body, provincial cultural funding grants, utilization of the updated SRTA website and capture of revenues associated with local conferences and events.

Evonne Black closed by thanking the Commission for its support for the Sooke Region Cultural Plan.

6. Old Business

- a) Financial Report
The Chair received the report.
- b) Sooke Region Tourism Association (SRTA) – Update
Elisabeth Petersen reported that SRTA was a partner in the first Sooke Slow Food Cycle that attracted over 300 attendees. The family friendly cycle supporting sustainability highlighted local food producers and Sooke’s potential as a cycling destination and stop on the Pacific Marine Circle Route. The event is scheduled to return in 2012 with Sooke Harbour House endeavoring to reach a Guinness World Record by hosting the longest table at Whiffin Spit.
- c) Status of EDC Circle Route Website Project
Website in place. Item struck from the agenda.
- d) Grant Report to Stakeholders
The Chair highlighted grant opportunities from the report.

7. Correspondence – None

8. Next Meeting Date – To be revisited after the election.

11. Adjournment - The meeting adjourned at 8:25 pm.