



SOOKE ECONOMIC DEVELOPMENT COMMISSION

Meeting to be held
Wednesday, August 11, 2010 at 7:00 pm
Location: Municipal Meeting Room,
2205 Otter Point Road, Sooke, BC

Agenda

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1. Call to Order	
2. Introduction of New Business/Approval of Agenda	
3. Adoption of Minutes: Meeting of July 14, 2010	1
4. Monthly Reports:	
• Sooke Harbour Chamber of Commerce	5 (July)
• CAO	
• SRTA	
5. Chamber, EDC, SRTA, Juan de Fuca EDC Alliance Update	
6. Support for local events	
7. Grant Writer Potential Candidates	
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9. New Business	
10. Schedule Next Meeting:	
Wednesday, September 8, 2010	
11. Adjournment	

DISTRICT OF SOOKE

Sooke Economic Development Commission

July 14, 2010

7:00 p.m. Municipal Meeting Room

Committee Members Present:

Bryan Mooney (Chair)
Steve Grundy
Lorien Arnold
Neil Flynn, Sooke Region Tourism Association
Gwen Fisher, Sooke Region Chamber of Commerce
(Quorum 4)

Absent: Dana Lajeunesse, John Zarembo, Councillor Herb Haldane

Council: Councillor Sheila Beech

Staff: Evan Parliament, CAO
Bonnie Sprinkling, Corporate Officer (Recorder)
Steve Sorensen, Fire Chief

Members of the Public: None

ACTION

1. **Call to Order**
The meeting began at 7:04 p.m.
2. **Approval of Agenda**
MOVED to approve the agenda as circulated with the addition as Item 3a of a presentation by Steve Sorensen on the 2010 Subaru Triathlon and under Item 9 New Business a status report on the Galloping Goose crossing.
CARRIED
3. **Adoption of Minutes:**
MOVED that the minutes of June 2, 2010 be adopted as circulated.
CARRIED
- 3.a **Delegation – 2010 Subaru Triathlon**

Steve Sorensen gave an overview of the 2010 Subaru Triathlon and the potential Half Ironman event in May 2011. The Ironman is a three year commitment; \$150,000 licencing fee per annum -- \$50,000 Sooke, \$50,000 Ironman and \$50,000 Life Sport.

This year's race is August 8th is expecting 500 entrants; the Ironman will possibly have 1,500 entrants. Volunteers are needed. The Commission would like to make this year's event positive to create awareness in preparation for next year.

TSN or Rogers may do a special on Sooke which could be \$75,000. Sponsors will be necessary. Two members of staff will attend Penticton

Ironman to investigate how they organize volunteers and participation in the event – volunteers, sponsorship, etc. Discussion on whether we should participate in the Ironman:

- Increase awareness of event in community
- Volunteer base
- Sponsorship
- Salmon BBQ for race participants provided by local community group as a fund raiser
- Track participant spending (\$2 bill idea)

The Commission directs staff to:

- put insert in the paper paid in half by Lifesport with the race route and request for volunteers
- arrange for digital display sign

**Bonnie
Sprinkling**

4. **Sooke Harbour Chamber of Commerce Monthly Report:**

Not available.

5. **CAO Report:**

Updates:

a. Community Radio

An application as a Society must be made for the Community Radio, but a name must be chosen. Chief Planes has been approached to use "T'Sou-ke" in the *Society Act* application. Staff are authorized to proceed with the registration of the society name immediately and independently of the station name and call sign. Industry Canada has responded to our request. We will have to hire an engineer to put together the application to Industry Canada for a frequency.

b. Brandenburg Properties Tour

The tour has been postponed until early September.

c. Chamber Presentation

Three weeks ago, Evan Parliament reported that he attended a Chamber meeting with other groups to discuss possible collaborative opportunities. The idea proposed is that local groups become advisory boards who will share in paid qualified staff, office space, marketing, etc.; which will reduce duplication and provide sustainability.

Bryan Mooney and/or Gwen Fisher will represent the Sooke EDC in investigating governance models on the concept and attending meetings on the issue. Stratford, Osoyoos are good models.

