

DISTRICT OF SOOKE

Sooke Economic Development Commission

Meeting 40, October 14, 2009
7:00 p.m. Municipal Meeting Room

Committee Members Present:

Councillor Sheila Beech
Bryan Mooney
Jeannette Wilford
Scott Gertsma

Absent: Councillor Herb Haldane
Alexander Chandler

Staff: Lisa Urlacher, Council Clerk

1. The meeting began at 7:02 p.m.

Approval of Agenda

MOVED and seconded to approve the agenda with an additional item after Item 8.

CARRIED

2. **Adoption of Minutes:**

MOVED and seconded that the minutes of September 9, 2009 be adopted as circulated.

CARRIED

3. **Business arising from minutes:**

The committee was updated on the status of staff action items.

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

MOVED and seconded to receive the October 2009 Sooke Harbour Chamber of Commerce monthly report.

CARRIED

5. **Discussion: SEDC Report:**

The commission members discussed the submitted proof of the SEDC brochure. During discussions the members agreed that the SEDC would not continue to rack the brochure at the following locations BC Ferries and the Victoria International Airport and asked that staff advise SERTA of the costs per location for racking brochures.

**Lisa
Urlacher**

After discussion the commission recommended the following:

MOVED and seconded to pay Blue Moon Graphics for the work completed to date on the revised SEDC brochure in the amount of \$850. **Finance**

CARRIED

The Commission directed staff to work with Blue Moon Graphics to complete the revised SEDC brochure and to bring forward a quote for printing 5000 brochures. **Lisa Urlacher**

6. **Discussion:** SEDC Advertising

The Commission discussed several economic development options for 2010 advertising. After discussion the commission agreed to budget for the following mediums:

- 2011 edition of Meeting Places (Meeting and Event Planning in BC) Highlighting Sooke's new Conference Centre
- Articles in the Business Examiner, Douglas Victoria, and Business Vancouver Island - Town Centre Stimulus Program
- Monday Magazine, Victoria Boulevard, Fresh and Times Columnist – Regarding Sooke Fine Arts Show. It was noted to contact the Sooke Fine Arts representative 6 months in advance to obtain information regarding the event.
- Various sport related mediums to highlight the Subaru Sooke International Triathlon. It was noted to contact SERTA to partner in regards to highlighting accommodations, restaurants and tourist information.

Lisa Urlacher

The Commission agreed to include \$9000 in 2010 for advertising in their budget recommendation to Council.

During the discussion the commission asked that a large screen monitor be included in the budget recommendation to utilize during conferences for showcasing the pictures of the Sooke area. It was noted that a screen could be borrowed for that purpose.

7. **VIEA Conference:** SEDC Delegate

The commission members were asked if there was an interest to attend the Third Annual State of the Island Economic Summit at the Victoria Conference Center. It was noted that Mr. Parliament would be attending and that a Commission member should also attend.

8. **Discussion:** Show Booth

MOVED and Seconded to direct staff to purchase a display booth for the Sooke Economic Development Commission. **Lisa Urlacher**

CARRIED

MOVED and seconded to direct staff to reserve a space in the April 2010 BC Home and Garden Show in Vancouver. **Lisa Urlacher**

CARRIED

9. **Next Meeting**

November 2009 TBA.

It was noted to bring forward as an agenda item to an upcoming meeting:
Discussion: Policy document for grant and/or funding assistance from the
Sooke Economic Development Commission.

Meeting adjourned at 8:29 p.m.

Certified by:

Scott Gertsma
Chair

Evan Parliament
Chief Administrative Officer