



File No. 0540-20

SOOKE ECONOMIC DEVELOPMENT COMMISSION MEETING

Wednesday, July 13, 2011 at 7:00 pm
Location: Lobby Boardroom
Prestige Oceanfront Resort
6929 West Coast Road, Sooke, BC

AGENDA

- 1. Call to Order**
- 2. Introduction of New Business/Approval of Agenda**
- 3. Monthly Reports:**
 - Receive for Information - Sooke Harbour Chamber of Commerce Report
- 4. Report for Action:**
 - Economic Development Task Force
- 5. EDABC 2011 Conference**
- 6. Schedule Next Meeting:**
 - September 14, 2011
- 7. Adjournment**



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REQUEST FOR DECISION
Sooke Economic Development Commission
Meeting Date: July 13, 2011

To: Sooke Economic Development Commission
From: Evan Parliament, Chief Administrative Officer
Re: **Economic Development Task Force**

SUGGESTED ACTION:

THAT the Sooke Economic Development Commission approve the Terms of Reference for the Economic Development Task Force.

1. Executive Summary:

The Sooke EDC was established in 2006 in accordance with Section 143 of the *Community Charter* by Bylaw No. 272, *District of Sooke SEDC Delegation Bylaw* providing the authority to establishing a sub-committee.

2. Background:

The Sooke Economic Development Commission hosted a workshop on Thursday, June 9th, 2011 to discuss the transformation of Economic Development including Tourism. The following community groups were in attendance:

- Sooke Region Tourism Association
- Sooke Region Chamber of Commerce
- SookeVolunteer Steering Committee
- Cultural Mapping Project
- Members of the Public

The Sooke Economic Development Commission will establish a task force to develop an Economic Development Strategy with the direct involvement of community groups and service clubs. The strategic plan will consist of community visioning and brainstorming, and the compilation of the visions and ideas into an action plan and action priorities, with lead agencies for actions determined.

3. Analysis:

Economic development in the Sooke Region is carried out by different community organizations. These groups operate on behalf of different elements in the community; Arts and Culture, Heritage, Tourism, Commerce, Employment, etc. The productivity and output of these organizations is considerable.

At the same time, because these organizations operate on fairly specific mandates, their scope has been limited. Although 'big-picture' ideas exist in the community at large, an effective way to realize them is lacking. Another considerable issue is that these groups often compete for the same funding sources. Their need to prove success, guard funding, and even political connections is a reality. A direct result is that co-operation between the organizations does not always exist.

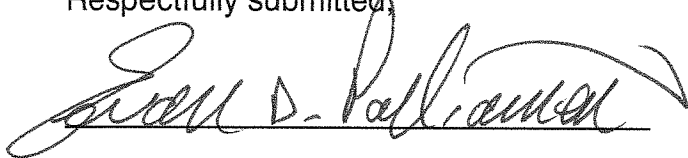
Currently, economic development projects in the community are ongoing and successful. However, the District's role in economic development remains somewhat vague from a community perspective. Largely, the District is seen as a potential funding source for community organizations.

In order to be effective, the District of Sooke will establish an Economic Development Strategy that works towards consistent goals, and have 'big-picture' vision that has not been adequately provided up to this point. The District has several immediate advantages: it has real executive power, it can lobby effectively at regional, provincial and national levels, and it can also generate/provide seed funding through its tax base. Simply, to be productive and successful in economic development in the Sooke region, the District will have to become the biggest player with a clear vision, leadership, and goals of its own.

Attached Documents:

1. Terms of Reference

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Glen D. Pallan", written over a horizontal line.

Terms of Reference
Economic Development Strategy Task Force

Purpose:

The purpose of the Task Force is to assist and make recommendations to Council on matters related to the creation of the Economic Development Strategy for the District of Sooke and engaging the Community Stakeholders.

The Task Force will play a key role in the preparation of the Economic Development Strategy. The Committee will be comprised of individuals that represent a complete range of interests of the community who will provide their experience, knowledge and advice in the preparation of the Strategy. The Task Force will be engaged in the following tasks:

- Develop appropriate guiding principles and take stock of the local economy
- Review current bylaws and agreements relative to the Economic Development Commission
- Review the District's economic development opportunities and constraints
- Identify economic development objectives for the District
- Identify action plans that could be taken to enhance economic prospects
- Help to prepare a financial strategy
- Help to prepare a incorporate the Tourism Development Plan
- Help prepare the Draft Economic Development Strategy

Terms of Office:

The Task Force includes up to 8 members who have been selected by the Sooke Economic Development Commission for their commitment and knowledge of the community interests that they represent and their willingness and strong desire to participate in this important community initiative. The Strategy preparation process is expected to take approximately one year to complete and meetings should take place once every month until final completion of the project. The Task Force will provide a status report to the Sooke Economic Development Commission on a quarterly basis.

Goals:

1. To develop a plan for economic development
2. To present Council with options on how to proceed with the Economic Development Strategy
3. To identify opportunities for Council to work with partners.

Process:

1. The committee will collectively analyze economic resources, identify and capitalize on opportunities, address obstacles to overcome and set the future stage for sustainable community based development and promotion.
2. The committee will present the final Economic Development Strategy draft to Council to initiate the public input process.
3. Council and the Committee will hold public input meetings.
4. The Task Force and Staff will incorporate changes to the guidelines and prepare a final version.
5. Throughout this process the Task Force will continue to meet with groups and individuals interested in Economic Development to identify opportunities for partnerships.