Making a difference...together

Minutes of the Regular Meeting of the
Salt Spring Island Community Economic Development Commission
Held Thursday May 17, 2018, in the Public Library 129 McPhillips Ave, Salt Spring Island, BC

Present: **CRD Director**: Wayne McIntyre (5:05 pm)
Commission Members: Francine Carlin, Laura Patrick, Holly MacDonald, Janice Harkley, Darryl Martin (via telephone 4:05 pm to 4:35 pm)
Staff: Dan Ovington, Manager, Parks and Recreation; Recording Secretary Tracey Shaver.
Absent: Randy Cunningham
Participants: Jeremy Milsom, Vice-President, SSI Chamber

Chair Carlin called the meeting to order at 4:00pm

1. Approval of Agenda

MOVED by Commissioner Patrick, **SECONDED** by Commissioner Harkely,
That the Salt Spring Island Economic Development Commission agenda of May 17, 2018 be approved.

CARRIED

2. Adoption of Minutes of March 15, 2018

MOVED by Commissioner Patrick, **SECONDED** by Commissioner Harkely,
That the Salt Spring Island Economic Development Commission Minutes of March 15, 2018 be approved.

CARRIED

3. Delegation/Presentation

3.1 Janet Clouston - Chamber of Commerce, re: Tourism Marketing

Ms Clouston provided an overview and electronic presentation of marketing efforts which promote the Southern Gulf Islands equally in attracting visitors for the shoulder season. A request for funding will be considered later in the meeting.

3.2 Kisae Peterson- Salt Spring Housing Council

Ms. Peterson provided an update on the status of affordable housing projects which are in process for the Island.

- Currently over 200 units waiting for approval from Islands Trust to proceed.
- As in many areas in BC, the lack of long term affordable housing has reached a crises point and is effecting all sectors of the community. (example: service, health and trades)
- A strategy for affordable housing has been in the works for many years under the SSI Community Affordable Housing Strategy (CAHS).
- The Croftonbrook development is in jeopardy of losing grant funding if the land use process continues to delay the project.

- Requesting support from CEDC to pressure Islands Trust and Ganges Sewer into prioritizing affordable housing projects and progressing land use applications
- Commission will address under Item 6.4

4. Director, Chair and Commissioner Reports *(refer to submitted reports in Agenda Package- Discussion to focus on top of mind issues presented in the reports)*

4.1 Director- no report

4.2 Chair – Refer to written report

4.3 Vice Chair– no report

4.4 Rural Business Accelerator – Graduation Video (Report and Awards Entry)

- 18 different businesses working together developing new partnerships
- Video shown of MLA Adam Olson praising the Rural Accelerator Program
- Feasibility study to be done to see if this model can become a standalone entity

4.5 Outcomes- Meeting with Adam Olsen, MLA Saanich North and the Islands

no report

Commissioner Martin discontinued telephone attendance due to technical difficulties at 4:35 pm

4.6 Destination Management & Marketing Organization

Continuing to make progress

4.7 Communication & Digital Media

Over a year of representing Salt Spring Island from the digital perspective

4.8 Finance - no report

5. Outstanding Business

5.1 Fee for Service Agreement- Tourism Marketing

MOVED by Commissioner Harkely, **SECONDED** by Commissioner MacDonald,
That the Community Economic Development Commission approve the Fee for Service Agreement with the Salt Spring Island Chamber of Commerce in the amount of $5,000 for tourism marketing.

CARRIED

5.2 Status of Request to have Salt Spring Island Designated as 'Rural'

Status pending

6. New Business

6.1 CEDC Strategic Plan Update

Received a $9800 grant from Rural Dividend program to conduct an alternative business services model feasibility study.

MOVED by Commissioner Carlin, **SECONDED** by Commissioner MacDonald,
Whereas the CEDC will be developing an updated strategic framework that will offer advice, evidence-based research, options and insights about current and projected economic trends that are related to Salt Spring Island's economy.

Whereas during the March 15, 2018, CEDC public meeting a motion was passed for SSI-CRD staff to seek proposals for an updated CEDC economic strategic framework. This RFP is supported in the 2018 CEDC budget.

Therefore, be it resolved that the Updated CEDC Strategic Framework proposal be funded up to a maximum of $25,000.00.

