



SOOKE ECONOMIC DEVELOPMENT COMMISSION

Meeting to be held

Wednesday, March 24, 2010 at 7:00 pm

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

Agenda

- | | <i>Page #</i> |
|--|---------------|
| 1. Call to Order | |
| 2. Introduction of New Business/Approval of Agenda | |
| 3. Adoption of Minutes: | |
| • February 11, 2010 | 1 |
| 4. BC Streets Booth: | |
| • Discussion with Fire Chief Steve Sorensen on storage, maintenance, transport, setup and take-down of booth | |
| • Discussion on how to capitalize on the results of the O Zone presentation. | |
| 5. Vancouver Outdoor & Adventures Travel Show: | |
| • Update | |
| 6. Sooke Harbour Chamber of Commerce: Monthly Report | |
| 7. CAO Update: | |
| • Council appointment of Lorien Arnold to the Sooke EDC | |
| 8. Economic Development Association of BC: | |
| • Who will attend conference June 6-8, 2010? | 5 |
| 9. 2010 Workplan and Budget | 9 |
| 10. Integrated Resource Recovery | 13 |
| 11. Concept of forming subcommittees | |
| 12. Suspension bridge | |
| 13. Salmon Stewardship center | |
| 14. VIEA Membership | 17 |
| 15. New Business | |
| 16. Schedule Next Meeting: Wednesday, April 14 th , 2010 | |
| 17. Adjournment | |

DISTRICT OF SOOKE
Sooke Economic Development Commission

February 11, 2010
7:00 p.m. Municipal Meeting Room

Committee Members Present:

Bryan Mooney (Chair) Neil Flynn, Sooke Region Tourism Association
Alexander Chandler Steve Grundy

Council: Councillor Sheila Beech

Staff: Evan Parliament, CAO
Bonnie Sprinkling, Corporate Officer (Recorder)

Absent: Dana Lajeunesse Gwen Fisher, Sooke Region Chamber of Commerce
Councillor Herb Haldane Jeannette Wilford (resigned)
John Zarembo

Guest: Ron Neitsch Wayne Nowak
Lorien Arnold

1. **Call to Order**

The meeting began at 7:04 p.m.

2. **Approval of Agenda**

MOVED to approve the agenda with the addition of:

- Minutes of the November 18th, 2009 Sooke EDC meeting
- Monthly Reports (January and February) from Sooke Region Chamber of Commerce
- Letter and certificate received February 4, 2010 from EDABC
- Email received February 1, 2010 from VIEA (web portal)
- Email received February 8, 2010 from Certified Folder Display Service - brochure at airport, ferries
- Email received February 2, 2010 from EDABC – EDABC Seminar

CARRIED

3. **Adoption of Minutes:**

MOVED that the minutes of November 18th, 2009 and December 9, 2009 be adopted as circulated.

CARRIED

4. **Delegation: Wayne Nowak – Proposal for EDC Publication**

Wayne Nowak reviewed his proposal to develop an economic development lure piece for Sooke similar to the publication and promotional package he created for Hinton. The concept was that there would be no cost to Sooke EDC and that the publication builds on the Advantage website, brochure, SRTA, Sooke 2010 website, etc. Revenue to come from advertising and the project would not proceed until funding in place. The distribution would be decided by the Sooke EDC and could be through the website, the Douglas Magazine, B&Bs, trade shows, Chamber, etc.

The Committee discussed the proposal:

- Sale of ad space through contract with Wayne Nowak
- No database, timeline or plan for distribution in place
- The product would be owned by District
- District to approve copy

The Commission decided not to go ahead with this type of publication at this time.

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

The Commission received in writing the monthly reports for January and February as submitted by Sooke Region Chamber of Commerce.

