



File No. 0540-20

Sooke Economic Development Commission

Thursday, May 12, 2011 at 7:00 pm

Location: Municipal Meeting Room,
2205 Otter Point Road, Sooke, BC

AGENDA

	Page #
1. Call to Order	
2. Introduction of New Business/Approval of Agenda	
3. Adoption of Minutes: March 10, 2011	1
4. Monthly Reports:	
• Receive for Information - Sooke Harbour Chamber of Commerce	
5. Business Arising form the Minutes:	
• Action List	3
6. Presentations:	
• JDF Cycling Coalition - Stephen Hindericks	
• Volunteer Centre Steering Committee - Marlene Barry	
7. EDABC 2011 Conference	5
8. Schedule Next Meeting:	
• June 9, 2011	
9. Adjournment	

DISTRICT OF SOOKE

Sooke Economic Development Commission

March 10, 2011

7:00 p.m. Municipal Meeting Room

Committee Members Present:

Bryan Mooney (Chair)
Dana Lajeunesse
Steve Grundy

Council: Councillor Sheila Beech
Councillor Herb Haldane

Absent: Randy Welters, Sooke Region Chamber of Commerce
Lorien Arnold

Staff: Lisa Urlacher, Council Clerk (Recorder)

ACTION

1. **Call to Order**
The meeting began at 7:07 p.m.
2. **Approval of Agenda**
The agenda was approved as circulated
3. **Adoption of Minutes:**
The minutes of February 9, 2011 were adopted as circulated.
4. **Monthly Reports:**

Sooke Harbour Chamber of Commerce

The Commission received the February report submitted by the Sooke Harbour Chamber of Commerce.

The Commission inquired as to providing the Business License data to the Sooke Harbour Chamber of Commerce.

5. **Business Arising from the Minutes:**
The Commission overviewed the action list.

The Commission discussed the fee for service contract with the Sooke Harbour Chamber of Commerce and the following recommendation was made:

MOVED that the commission direct the Chamber to submit a written evaluation to the District of Sooke Council of the Chamber's activities and results under Schedule A of the fee for service agreement for 2010 as well as a projection for the 2011 programming:

Chamber

1. Identify, attract and pursue economic ventures and business investment opportunities in the Sooke area, in order to broaden the commercial and industrial tax base of the District;

2. Actively promote the economic opportunity of the Sooke area in other regions in order to attract new investments;
3. Provide business information for the District to attract new economic development opportunities;
4. Promote the SEDC website and distribute promotional material;

CARRIED

6. **2011 Strategic Plan and Budget:**

The Commission finalized the 2011 Strategic Plan and Budget.

MOVED that the Commission recommend that Council endorse the Sooke Economic Development Commission 2011 Strategic Plan and Budget.

To Council

CARRIED

Item	Budget
Consultant to discuss a broad-based structure to create a new economic development framework for Sooke's local economy and resources	\$3,000
Conferences and Memberships <ul style="list-style-type: none"> • VIEA • EDABC 	\$4,000
General Networking <ul style="list-style-type: none"> • UDI • VIATeC 	\$2,000
TAVI ad	\$10,000
Marketing Partnerships	\$5,000
Promotional stimulus	\$5,000
Marketing/Promoting Hosting Events (Meeting Spaces BC)	\$5,000
Total	\$34,000

To do List:

- Goodridge Island
- De-commission Advantage Sooke website
- Add BC streets Mountain bike link
- Iron Man Triathlon Vignettes

Schedule Next Meeting: Wednesday, April 6, 2011

7.

8. **Adjournment:**

The meeting adjourned at 9:09 p.m.

Certified by:

Brian Mooney
Chair

Bonnie Sprinkling
Corporate Officer

2011 Sooke Economic Development Commission

Meeting Date	Title	Action Item	Assigned	Status	Due Date	Comments
01-19-11	Sooke Community Radio Association	The Commission asked that the Brian Edwards, Camosun College be contacted. It was noted that Royal Roads is also investigating air time as well.	Dana			
02-09-11	Minutes	The Commission asked that an ongoing action list be created from the minutes	Lisa	Complete		
02-09-11	Sooke Harbour Chamber of Commerce – Fee for Service Agreement	It was noted that Schedule A should correspond with the Sooke Economic Development Commission's Strategic Goals.	Council Decision			Commission to make recommendations to Council
02-09-11	Sooke Harbour Chamber of Commerce – Fee for Service Agreement	The commission discussed economic development models and agreed that a consultant should be brought in to discuss a broad-based structure to create a new economic development framework for Sooke's local economy and resources.	Bring Forward Strategic Plan			Meeting Scheduled June 9 th
02-09-11	VIATec	The Commission agreed to have a Sooke representative attend the Victoria Advanced Technical Council (VIATeC) membership meetings every 2 nd Thursday of the month.	Members	ongoing		
02-09-11	Technical Park Development	The Commission asked that Dan Gunner be invited to attend an upcoming Commission meeting.	Evan			