CARRIED

6.2 CRD – SSI Commissioner Collaboration

6.2.1 - Summer Saturday Parking Shuttle

Robin Williams, Chair of Transportation Commission spoke to this topic:

- Seeking collaboration between Commissions; sharing of common purposes
- Transition Salt Spring may apply for a grant in aid to fund a summer Saturday bus shuttle service
- Establish a budget; hire coordinator and driver
- School bus not insured over summer months; consider PARC summer bus which is not used on Saturday's
- Pilot project to ease parking congestion

MOVED by Commissioner Carlin, **SECONDED** by Commissioner MacDonald,
That the Salt Spring Island Community Economic Commission supports Transition Salt Spring in an application for a Capital Regional District Grant in Aid to facilitate a pilot shuttle bus service on summer Saturdays to ease parking congestion during the Market in the Park high season.

CARRIED

6.2.2 - SSI Harbour Docks

Chair Carlin lead the discussion

- Topic was brought forward from a joint meeting of local CRD Commission Chairs
- Marinas should be inviting ports of call; Reflect overall island needs
- Broaden visitor accommodations and facilities
- Feasibility study to look for missed commerce opportunities

MOVED by Commissioner Patrick, **SECONDED** by Commissioner MacDonald,
That the CEDC recommends the CRD consider the feasibility of acquiring the management and operations of the Salt Spring Island docks at the expiry of the term of the operating agreement between the Harbour Authority Salt Spring Island and Department of Fisheries and Oceans.

CARRIED
Commissioner Harkley Opposed

6.3 Red Tape Reduction Opportunity

- develop short infographic
- add to the Opportunity Salt Spring Website
- effort to assist and attract entrepreneurs who may have interest in the land use development process

MOVED by Commissioner MacDonald, **SECONDED** by Commissioner Harkley,
Whereas the CEDC has noticed that commercial development is a difficult process to navigate, we propose a civic education piece be developed, with input and support from Islands Trust and CRD staff, that would explain the process and hosted on Opportunity Salt Spring. This might be a short, animated video, an "infographic" or other medium to support entrepreneurs appropriately navigate the development process.

That an educational infographic be created to guide entrepreneurs on the Salt Spring Island development process with a budget of up to $5,000.

CARRIED

6.4 Affordable Housing Support Letters

- CEDC supports development of work force housing

MOVED by Commissioner Patrick, **SECONDED** by Commissioner MacDonald,
That the Salt Spring Island Economic Development Commission provide letters of support requesting affordable and work force housing initiatives be given priority approval process by Islands Trust and the Ganges Local Sewer Commission.

CARRIED

Director McIntyre arrived at 5:05pm

Director McIntyre gave a brief report on the following:

- 10th Anniversary of BC Transit Celebration event
- Visit to Sunshine Coast-impressed with community and amenities
- Capital Region Emergency Services Telecommunications Inc
- Family Bike Park
- Working with Ministry, CRD and NSSWD on water issues
- Union of BC Municipalities meeting coming up; working on getting a resolution included in the agenda for consideration of permanent Rural Status for the three electoral areas; would open up funding opportunities and better address the needs of our rural communities.

6.5 Discussion: *What's Currently Happening in the Community that impacts SSI Economy?*

- Tour de Iles- June 7, 2018 fundraising event

- Old Fulford Inn property
  - owner plans to stay within current zoning allotment
  - planning a neighbourhood engagement session
  - enhance community feeling

- mix of commercial, lodging and environmental education (salmon enhancement)

- Working with BC ferries on economic issues; shipping, fuel costs, visitor impressions

- Workforce/Affordable Housing Crisis
  - Not unique situation in BC
  - Rural status supported by Islands Trust Council; could open up funding sources
  - Regional housing focus is on urban settings
  - Water hook ups is poor excuse to stop affordable housing projects; people are already here and using utilities from substandard living situations
  - Consider farm village community housing; 20 to 40 age group, seeking safe healthy lifestyle
  - Need to change mind of nimby's
  - Creative thinking and pairing of stakeholders to educate community on needs of working families; education is part of solution
  - Island population has capacity; need balance between environment and humanity; economy growth has limits; slow down tourism and seek year round economic opportunities

7. Next Meeting September 20, 2018 at 4 pm at the SSI Public Library

8. Adjournment

MOVED By Commissioner MacDonald, **SECONDED** by Commissioner Patrick,
That the meeting adjourn at 5:55 pm.

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CHAIR

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SENIOR MANAGER