6. **Vancouver Outdoor & Adventure Travel Show**

Evan Parliament advised that the Sooke EDC has booked a 10'x10' booth but we would like to use the BC Streets 20'x40' display which will cost \$6,000. Deposit has been paid for the 10'x10', we have until February 24th, 2010 to confirm 20'x40'. Ron Neitsch is arranging for the booth participants – Lorien Arnold, Scott (Adrenline) and Russ are participating – suggested additional participants include Subaru Triathlon, Bear Mountain, Charter Boat Association, Port Renfrew and Sooke marinas to participate; we need participants to pay for travel show participation. The firefighters would be available by donation to set up the BC Streets booth. Evan will call Subaru Triathlon and Bear Mountain; Ron will contact others.

**Evan
Ron**

7. **CAO Update**

A. Council Resolutions

- December 14, 2009 – 2% Additional Hotel Room Tax Program
- December 14, 2009 – Ozone – Richmond, February 10, 2010
- January 25th, 2010 – Appointments

Evan Parliament reviewed the Council resolutions. Neil Flynn gave an overview of SRTA's application and the approval process for the Additional HRT Program; the program will run for one more year when the HST is in place.

B. Resignation of Jeannette Wilford

The Commission accepted the resignation of Jeannette Wilford. Lorien Arnold will make an application to be a member on the Sooke EDC.

Bonnie

C. Richmond Ozone

Evan reviewed the contest for Sooke Travel Package on the Sooke 2010 website. The Commission viewed the BC Streets video on the website funded by the Sooke EDC. The video can be customized for specific shows and presentations.

MOVED that the Commission send a letter of gratitude to the BC Streets committee who organized the project.

Bonnie

CARRIED

8. **Referral from Council** – Letter dated November 12, 2009 from Greater Victoria Development Agency
- MOVED** that the Commission send a letter declining to participate in the Great Victoria Development Agency.
CARRIED **Bonnie**
9. **Integrated Resource Recovery**
- The Commission postponed the discussion on Integrated Resource Recovery until the next meeting. **Bonnie**
10. **Eclipse Creative**
- The Commission directed staff to advise Eclipse Creative that we do not have any projects that would require their services at this time. **Bonnie**
11. **Vancouver Island Economic Alliance**
- The Commission directed staff to provide VIEA with the links to the Advance and Sooke 2010 website; the Commission was advised that VIEA may have funding available.
- MOVED** that the Commission authorize one member of attend the VIEA meeting on February 25, 2010.
CARRIED **Bonnie**
12. **Economic Development Association of BC**
- MOVED** that the Commission authorize one member of attend the EDA of BC Annual Conference in June 6-8, 2010.
CARRIED **Bonnie**
13. **New Business:**
- Letter and certificate received February 4, 2010 from EDABC - the Commission discussed the membership with EDABC.
 - Email received February 1, 2010 from VIEA (web portal) – the deadline has passed for participation
 - Email received February 8, 2010 from Certified Folder Display Service - brochure at airport, ferries - the Commission directed Staff to cancel contract. **Bonnie**
 - Email received February 2, 2010 from EDABC – EDABC Seminar March 18th-19th, 2010 – the Commission will not attend.

14. New Business

- Alex Chandler will provide an update on the Entrepreneurial School at the April meeting of the Sooke EDC. **Alex**
- Bryan Mooney gave an update on the interpretative/stewardship centre project which will be located on the north side of Charters Creek.
- The Commission discussed the need for additional parking for the public boat launch.
- The Commission agreed that the 2009 Workplan and budget will be carried over to 2010. **Bonnie**

15. Schedule Next Meeting: Wednesday, March 10th, 2010

Suggested topics:

- Proposal for CRD composting facility
- Goodridge Island
- Kaltasin Works Yard RFP
- Performing Arts Centre – Feasibility Study
- Town Centre Update

16. The meeting was adjourned at 9:00 pm.

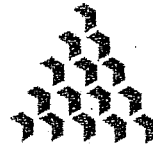
Certified by:

Brian Mooney
Chair

Bonnie Sprinkling
Corporate Officer

OFFICIAL 2010 ECONOMIC DEVELOPMENT CONFERENCE

JUNE 6TH-8TH 2010 - OSOYOOS
BRITISH COLUMBIA



Economic
Development
Association of
British
Columbia

Registration Details

First Name: _____ Last Name: _____

Title: _____ Organization: Sooke Economic Development

Mailing Address: 2205 Otter Point Rd Sooke, B.C. Postal Code: V9Z 1J2 Commissioner

Tel: (250) 642-1634 Ext: _____ Cell: () _____ Fax: (250) 642-0541

Email: _____ Website: _____

Do you have any dietary restrictions or allergies? _____

Method of Payment

Cheque N/A - Comp./Reciprocal (Reason:)

MasterCard Visa

Card Number: _____ Expiry Date: _____

Name as it appears on card: _____

Registration Fees, Includes all meals & sessions:

- EDABC Member Early Bird Rate - \$375.00 + GST
- EDABC Member After April 30th, 2010 - \$425.00 + GST
- Future Member Early Bird Rate - \$425.00 + GST
- Future Member After April 30th, 2010 - \$475.00 + GST
- Spouse/Partner (meals, cultural tour & wine tour) - \$180.00 + GST

Name: _____

- Extra Tickets for Gala Dinner - \$80.00 + GST
- Partner - (variable)

Per Diem -please Select days (2 day max)

- 6th - \$125.00 + GST
- 7th - \$190.00 + GST
- 8th - \$190.00 + GST

Hotel Reservations:

Spirit Ridge Resort Vineyard & Spa

- One Bedroom Condo - \$119 + tax
- One Bedroom King Condo - \$155 + tax
- Two Bedroom Condo - \$175 + tax

To obtain these rates, state that you are attending the BC Economic Development Conference

Contact the resort for reservations
1-403-313-6375 - charmainer@bellstar.ca

To assist us in planning, please indicate which events you plan on attending:

June 6th

- Golf - \$100
- Opening Reception

June 7th

- Breakfast & Session
- Lunch - Speaker TBA
- EDABC Partners Reception

June 8th

- Breakfast
- Lunch - Conference Presentation
- President's Dinner

Cancellation Policy

Refunds will be made available less a \$50.00 handling fee for a written application received before June 6th, 2010. Absolutely no refunds will be made AFTER May 6th, 2010. However, a substitute delegate is welcome at no additional charge.

#402-44550 South Sumas Road Chilliwack, BC V2R 5M3
Telephone: (604) 858-7199 - Fax: (604) 858-7345
info@edabc.com - www.edabc.com

2010 Conference Agenda (DRAFT)

Sunday (Day 1)

June 6-8, 2010

2pm – 5pm	Arrival & Registration Spirit Ridge Resort & Spa
2pm – 5pm	Osoyoos Uncorked – Delegates' Choice of Social Activities Golf Tournament @ Osoyoos Golf & Country Club Desert Centre Interpretive Tour
7pm – 9pm	"Taste of the Okanagan": Welcome Reception (sponsored by TOTA) NK'Mip Desert Cultural Centre

Monday (Day 2) – Spirit Ridge Conference Centre

7:30am	Breakfast & Registration
8:30am	Welcome <ul style="list-style-type: none"> • Introduction from Chief Clarence Louie • Introduction from Mayor of Osoyoos • Introduction from EDABC President
8:50am	Keynote 1 The "Soyooos" Story - Chief Clarence Louie
10:15am	Break
10:30am	Snapshot of our Economy
11:10am	Workshop Session 1 <ol style="list-style-type: none"> 1. Diversifying your economy through succession planning <i>How attracting and training Gen Ys to your economy will diversify your economy's risk and mitigate boom and bust cycles.</i> 2. Partnerships for growth and retention. <i>Communities are forming partnerships to attract investment and to encourage business retention. Learn from real examples on how you can work with your local companies on creating win-win opportunities.</i> 3. Responsive strategic planning <i>Strategic planning in fluid times. The balance between planning and unexpected opportunity - why a little of flexibility in your strategic direction can be a gift or a detriment.</i>
Noon	Lunch – Speaker TBD
1pm	BC In-Market Representatives Abroad – Panel discussion



2010 Conference Agenda (DRAFT)

2pm

Workshop Session 2

1. Innovative approaches to site selection

Site selection best practices and a case study for a highly successful investment attraction region at home or abroad.

