

## DISTRICT OF SOOKE

### Sooke Economic Development Commission

Meeting 31, March 11, 2009  
7:00 p.m. Municipal Meeting Room

#### Committee Members Present:

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

Staff: Lisa Urlacher, Council Clerk  
John Zarembo (Sooke Harbour Chamber of Commerce)

Guest: Gwen Fisher - President, Sooke Harbour Chamber of Commerce

#### 1. **Approval of Agenda**

The agenda was approved with the addition of:

- Chamber Report – Gwen Fisher - President, Sooke Harbour Chamber of Commerce
- Goals and Objectives Report
- Green Bag Update
- In Camera

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

The minutes of February 19, 2009 were approved as circulated.

#### 3. **Chamber Report:**

Ms. Fisher discussed with the Commission the protocol for communications between the Sooke Economic Development Commission and the Sooke Harbour Chamber of Commerce.

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

##### Tourism Implementation Action Plan

The Commission discussed the Tourism Implementation Action Plan. The Commission agreed to forward the Tourism Implementation Action Plan to Council for their consideration.

**To Council**

## Goals and Objectives

Mr. Nowak updated the Commission on the Sooke Business Park and submitted the building scheme and conceptual plan for the site.

Councillor Beech provided an update on the Galloping Goose Connector as to the location of a pedestrian / bicycle bridge.

Ms. Wilford provided information as to Biz PaL and asked that staff provide a list of established municipalities for researching the economic development component.

**Staff**

Mr. Gertsma stated that he would bring forward a draft business survey for consideration.

Councillor Haldane reported that a pre-application meeting has been scheduled for Mr. Gertsma and himself to meet with staff to discuss application streamlining.

### **5. 2009 Workplan / Budget**

The commission asked that the discussion be brought forward to the next meeting.

**Staff**

### **6. 2009 Advertisements**

The Commission discussed the various publications and clarified that the Commission has advertised in the following 2009 publications and that in 2010 Sooke Regional Tourism Foundation will consider the ad space:

- Tourism Vancouver Island Vacation Guide
- Tourism Victoria Vacation Planner

The commission agreed to consider advertising in the WestJet Up Magazine – September issue and to consider the early bird offer for to the 2010 issue for BC Advantage Business Publication in the amount of \$3,150.

Mr. Nowak explained that we have approximately 4000 Sooke Economic Development brochures and that we do not have to rush the changes for the revised version.

### **7. BC Home and Garden Show**

Mr. Nowak submitted a final report on the BC Home and Garden Show.

8. **Green Bag**

Ms. Wilford informed the Commission that the “green” bags have been delivered to Sooke residents.

9. **Agenda Action Items:**

The Commission directed staff to bring forward a monthly report as to action items arising from the Sooke Economic Development Commission minutes. **Staff**

The Commission discussed the procedure of compiling the agenda and asked that the members submit their items to be considered to the chair a week prior to the meeting enabling the agenda to be posted the Friday prior to the upcoming meeting.

10. **In Camera Portion:**

Motion to close the meeting at 8:38 p.m. to the public under section 90(1) of the Community Charter to discuss the acquisition, disposition or expropriation of land or improvements, if the council considers that disclosure could reasonably be expected to harm the interests of the municipality.

**Next Meeting**

Wednesday, March 25, 2009 at 7:00 p.m.

Meeting adjourned at 8:48 p.m.

Certified by:

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Scott Gertsma  
Chair

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Evan Parliament  
Chief Administrative Officer