Vancouver Outdoor Adventure and Travel Show - March 19th & 20th, 2011

Evan Parliament reported that we have told the Show that we would not be attending, but they still want us to come. The display requires 8 people to set up, with travel and accommodation as well. It is a \$10,000 commitment; they will reduce the entrance fee. Before we commit, there should be at least ½ financial contribution by community businesses. Sooke EDC will not participate in the show.

6. Sooke Region Tourism Association Report

Neil Flynn reported that:

- the "Ask me" T-shirts campaign will be out in the community shortly to heighten the interest in how we treat visitors; this will happen each Friday.
- 2% Hotel Room Tax program – the intention is to initiate the program in mid-September. It could potentially generate \$200,000 that SRTA could use to promote the community. They would like to hire a consultant to assist in implementing the program; business plan, submission of application to province.

MOVED to provide Sooke Region Tourism Association with \$4,000 to hire a consultant to prepare a business plan and assist in the application to Ministry of Finance to initiate the 2% AHRT program.

**To
Council**

CARRIED

- starting campaign directing promotion to the residents of BC starting with TV ads on Global TV with ten other participants; 10 commercial spots as well as print ads.
- starting to review marketing plan; Times Colonist Discover Vancouver Island insert, Tourism Vancouver Island Vacation guide.
- considering attending Calgary outdoor shows – need to promote cycling and ziplining.

Neil Flynn announced that Tourism Vancouver Island staff will be coming to visit and experience Sooke in August and that the Tourism Vancouver Island AGM and conference will be held in Sooke 2012.

7. Osoyoos Destination Package

Evan Parliament reviewed the package.

8. Tourism Vancouver Island – Annual Vacation Guide

Neil Flynn advised that SRTA intends to approach the various stakeholders and work together on the submission to TVI.

9. **New Business**

Grant Writer:

Evan Parliament advised that District of Sooke does not have new staff positions budgeted in 2010. For a grant writer on a commission basis, the Sooke EDC could look to a contract with a grant writer. Bonnie Sprinkling will bring the resumes of potential candidates to the next commission meeting.

**Bonnie
Sprinkling**

Galloping Goose Crossing:

Bonnie Sprinkling advised that Council awarded HB Lanarc the contract for the Galloping Goose crossing design.

Naming Trail Systems:

Lorien Arnold suggested naming the trails after indigenous plant life.

Western Woods

Lorien Arnold suggested that Western Wood Preservers Institute be contacted as to locating wood businesses in Sooke.

10. **Schedule Next Meeting:** Wednesday, August 11, 2010

11. **Adjournment:**

The meeting was adjourned at 9:02 pm.

Certified by:

Brian Mooney
Chair

Bonnie Sprinkling
Corporate Officer

Sooke Region Chamber of Commerce

Manager's Report

July 2010

Activities of the Chamber office as they pertain to the Sooke Economic Development Commission

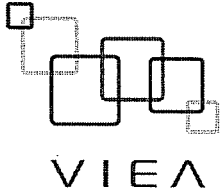
2010 is the third consecutive year that the Chamber has helped sponsor the Communities in Bloom program. The Chamber provides the decals to the participating businesses and organizations. The design and printing is done locally. This year the presentations will take place on Monday July 19th, 2010 at the Sooke Harbour House.

The Chamber is again sponsoring- A Taste of Sooke, at the Sooke Fine Arts Show, July 24th to August 2nd. Thursday July 29th is the specific evening when local restaurants, chamber member or not, will be providing samples of their wares to the show's attendees. The Chamber felt that because of the scope of the Fine Arts Show, Sooke would best be served by having as many restaurants as possible participate and put our best foot forward.

The Chamber President is working on organizing a meeting of the SEDC, SRТА JDFEDC and the District, to try and formulate strategies for putting in place some sustainable funding for each group and the possibility of sharing some resources and minimizing costs. It is hoped the first meeting will take place sometime in July.

SRТА and the Chamber are working on a program where Sooke Businesses will have their staff dressed in a T-Shirt on Fridays in July and August and one Friday per month in the off season. The T-Shirt will have the SRТА logo on the front and "Ask me... I live here." on the back. It is felt that it will have a positive welcoming effect on the tourists and it will also serve to indicate to the businesses the importance of tourism to Sooke's economy. Five major businesses are already involved.