2. Social networking and the e-evolution – Robert Ouimet

Since 2003 Robert has worked as an independent media consultant. He is an award winning journalist, and joined the Canadian Broadcasting Corporation in the 80's where he created and produced a half dozen network shows for CBC Radio in Winnipeg, Toronto and Vancouver. A frequent guest-speaker, Robert has given presentations on media across Canada as well as the United States, Australia and New Zealand. Adapting your marketing tactics to digital mediums. How to maintain top of mind awareness in a mobile world.

3. Why a triple-bottom-line makes business cents

How doing "good" can translate into doing "well". Niche markets as they relate to the trend toward conscientious consumerism and resulting business longevity.

3:15 pm

Break

NK'MIP Desert Cultural Centre. Enjoy some Bannick and traditional First Nations cuisine. Following a brief break delegates will get to experience the centre and gather a better understanding of the precious Okanagan First Nations culture and habitation on desert lands. The NK'MIP Desert lands are one of Canada's three most endangered eco-systems and home to many endangered plant and animal species. The Centre provides on-site cultural tours, programs, self-guided nature trails, interpretive sites, visitor programs, cultural events, rattlesnake research and tagging programs, native sculptures and interactive displays reflecting the unique and contemporary experience of a desert centre based on the rich heritage of the Okanagan people.

6pm

Reception & Silent Auction

Watermark (to sponsor transportation)

7pm –
10pm

Economic Development Awards Banquet & Auction

Entertainment & Economic Development Awards

Tuesday (Day 3) – Spirit Ridge Conference Centre

7:30 am	Breakfast
8am	EDABC AGM
9am	Provincial/Federal program updates – panel discussion?
10:00am	Break
10:30am	<p>Workshop Session 4</p> <p>1. Business Development - what Ma and Pa already know <i>How most of the potential for job creation in your community lies in your smallest businesses. Fostering business growth at the local, entrepreneurial level.</i></p> <p>2. Niche branding: redefining “quality of life” <i>How “quality of life” is a huge relocation and investment attraction tool, and yet it has become so ubiquitous that it no longer sets you apart. How to redefine the term for your community so that it becomes the unique product offering it really is.</i></p> <p>3. Olympic assets: how communities can maintain the momentum <i>Lasting legacies of the 2010 Games and how communities across the Province can continue to utilize and benefit from them in their economic development practices.</i></p>
12:00pm	Lunch – 2011 EDABC Conference presentation
1:00pm	<p>Media matters – how communication helps get the job done <i>Lessons on how media relationships are integral to economic development success. Why other people may actually be your community’s front door to development</i></p>
1:45pm	<p>Keynote 2 Zentrepreneurism – Allan Holender <i>Allan gained his knowledge through first-hand experience as a business owner, “serial” entrepreneur, CEO, manager, leadership expert, teacher, writer, and broadcaster. He delivers his life lessons with both passion and humor — helping others to create that all-important balance between all the elements of one’s life. Allan is the author of the revolutionary book “Zentrepreneurism: A 21st Century Guide to the New World of Business”. His highly acclaimed speaking presentations on “Creating Passion, Purpose and Profits with Integrity” have gained national attention. His website has become a forum for the world-wide growth of the Zentrepreneurism movement</i> www.zentrepreneurism.com.</p>
3:00pm	Closing Remarks and Wrap-Up

Sooke Economic Development Commission Strategic Plan 2010

Priorities established to attain the goals of the Commission for 2010 will be attained through research, education, communication and marketing of Sooke.

Our goals will be achieved through our updated commercial/ industrial land base inventory, the SEDC web site, the Sooke Harbour Chamber of Commerce along with new marketing materials and initiatives.