Meeting Date	Title	Action Item	Assigned	Status	Due Date	Comments
02-09-11	Iron Man Triathlon – Vignettes	The members will provide contacts and further input to staff via e-mail lbyrne@sooke.ca	Members			
02-09-11	Iron Man Triathlon – Vignettes	to recommend that Council allocate an additional \$25,000 to allow for the production of vignettes.	Laura			Bring forward to Council on February 28 th with staff report. (Laura)
02-09-11	Goodridge Island	It was noted that Jim Craven, Jim Craven and Associates would be invited to an upcoming meeting.	Evan			
02-09-11	Goodridge Island	It was noted that the previous field test study would be sent to Steve Grundy to examine.	Evan	Completed		Steve updated the Committee in March as to the Report
02-09-11	Sooke Builders Association	to recommend that Council consider sending a resolution to AVICC/UBCM regarding the architectural stranglehold on commercial and industrial buildings.	Evan			Laurie Wallace is providing background information to bring forward for a UBCM resolution for Council to consider
02-09-11	Strategic Plan and Budget			Completed		Approved by Council
03-10-11	Chamber of Commerce Fee for Service Agreement	that the commission direct the Chamber to submit a written evaluation to the District of Sooke Council of the Chamber's activities and results under Schedule A of the fee for service agreement for 2010 as well as a projection for the 2011 programming.	Lisa			Randy coming forward to Council in May



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Partners

EDABC 2011 conference

2011 EDABC Conference *Draft* Agenda

Day 1 - Sunday, June 5th

2:00 pm - 7:00 pm

Arrival & Registration - Coast Hotel & Convention Centre, Langley

11:00 am - 5:00 pm

Delegate Activity: Tourism Langley's *Taste of Langley Bus Tour* (\$125 additional cost/person) Experience tours and tastings at local agri-tourism favourites that will inspire, entertain and educate. Visit an organic artisan bakery, gourmet food store, honey farm and the renowned Domaine de Chaberton Estate Winery.

5:30 pm - 6:30 pm

New Members Reception - *Sponsored by BMW/Mini Langley* - If you have joined the EDABC since 2010, attend this special informative session allowing you to hear about EDABC and the services we provide.

7:00 pm - 9:00 pm

"Welcome to Langley": Opening Partners Reception - *Co-Sponsored by WesGroup, Polygon Homes, TD Bank and The Fraser Valley Real Estate Board*

Day 2 - Monday, June 6th

7:30 am

Breakfast & Registration - *Sponsored by MMM Group Ltd.*

8:15 am

Welcome & Introductions

- Mayor Peter Fassbender of the City of Langley
- EDABC President Kevin Poole

8:30 am

Keynote 1 - Maury Forman, *The Power of Economic Development (In 45 Minutes or Less)*

Maury Forman, one of Economic Development's most sought after speakers will provide an informative yet entertaining and motivating speech on the Power of Economic Development. This presentation will cover the basics of Economic Development, but allow you to walk away with the knowledge you need to best describe the impact you are making in your own communities.

9:30 am

Break - *Sponsored by Emterra Environmental*

9:50 am

The Power of the Tourism and the BIA: Thompson Okanagan Tourism Association, Tourism Abbotsford, and the Downtown Langley Business Association

11:00 am

The Power of the Future: Mr. Doug Little, VP of Economic Development, BC Hydro

11:45 am - 1:15 pm

Lunch with a presentation by Langley Mayor, Peter Fassbender and Peter von Hausen, President of MWH Urban Planning & Design - *Sponsored by The Langley Concrete Group*

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Member Resources

LOGIN

New EDABC Partner - Kwantlen Polytechnic University
read more.

New EDABC PARTNER - BC Hydro
read more.



1:15 pm

The Power of Energy Choices: Stu MacGillivray, Fortis BC

1:55 pm

The Power of the Intelligent Community to Sustain the Future: Louis Zacharilla, Co-Founder - Intelligent Community Forum - How are communities creating competitive environments globally to encourage the growth of green industries and entrepreneurship in general? Find out from the developer of the *Top Seven* and *Intelligent Community of the Year Awards*

2:55 pm

Break - *Sponsored by Urban Systems Ltd.*

3:15 pm

The Power of BC's Regions - Join your colleagues from each of BC's economic regions in this interactive workshop to discuss challenges, opportunities and other issues of interest!

4:15 pm

Sessions end

6:00 pm

President's Reception - *Sponsored by The City of Langley*

7:00 pm - 10:00 pm

President's Dinner - *Sponsored by BC Hydro*

Enjoy dinner, unique entertainment from the world-renowned Langley Ukulele Ensemble, a silent auction and the BC Economic Development Awards.

Day 3 - Tuesday, June 7th

7:30 am

Breakfast - *Sponsored by the Best Western Langley Inn*

8:15 am

EDABC AGM

9:00 am

The Power of Educational Institutions : Dr. David Atkinson, Kwantlen Polytechnic University

9:45 am

The Power of Site Selection: What Is An "Incentive": Christopher Steele - We hear it all the time...what are your incentives? Christopher Steele of CWS Consulting Group LLC will address this issue and provide examples of how you can package your community to look like an incentive.

10:30 am

Break - *Sponsored by Keystone Architecture & Planning Ltd.*

10:50 am

The Power of the Canadian Economy: Favrid Novin, Bank of Canada

11:45 am

Lunch - *Sponsored by Marcon Developments Ltd.*

1:00 pm

The Power of Communications: Clemens Rettich - How do you tell your community's story? Is it compelling? Does it send an accurate message to those you are trying to reach? Clemens focuses on small business time-ups, and communication strategies (including branding and social media) for business and public organizations.

2:00 pm

Keynote 2 - *The Power of Leadership:* Hugh D. Cuiver - Hugh's humour and insights will entertain and educate you on the powerful choices that are always available in our work and lives. His programs focus on leadership, motivation and inspiration, conflict management, time management and personal leadership in the workplace.

3:30 pm

Closing Remarks & Wrap-Up