District of Sooke
JUL 14 2010
Received



VANCOUVER ISLAND
 ECONOMIC ALLIANCE

Original Document to File No. 0540-20			
For Action by:	CC	Agenda	Other
Mayor/Council	<input type="checkbox"/>		
Council Reader File	<input type="checkbox"/>		
CAO	<input type="checkbox"/>		
Corp Services <i>Bonnie</i>	<input checked="" type="checkbox"/>		
Engineering	<input type="checkbox"/>		
Finance	<input type="checkbox"/>		
Planning	<input type="checkbox"/>		
Fire	<input type="checkbox"/>		
Other	<input type="checkbox"/>		

Ms. Bonnie Sprinkling
 Corporate Officer
 Sooke Chamber of Commerce
 C/O Sooke Economic Development Commission
 2205 Otter Point Road
 Sooke, BC V9Z1J2

Dear Ms. Sprinkling

We would like to take this opportunity to thank you for your membership in the Vancouver Island Economic Alliance.

Your investment as a member of the Vancouver Island Economic Alliance is an investment in the future of Vancouver Island. Our history has shown that VIEA provides positive dividends to its members by contributing to our region's economic growth.

Since 2007 community and corporate partners such as yourself have invested almost \$115,000 into VIEA memberships to support a collaborative approach to regional economic development. VIEA is proud to have leveraged your membership investment more than 12 times over to deliver nearly \$1.5 million in services and initiatives across the Island.

Recently the Vancouver Island Economic Alliance revised its membership fee schedule to accommodate the diverse business and community organization base on Vancouver Island. We heard from many of you that there needed to be additional fee options for small and medium size businesses. We have included those revisions in this package.

Our Regional Economic Analysis, Labour Market Analysis and Annual State of the Island Economic Summits are just a few examples of how VIEA is creating tangible positive outcomes for the Island's business and community leadership.

Additionally VIEA launched its new website in 2009 and in May 2010 enhanced its web portal with the Moving to Vancouver Island- An Island for All. We would invite you to browse the VIEA website at www.viea.ca.

Since November 2009 the Vancouver Island Economic Alliance has been engaged in extensive research on Vancouver Island, in a project titled The Link Project- Linking Island Leaders.

The Link Project is a 52 week project aimed at examining regional collaboration and economic development on Vancouver Island through a multi-disciplinary approach that includes data review, community visits, networking and strategy development. The project is a Job Creation Partnership project funded by the Ministry of Housing and Social Development, Employment and Labour Market Services Division. Our team is collecting pieces of the puzzle which will create a picture of economic development for Vancouver Island. The Link Team is meeting with community leaders: local government, First Nations, educators, business, media, industry associations, and individuals who are community champions. Each is a valuable link in building a stronger economy on Vancouver Island. Each is essential to building a shared vision of Vancouver Island.

Leaders interviewed are asking that the report is candid and presents what the Link team is hearing even if these messages are controversial. Leaders in turn are being candid in their comments. Recommendations put forward range from orientation for elected officials, the importance of retail, the island wide emphasis on tourism, the necessity of transportation infrastructure through to the extensive body of work being done within First Nations and will be presented. There is little doubt that leaders appreciate the opportunity to be heard by a neutral body. A review of local planning documents shows that as well as community specific goals, each community on Vancouver Island is working towards three common goals: a diversified economic base, improved relationships with neighbouring First Nations and sustainability.

The final report including recommendations will be presented at this year's summit to be held October 25 & 26 at the Vancouver Island Conference Centre in Nanaimo.

Today more than ever, VIEA's focus on collaboration and coordinated pooling of resources remain the cornerstones of our success. Your VIEA Board remains dedicated prudent financial management of your membership dollars in that our entire administration budget remains under 5% including our staff resources. Your Board will maintain this commitment as we believe your investment needs to be directed to expanding investment and workforce attraction efforts for our region.

We are committed to working with you as we continue to promote a sustainable and diversified economy for all residents for the Vancouver Island economic region. Please do not hesitate to contact us anytime.

Yours truly,

Rick Roberts, Chair
Sandy Herle, Membership Committee, Co-Chair
Arnold Harasymchuk, Membership Committee, Co-Chair
Cori Lynn Germiquet, President