Sooke Economic Development Commission Targets

Understanding the advantages of Sooke with respect to its' tourism potential, employee lifestyle, our natural resources and locale, the Commission plans to target economic development activities to attract the following business sectors:

- Retirement Residence facilities (independent, supportive and assisted living)
- Tourism Industry- hotels with meeting and conference facilities as well as eco-tourism operators and supporting businesses.
- High-Tech / Internet Technology Industry including the Film Industry.
- Post Secondary Education Facilities; such as, schools for fine arts, music academies, sailing and outdoor operations, etc.
- Light Industrial / Marine related manufacturing.
- Abattoir facility
- Increased retail space capacity.

Measurable and Achievable Work Plan for 2010

- **Maintain, promote, monitor and update www.advantagesooke.ca. Review the site on an ongoing basis to ensure it remains effective.**
- **Maintain membership in the EDABC (Economic Development Association of BC) and ensure that at least one member of the Commission attends the joint EDAC/EDABC Summit in Vancouver (September 19-22, 2010).**
- **Maintain membership in VIEDA (Vancouver Island Economic Developers Association) and ensure that at least one member of the Commission attends the next Annual General Meeting.**
- **Take out membership in VIEA (Vancouver Island Economic Alliance) and ensure that at least one member of the Commission attends the next Annual General Meeting.**
- **Create a data base of existing EDC organizations, provincial and federal government agencies, business associations and organizations in BC, Alberta and the Pacific North West, BC Ferries, Victoria.**
- **Research other EDC authorities throughout BC to better understand how they grow and promote economic development**
- **Develop and place advertisements in at least two Business / Economic Development related publications promoting the advantage of living, working and operating a business in Sooke.**
- **Conduct at least one town inspection by a targeted business sector.**
- **Participate in one Consumer Show in partnership with SRTA.**
- **Participate in at least one Home & Garden or Outdoor Show to promote Sooke and our economic development opportunities.**
- **Review and monitor existing commercial/industrial land base to determine current land available for business and industrial opportunities.**
- **Update our business listing by sector.**
- **Survey Local Businesses - What can Council do to help improve the ability to run a successful business?**

- **Create a data base and communicate with provincial and federal government agencies, businesses and interested individuals by way of an electronic newsletter made available by request and through the www.advantagesooke.ca.**
- **Communicate on a regular basis with the citizens and businesses of Sooke by way of news releases in both the Times Colonist and the Sooke News Mirror on a regular basis.**
- **Participate in at least one District Open House to communicate the progress of the SEDC and to seek input from others as to what the Commission has or should be doing.**
- **Schedule a meeting with Development Services staff at the District of Sooke 2-3 times annually.**
- **Create an orientation package for the Sooke Economic Development Commission members**

2010 Work Plan Budget

EDABC / VIEDA / VIEA Memberships	\$ 700
EDABC / VIEDA / VIEA meeting and conferences	\$ 0
BC Streets Project	\$15,000
Advertising –publications	\$ 9,000
Web site costs	\$ 0
Trade Show participation	\$ 6,400
Marketing Partnership Co-ops SRTA & or Private Sector	\$ 0
Hosting Business Tours	\$ 0
Brochure creation & printing	\$ 0
Brochure Distribution	\$ 0
Research	\$ 0
Specialty Office Supplies	\$ 0

Total Budget	\$31,110
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Bonnie Sprinkling

Subject: RE: Register Now: Integrated Resource Recovery Webinar Feb 4th

From: Steve Grundy
Sent: January 26, 2010 2:15 PM
To:

Subject: RE: Register Now: Integrated Resource Recovery Webinar Feb 4th

IRR has been around for a long time, it used to be called P2 or pollution prevention or zero emissions, one of the early examples was a brewery that is zero emissions, see http://www.zeri.org/case_studies_beer.htm and other examples on that web site. In Sweden they have been doing this kind of thing for ages. Basically you can take wastewater, garbage, compostable materials and turn them into electricity, heat or in the case of compostable material – gas or bio-diesel. The technologies are quite expensive and with hydro at \$0.07 per kWhr the business case for electricity production is weak at the moment. The case for heat depends on whether you have the infrastructure i.e., a district heating system. The case for bio-diesel may be more compelling. I am afraid I cannot attend the seminar but I would recommend that someone from Sooke find out what kind of infrastructure grants may be available to help with improving the business case.

