

DISTRICT OF SOOKE
Sooke Economic Development Commission
Meeting 42, December 9, 2009
7:00 p.m. Municipal Meeting Room

Committee Members Present:

Alexander Chandler, Bryan Mooney (Acting Chair), Steve Grundy
Guests: Neil Flynn, Sooke Region Tourism Association
Gwen Fisher, Sooke Harbour Chamber of Commerce
Absent: Dana Lajeunesse, Jeannette Wilford
Council: Councillor Herb Haldane, Councillor Sheila Beech
Staff: Evan Parliament, CAO
Bonnie Sprinkling, Corporate Officer (Recorder)
John Zarembo, Sooke Harbour Chamber of Commerce

1. **Call to Order**

The meeting began at 7:05 p.m.

2. **Approval of Agenda**

MOVED to approve the agenda.
CARRIED

3. **Appointment of Chair**

MOVED to appoint Brian Mooney as Chair of the Sooke Economic Development Commission for the upcoming year.
CARRIED

4. **Adoption of Minutes:** not available

5. **Delegation: Sooke Youth Council**

Dr. Ellen Anderson gave an overview of the Youth Council; the group's focus came from a youth forum held in 2008 where they identified their main project to develop a stronger connection with Sooke community and businesses. The youth groups has participated/volunteered in several local community events.

Their main project this year is a "youth friendly business in Sooke" project where they would partner with and celebrate Sooke businesses having a youth focus. Current funding is not sufficient to maintain the costs of the projects; in particular the Youth Council is looking for funding for coordinator role. There are eleven youth members at this time, with more recruiting to occur with the placement of the coordinator; nine adults on steering committee.

The one day/week coordinator would cost @\$10,000. The youth group has raised \$500 by way of a grant; there may be funds remaining in the District grant. The link with Sooke EDC would be in youth connecting with business owners and seeing the potential for themselves to become business owners themselves.

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

The Commission received the November 2009 Sooke Harbour Chamber of Commerce monthly report.

Neil Flynn gave an overview of the Sooke Region Tourism Association application for the 2% Additional Hotel Room Tax. The AHRT is a provincial program. In the Sooke region, the estimated revenue (collected by the Province) would be @\$70,000 which would go to SRТА. SRТА is a registered non-profit organization but would have to become an eligible entity under the AHRT program by way of a resolution of support from the District of Sooke and the Capital Regional District. There also must be the approval of 51% of the accommodation providers.

MOVED to recommend that Council provide the Sooke Region Tourism Association (SRТА) with a resolution of support for their application for the 2% Additional Hotel Room Tax program for sustainable funding for SRТА.
CARRIED

Council

7. **Discussion: CAO Update**

- **Ozone – Richmond, February 2010**

Evan Parliament advised that the District of Sooke is participating in the BC Streets festival at the Ozone (2010 Olympics) in Richmond in February. Each local government participating must cover the costs of its installation. A volunteer sub-committee headed by Evonne Black has been established to design and construct the exhibit which will be @\$40,000. Funding is required for the exhibit: \$15,000 from Sooke EDC and \$25,000 from District of Sooke.

A promotional DVD is being considered for the display and a quote has been received for \$12,000. This will be a permanent marketing product for the District and Sooke EDC. Total budget is \$50,000 for the exhibit (including DVD) -- plus \$10,000 for hospitality room and plus BC Streets Contribution \$15-20,000. Volunteers will be participating at the exhibit.

A sponsorship program for the project is being developed with 3 sponsor levels; Gold \$5,000 (5), Silver \$2,000 (3) and Bronze \$1,000 – totaling \$50,000. Invitations to possible sponsors have been sent to local businesses and organizations; sponsors will be noted on promotional material in relation to their contribution.

MOVED that the Sooke EDC endorse the District of Sooke participation in the BC Streets festival, including the development of promotional DVD;
AND THAT the sum of \$15,000 for the BC Streets project be included in the Sooke EDC 2010 budget.
CARRIED

- **Home & Garden Show**

The commission agreed not to participate in the Home & Garden Show.

- **Sooke Subaru Triathlon**

Evan Parliament advised that the Sooke Subaru Triathlon has received official support for an international Half-Ironman competition in Sooke. There are 30 sanctioned Half-Ironman competitions in the world. There will be @1200 participants in May 2011. The sanctioning licence is \$150,000/year; Lifesport will provide \$50,000, senior government will provide \$50,000 and the District of Sooke will provide \$50,000. Cultural grants may be available.

- **December 14th Council**

Bonnie Sprinkling advised that Council will approve the committee member appointments for 2010 at the next Council meeting. Sooke EDC members will be re-appointed for the upcoming year.

8. **Staff Updates (Twice/year)**

Brian Mooney suggested that the Sooke EDC meet with staff twice per year to discuss current issues; establish two fixed dates in February or June. Evan Parliament recommended that the Sooke EDC review development bylaws (DCC), policies and fees, etc. as it relates to economic development or business stimulus.

Staff will arrange for the meetings with development services staff representatives in February and June, 2010.

**Bonnie
Sprinkling**

9. **Procedure for Delegations**

Brian Mooney suggested that the Sooke EDC establish a procedure for receiving presentations from delegations, especially those requesting funding. Delegations should provide a pre-submission for consideration of presentations. Staff will provide an application form for delegations.

**Bonnie
Sprinkling**

10. **Sooke Youth Council**

The Commission directed staff to send a letter to the Sooke Youth Council declining funding, explaining that it does not fit within the Sooke EDC mandate.

**Bonnie
Sprinkling**

11. **New Business: None**

12. **Schedule Next Meeting:** January 20th, 2009

13. **The meeting was adjourned at 9:00 pm.**

Certified by:

Brian Mooney
Chair

Bonnie Sprinkling
Corporate Officer