

DISTRICT OF SOOKE

Sooke Economic Development Commission

Meeting 29, February 5, 2009
7:00 p.m. Council Chambers

Committee Members Present:

Councillor Sheila Beech
Councillor Herb Haldane
Wayne Nowak
Scott Gertsma
Jeannette Wilford
Alexander Chandler
Bryan Mooney

Staff: Lisa Urlacher, Council Clerk
Evan Parliament, Chief Administrative Officer
John Zarembo (Sooke Harbour Chamber of Commerce)

Guests: Mayor Evans
Sooke Regional Tourism Association Members

1. **Approval of Agenda**

Action

- The agenda was approved as circulated.

2. **Adoption of Minutes:**

Minutes of January 15, 2009 were approved as circulated.

3. **Economic Development Commission Role**

Rob Roycroft provided an overview of the Sooke Economic Development Role and detailed the seven strategic directions adopted by Council. Staff advised that the copies of the strategic directions set by council and the top ten priorities would be sent to the commission members. A discussion ensued as to how the recommendations to Council from the Commission play a role in achieving the top ten goals and objectives.

Lisa Urlacher

Tourism Implementation Action Plan

Mayor Evans introduced the members of the Sooke Regional Tourism Association and explained that the action plan provides direction as to what the infrastructure District of Sooke requires to support tourism. The commission discussed and clarified its role of tourism in Sooke and the marketing role of the Sooke Regional Tourism Association.

The Commission asked that a copy of the Regional Assessment from Sooke to Port Renfrew be sent to the new members as a resource item.

John Zaremba

The Commission discussed engaging the public and asked that staff send a poster to John Zaremba to distribute through the Chamber membership when hosting public forums and events.

**John Zaremba
Staff**

Mr. Parliament asked that he Sooke Economic Development Commission create policy to streamline the application process and bring forward to Council a recommendation to consider.

Commission

The Chair advised the commission of the available staff resource the Chamber and clarified the roles of District Staff.

2009 Budget

Mr. Parliament provided an overview of the 2009 budget and the amounts allocated to the Sooke Harbour Chamber of Commerce. Mr. Parliament stated that funds are limited and additional resources could be achieved through allocating a percentage of permitting revenue to the Sooke Economic Development Commission.

Al Jones expressed that job creation is needed and stated that fisheries is a resource in Sooke to create jobs. Mr. Jones expressed the need for the Sooke Economic Development Commission to partner with the Juan de Fuca Economic Commission to promote Sooke Regionally.

A discussion ensued as to promoting Salmon as a tourism industry in Sooke.

Gaynor Gautier submitted the proof for the ???? and asked that it be distributed to the Commission for comments.

Lisa Urlacher

Mr. Parliament stated his Top Priorities:

- Industrial Park
- Improve Approval Process
- Galloping Goose connection to Downtown Sooke
- Hotel, Convention, and conference infrastructure
- Eco Tourism
- Woodside Farms – agri-tourism
- Performing Arts

The Commission members were asked to submit their top ten priorities to John Zaremba by February 12th for discussion at the February 19th meeting.

John Zaremba

Kaltasin Yards – Expression of Interest

Mr. Parliament explained that the District of Sooke has received six local business responses for leasing facilities at the Kaltasin works yard.

Vancouver BC Home and Garden Show

Mr. Nowak updated the Commission on the status of the business representative and stated that a lunch meeting is arranged on Wednesday February 11th to formalize the event.

9. **Next Meeting:**

Next meeting scheduled on February 19th, 2009 at 7:00 p.m. to discuss the top ten objectives for the Sooke Economic Development Commission.

March 5th, 2009 at 7:00 p.m.

Meeting adjourned at 8:41 p.m.

Certified by:

Scott Gertsma
Chair

Evan Parliament
Chief Administrative Officer