Steve

Dr Stephen Grundy
Associate VP and CIO
Royal Roads University
2005 Sooke Road
Victoria, BC, V9B 5Y2
Tel: (250)-391-2606
Skype: sgrundy

From: Gwen L Fisher
Sent: Tuesday, January 26, 2010 12:57 PM
To:

Subject: RE: Register Now: Integrated Resource Recovery Webinar Feb 4th

This looks really interesting, this looks like it fits into one of Sookes Visions for a Green community. I think everyone should read this and if you have friends who are knowledgeable about environmental issues get their opinion. I like that its a Grant opportunity that provides jobs, and is socially responsible. Looking forward to your thoughts.

Gwen Fisher

From: Kathy Lachman

Sent: Thursday, January 21, 2010 1:59 PM
To:

Subject: FW: Register Now: Integrated Resource Recovery Webinar Feb 4th

FYI

From: McLay, Cheryl CD:EX

Sent: Thursday, January 21, 2010 1:46 PM

To: Kathy Lachman

Subject: Register Now: Integrated Resource Recovery Webinar Feb 4th

Hi Kathy. This webinar was put together based on feedback from VIEDA membership. Many thanks. Could you please forward to VIEDA members? Thanks!

The Ministry of Community & Rural Development Webinar series...

Join us for an interactive discussion about **Resources from Waste: Integrated Resource Recovery (IRR)**. Learn how IRR can generate new economic opportunities and new sources of revenue for your community. Integrated Resource Recovery is a new way of thinking about waste. Rather than viewing waste as something to be disposed of, IRR views waste and wastewater as resources.

Our diverse speakers will lead a discussion about the components of IRR, support that exists for implementation and specific examples of communities that are using an IRR approach.

Jodi Dong, Senior Planner, Ministry of Community and Rural Development

Robert Hicks, Senior Engineer, Metro Vancouver

Chris Bush, Abbotsford Farmer

Geoff Turner, Policy Analyst, Ministry of Energy, Mines and Petroleum Resources

Emanuel Machado, Manager of Sustainability Services and Special Projects, District of Sechelt

- **Register early** as it is limited to 40 participants (first come, first served)
- **Register here** <http://www.ruralbc.gov.bc.ca/webinars.htm>
- **Date of the webinar: Feb.4th 1:30-3:00pm PST**

Check out the attached for more details...

<<webinar promotion-integrated resource recovery.pdf>>

This webinar is the second in a series of webinars developed in partnership by the RuralBC Secretariat and the Local Government Department. The webinar will be recorded and accessible on at www.toolkit.bc.ca and <http://www.ruralbc.gov.bc.ca/webinars.htm>

Looking forward to seeing you on-line.

Bonnie Sprinkling

To: Alexander Chandler
Subject: RE: Integrated Resource Recovery (Webinar Feb 4th) - additional links

From: Alexander Chandler [mailto:chandler1@shaw.ca]
Sent: January 27, 2010 7:42 AM
To:

Subject: Integrated Resource Recovery (Webinar Feb 4th) - additional links

Hi All,

Here are some relevant links to government info related to IRR.

