Making a difference...together

SALT SPRING ISLAND COMMUNITY ECONOMIC DEVELOPMENT COMMISSION
Notice of Meeting on **Thursday, July 9, 2015 at 4:00PM**
Salt Spring Public Library, 129 McPhillips Ave, Salt Spring Island, BC

Wayne McIntyre	Darryl Martin	Christine Grimes	Amber Quiring
Janice Harkley	Judith Barnett	Randy Cunningham	John Wellingham

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AGENDA

1. **Approval of Agenda**

2. **Adoption of Minutes of June 4, 2015**

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

4. **Outstanding Business**
   - **4.1 Experience the Gulf Islands Update**
   - **4.2 Tour des Iles**
   - **4.3 Ganges Beautification**

5. **New Business**
   - **5.1 SSI Marketing Strategy**

6. **Next Meeting September 10, 2015 from 4 to 6 pm at the Salt Spring Island Public Library**

7. **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 June 4, 2015, in the Public Library Meeting Room, 129 McPhillips Avenue,
Salt Spring Island, BC

Present: **Director:** Wayne McIntyre
Commission Members: Darryl Martin (Chair), Amber Quiring (4:24pm), Christine Grimes (4:08pm) Janice Harkley, Judith Barnett, John Wellingham
Staff: Karla Campbell, Senior Manager, Erin Jory, Recording Secretary
Absent: Randy Cunningham,

Chair Martin called the meeting to order at 4:05pm.

1. Approval of Agenda

MOVED by Commissioner Wellingham, **SECONDED** by Director McIntyre,
That the agenda be approved.

CARRIED

2. Adoption of Minutes of May 7, 2015

MOVED by Commissioner Barnett, **SECONDED** by Commissioner Wellingham,
That the minutes of May 7, 2015 be adopted.

CARRIED

3. Delegation-Presentation

3.1. Salt Spring in the City Members

Members of Salt Spring in the City read from the report and answered questions from the Commission. Highlights included:

- 40 craftspeople attended as vendors.
- Over 2,200 people attended, with people lining up for entry.
- Heritage Hall on Main Street will be the venue for the next show for continuity and to keep costs down; group in discussions to expand show after next year to accommodate more vendors and attendees.
- Commission thanked the members for the presentation and generally agreed that the remaining funds from the Fee for Service contract can be released.

4. Reports

4.1. Director

- Attended Canada 150 Grant meeting with Chairs for Salt Spring Island Transportation Commission, Salt Spring Island Parks and Recreation Commission, and Salt Spring Island Community Economic Development Commission to discuss and work on joint application to be in to the CRD board by June 17, 2015. Board will not require a physical application before June 10, 2015 as previously noted.
- Asked by Joe Akerman to write a letter of support for the Xwaaqw'um Burgoyne traditional use feasibility study.

- Governance Committee selection process is now complete. Next stage is to compare costing, then administer a community engagement session, all of which must be completed by March 31st, 2016. Committee will meet for the first time on June 5, 2015.
- Tour des Iles – connecting Southern Gulf Islands and Salt Spring Island – will go ahead on June 18 – 21, 2015.
- Local MP, MLA and CRD Director to attend Town Hall on June 13, 2015 at Gulf Islands Secondary School from 4-6pm.
- Fulford Inn demolition contract has been awarded and General Manager of Planning and Protective Services asked that garbage be added into contract of removal. No date set for demolition as property is still privately owned and listed for sale.

4.2. Chair

Attended meeting of Chamber Executive and came up with a way of keeping in the loop.

