

# DISTRICT OF SOOKE

## Sooke Economic Development Commission

Meeting 32, March 25, 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: Evan Parliament, Chief Administrative Officer  
Lisa Urlacher, Council Clerk  
John Zaremba (Sooke Harbour Chamber of Commerce)

### 1. Approval of Agenda

The agenda was approved with the addition of the following discussion items:

- Seniors Dialogue
- Business Survey
- Sooke Harbour Chamber of Commerce Budget and the removal of West Jet Publication discussion.

### 2. Adoption of Minutes:

The minutes of March 11, 2009 were approved as circulated.

### 3. Business arising from minutes:

#### 2009 Workplan and Budget

The committee discussed the 2009 budget consisting of:

Work Plan	30,500
Sooke Harbour Chamber of Commerce	28,700
Visitor Information	17,000
Park Watch Program	5,700
Specialty Office Supply	1,500

Mr. Gertsma submitted the Sooke Harbour Chamber of Commerce Income Statement of January 1, 2008 – December 31, 2008. Mr. Gertsma explained the \$6,726.71 surplus and the commission agreed to use the surplus for the purchase of a booth to be used by the Sooke Economic Development Commission and the Sooke Regional Tourism Association. It was noted that the booth could generate revenue if rented out to Sooke businesses.

The Commission discussed the Sooke Economic Development Commission targets and added Abattoir to the list of activities to attract; providing sustainable economic development for food security.

The commission discussed the draft work plan and budget and asked that members submit their additions and/or deletions to Mr. Gertmsa prior to the next meeting.

**Members**

The Commission identified the membership rates and the mandates of the following: VIEA, VIEDA and EDABC. The commission asked that staff clarify the rates and membership for the budget.

**John Zaremba**

#### Project Updates

The committee confirmed that there are approximately 4000 Sooke Economic Development brochures remaining and that the commission would delay further printing. Gaynor has been contacted regarding the publication.

The commission discussed racking the Sooke Economic Development brochures at the Victoria airport and asked that Staff contact Les regarding the distribution. A discussion also ensued as to racking the brochures at the Vancouver International Airport.

**John Zaremba**

The commission discussed the District of Sooke Survey of Industrial Development Sites and asked that staff provide the members with a copy and to forward copies of the survey to Brian Butler and Michael Volk.

**Lisa Urlacher**

A discussion ensued as to the Age-Friendly report and grant application.

The Commission discussed the Advantage Sooke Website and asked that staff provide a link from the District of Sooke site to the Advantage Sooke website and that the site be updated and improved. Mr. Chandler suggested several improvement ideas and will bring forward the suggestions to staff.

**Lisa Urlacher  
Alex Chandler**

#### **4. Sooke News Mirror Advertising**

The commission discussed the monthly fee of \$125 and by consensus decided not to continue advertising through the Sooke News mirror website. Mr. Gertsma will advise Rod at the Mirror.

**Scott Gertsma**

#### **5. Surrey Stimulus**

Mr. Parliament advised that the Director of Finance is working on a similar plan defined in the downtown core area.

6. **Galloping Goose Trail**

Councillor Beech updated the Commission as to the feasibility of four crossing points and stated that staff are investigating the options. The Commission advised that there was a suspension bridge up until the 1950's which crossed the Sooke River and that a similar route for hikers or cyclists to exit the Galloping Goose at Meota and go South on Sooke River Road to Calvert Road could also be feasible. The Commission directed staff to investigate the above as a fifth option.

**Evan Parliament**

7. **Business Survey**

Mr. Gertsma submitted a list of questions for the survey and asked that the Commission to review the questions and bring forward comments at the next meeting.

**Members**

8. **Industrial Sites**

A discussion ensued as to extending the sewer service area to include the Kaltasin area.

**Next Meeting**

Wednesday, April 8, 2009 at 7:00 p.m.

Meeting adjourned at 9:25 p.m.

Certified by:

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Scott Gertsma  
Chair

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Evan Parliament  
Chief Administrative Officer