

## DISTRICT OF SOOKE

### Sooke Economic Development Commission

Meeting 28, January 15, 2009  
7:00 p.m. Municipal Meeting Room

Committee Members Present:

Absent:

Bryan Mooney

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

Staff:

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

Guests:

David Mallett  
Mike Colbert

#### 1. **Introductions**

**Action**

The meeting began at 7:10 p.m. and Mr. Parliament welcomed and introduced the Commission members.

#### **Approval of Agenda**

The agenda was approved with the addition of:

- Reviewing the 2008 and 2009 budget and expenditures
- Update on revised SEDC brochure
- Meeting date and time discussion

#### 2. **Adoption of Minutes:**

Minutes of November 5, 2008 were approved as circulated.

#### 3. **Business arising from minutes:**

##### **Vancouver Home and Garden Show**

Mr. Nowak provided an update as to the Economic Development Booth at the 2009 trade show. Mr. Parliament indicated that he received an email confirming booth number 2232 on the upper concourse for the District of Sooke. Mr. Zarembo stated that he is currently working on a list of Sooke business participants. The commission discussed the concept for the 10'x10' booth and the scheduling of business participants. Mr. Zarembo stated that he would communicate with the participants detailing the responsibilities. A discussion ensued as to the resources that would be showcased during the exhibit.

**John Zarembo**

### **SEDC Photo Selection:**

Staff reported that the participants who submitted photos have been contacted and the price per photo will be negotiated at \$50. The commission discussed the number of photos and recommended the following:

**MOVED** to direct staff to set terms and conditions with the 25 selected photo submissions for a total amount of \$1250.

**Lisa Urlacher /  
Finance**

### **Tourism Victoria Vacation Guide**

Mr. Nowak reported that the ad has been submitted for the 2009 Guide.

#### **4. Sooke Chamber of Commerce Report**

John Zarembo read and submitted a year end report.

A discussion ensued as to the Sooke Harbour Chamber of Commerce statement of operations. It was suggested that staff bring forward a report to the next meeting clarifying the District of Sooke and the Chamber of Commerce budget amounts for 2008 and 2009 for the Sooke Economic Development Commission.

**Evan Parliament  
Finance**

#### **5. Draft Terms of Reference:**

The commission discussed the terms of reference and suggested that 4.a. be as follows:

**To Council**

Provide leadership and direction to promote, facilitate and enhance the economic and sustainability of the community.

The commission asked that Policy No. 1.4 Committee Structure and Function Policy, 2006 which was amended on January 9, 2009 be sent to the members.

**Lisa Urlacher**

#### **6. Tourism Action Implementation Plan**

The commission asked that the Tourism Implementation Plan be brought forward to the next meeting and to forward the plan to the Sooke Regional Tourism Association.

**Lisa Urlacher  
Scott Gertsma**

#### **7. Letter – Ministry of Small Business**

The commission discussed the two initiatives that support small business and start up; Mobile Business License and BizPaL and agreed that the BizPaL link be added to the Advantage Sooke site.

**Wayne Nowak**

8. **Revised SEDC Brochure:**

Mr. Nowak updated the commission on the reprint of the SEDC brochure with revisions. Staff to follow up with Blue Moon Graphics and bring forward a mock up to the next meeting. It was noted that brochures should be printed in March.

**John Zaremba**

9. **Next Meeting:**

Next meeting scheduled on February 5, 2009 at 7:00 p.m.

The commission discussed the scheduled meeting date and agreed to tentatively set the first Wednesday of the month starting in March.

**Lisa Urlacher**

The commission asked that staff schedule a joint meeting with the Official Community Plan review Committee in March or April.

**Lisa Urlacher  
Planning**

Meeting adjourned at 8:21 p.m.

Certified by:

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Scott Gertsma  
Chair

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Evan Parliament  
Chief Administrative Officer