4.3. Li Read – Chamber President

- Iterated that collaboration without duplication is essential in a small community.
- Re water: in this world of transformational technology Salt Spring Island could be a frontrunner by operating a desalination plant which would create more drinking water and also be a source of revenue for the community.
- Vancouver Island Tourism report for next meeting.
- Invited Commission to attend the Chamber Annual General Meeting at the Lions Club on June 17th at 5:30pm

4.4. Commissioner Barnett

- In mid-May while visiting Victoria Tourist Centre, many communities have posters and displays but Salt Spring Island is not well placed or represented.
- Chamber of Commerce created a promotional video. Matt Watson of Fifth Avenue Theatre has agreed to include video in previews for one movie cycle (7 days) at a cost of $1,500.
- Contacted Westjet and was informed of pricing for inclusion in magazine which is beyond the Commission's budget.
- Ganges Beautification Plan proposal to be handed out to businesses. Invited to next Chamber Board Meeting on July 8th to discuss this proposal.

4.5. Commissioner Harkley

- Canada Youth Business Program has been replaced by Futurepreneur program, which is a targeted program; will bring more info to future meeting.

5. Outstanding Business

5.1. Abandoned Ganges Shell

General discussion with highlights:

- Commission requested that CRD and Islands Trust work together to come up with a suitable solution for the area. Locals have commented that property is an eyesore. Commissioner Wellingham advised that property owners are open to proposals from Commission and community.

- Artwork on fence: owners would like to hear an offer from the Commission (i.e. monetary) rather than giving permission outright. Fence is now removed. Still in contact with owners, who advised they will contact Commissioner Wellingham once a decision is made; might consider private lease requests.
- Decontamination process is not complete. Commissioner Wellingham sent letter to BC Environmental who responded the site is deemed 'non high risk'. High risk would allow Ministry of Environment to take an active role; otherwise owner-driven.
- Proposal made to draft a letter to the property owners, jointly signed by local trustees, Chairperson, and Director.
- Director McIntyre suggested writing a letter thanking the owners for the recent clean up of the property, as well as requesting a meeting be arranged with the owners to discuss what further steps can be taken.

5.2. Tour des Iles

- Director McIntyre advised a Grant in Aid for $2,500 is going to the Salt Spring Chamber of Commerce in order to provide support for the Tour des Iles project.
- Commissioner Wellingham spoke with boat owner/operator and Chamber Manager: timetable of water taxi and buses is in place.
- Chamber of Commerce Manager fully supports this plan to improve tourism and trade between the islands.

5.3. Beautification of Ganges

Deferred to next meeting.

5.4. Shop Local Driftwood

- Clarification needed to define action plan before funding requests are made.
- It was generally agreed that an email coordination among Commission be effected for discusson on overall marketing plan of Commission.

6. New Business

6.1. Clarification of Salt Spring Community Economic Development Commission purchasing/funding scope: How Action Plan can be carried out within scope

- Staff advised that provincial legislation prohibits local government from providing any assistance to businesses. Assistance is defined in the legislation as providing a grant, benefit, advantage or other form of assistance, including an exemption from a tax, fee or charge. The Commission may lead marketing initiatves and enter into fee for service contracts to develop and implement their strategies.

6.2. Rollout, distribution of Report and Action Plan

It was generally agreed that Director McIntyre and Chair Martin will attend to distribution of the completed Report and Action Plan to the community on behalf of the Commission.

6.3. Proposed new Boardwalk-request for support

- New drawing has been created for boardwalk for the application for the Canada 150 Grant. This new concept links Rotary Park to Peck's Cove (ahead of the bay before abandoned houses on Lower Ganges). Strategic Plan and Action Plan includes recommendations for this type of work. Sketch is a concept only. Islands Trust is working with upland property owners.
- Commission asked for expression of support for project.
- To update boardwalk project into other projects and capital plans (Rainbow Road etc.) each local Commission requested to contribute 1/3 of $5K towards plan.
- Commission suggested that the term `seawalk be used in place of `boardwalk`.

MOVED by Commissioner Grimes, **SECONDED** by Commissioner Harkley,
That the Salt Spring Island Community Economic Development Commission write a letter of support and contribute one third of $5,000 for the development of the concept plan for the Ganges Seawalk Canada 150 grant application.

CARRIED

7. Next Meeting: July 9, 2015, from 4-6pm, location to be determined.

8. Adjournment
The meeting was adjourned at 6:02pm.

CHAIR

SENIOR MANAGER