Ministry Community and Rural Development

-Outlines what it is (etc), how it fits in with sustainable community development and includes some case studies about existing projects across the province (an much more)

http://www.cd.gov.bc.ca/lgd/infra/resources_from_waste.htm

Civic Info BC (UBCM site)

-Outlines an initiative in Port Moody

<http://www.civicinfo.bc.ca/302n.asp?newsid=3428&r=3437&r=3436&r=3435&r=3434&r=3433&r=3432&r=3430&r=3429&r=3431&r=3428&r=3427&r=3426&r=3425&r=3424&r=3423&r=3422&r=3421&r=3420&r=3419&r=3417&r=3418&r=3416>

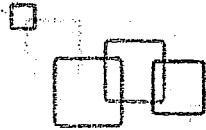
Regards,

A

(* Bonnie: I can attend on the 10th should the commision decide to meet)

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VIEA VANCOUVER ISLAND
ECONOMIC ALLIANCE

COPY

District of Sooke

FEB 23 2010

Received

Mr. Evan Parliament
CAO
District of Sooke
2205 Otter Point Road
Sooke, BC V0S

Dear Mr. Parliament;

Thank you for attending the 2009 State of the Island Economic Summit in Victoria, BC.
We would like to take this opportunity to invite your consideration to join 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.

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 outcomes for the Island's business leadership.

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.

Prior to this year's 2009 State of the Island Economic Summit delegates and Island Stakeholders participated in a survey which will help VIEA in developing its action plan for 2010. Over 150 Island Stakeholders took the time out of their busy schedules to respond to the survey and VIEA will use this valuable information in developing their action plan for 2010.

Original Document to File No. 6730-01

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"/>			

We learned that 90% of the respondents determined that promoting a sustainable and diversified economy for all residents of the Vancouver Island Region remains a high to extreme priority for VIEA

We learned that 65% of the respondents felt that promoting strong communities and First Nations communities and careful stewardship of natural resources remains a high to extreme priority for VIEA

We learned that 73% of the respondents felt that providing regional leadership for regional business retention and expansion remains a high to extreme priority for VIEA

We learned that 84 % of the respondents felt that promoting regional initiatives that strengthen economic capacity remains a high to extreme priority for VIEA

Furthermore with regards to the Vancouver Island Economic Alliance's Strategic Plan:

97% support VIEA's work in developing a brand strategy for Vancouver Island.


Additionally 88% responded that VIEA must excel as a member driven organization to meet the needs of business on Vancouver Island.

91 % supported VIEA's roles in Building Capacity on Vancouver Island.

92% Support the work that VIEA has initiated to actively promote Vancouver Island to investors and skilled employees.

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.

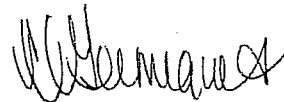
Yours truly,



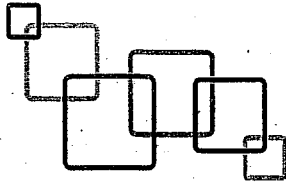
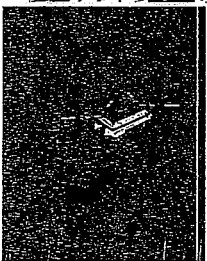
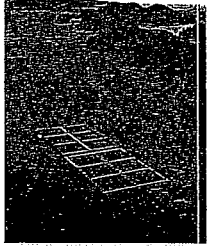
Sasha Angus
Chair
VIEA



Rick Roberts
Vice Chair
VIEA



Cori Lynn Germiquet
President
VIEA



VIEA

VANCOUVER ISLAND
ECONOMIC ALLIANCE

Name _____

Position _____

Organization _____

Business Address _____

City _____ Province _____ Postal Code _____

Telephone No. _____ Fax No. _____

E-Mail _____

PAYMENT OF FEES:

\$500
(community under 10,000, small business, economic development organization, individual)

Or

\$1000
(community over 10,000, large businesses, industry associations, public institutions)

Or

\$5000
(Corporate Funding Partner)

PAYMENT OPTIONS

A cheque is enclosed *(Please make all cheques payable to the Vancouver Island Economic Alliance)*
Address: 765 Humphrey Road, Parksville, BC V9P 1C8

Or

Please invoice _____ for the amount indicated above

Signature _____ Date _____

