

DISTRICT OF SOOKE

Sooke Economic Development Commission

Meeting 35, May 13, 2009
7:00 p.m. Municipal Meeting Room

Committee Members Present:

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

Absent: Jeannette Wilford

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

1. **Approval of Agenda**

MOVED and seconded to approve the agenda as circulated.
CARRIED

2. **Adoption of Minutes:**

MOVED and seconded that the minutes of April 8, 2009 be adopted as circulated.
CARRIED

3. **Delegation:**

Mary Brook, MapleLine Magazine presented an advertising proposal for the Sooke Economic Development Commission to consider. Ms. Brooke submitter her proposal.

George Holmes expressed support for the magazine.

A discussion ensued involving comments and questions from the commission members, staff and Ms. Brooke.

4. **Business arising from minutes:**

GVDA Economic Summit - Mr. Parliament reported that Sasha Angus, Economic Development Officer for the Greater Victoria Development Agency will be attending the June meeting. It was noted that the commission members would be notified of the date and time.

Sooke Adventure School - The committee was informed of the taxation for an accredited school and it was explained that the North Vancouver School District is the owner of the Squamish property which is zoned institutional.

The Commission asked that a letter be sent to the Sooke Adventure School with suggestions on how to increase revenue and marketing.

Staff

5. **2009 Workplan / Budget**

The Commission discussed the resolution of May 4th, 2009 Special Council and asked staff to bring forward the work plan and budget.

To Council

It was suggested that the Chair and or Mr. Parliament speak with the Mayor to address concerns regarding the SEDC/Chamber roles.

6. **Information Reports:**

MOVED and seconded to receive the following:

- April 20, 2009 - Regular Council resolution re: Tourism Implementation Plan
- April 14, 2009 - Regular Council resolution re: Sooke Harbour Chamber of Commerce Agreement

CARRIED

7. **Discussion:**

Advantage Sooke – The commission discussed the website and asked that it be updated with the pictures from the photo submission. A visual presentation was provided for viewing web pages.

Consumer Show – It was suggested that the Commission commit to participating in a show for 2010.

Display Material – The Commission discussed the joint partnership of creating a display for the Sooke Fine Arts, Sooke Harbour Chamber of Commerce and the SEDC. Staff will contact the appropriate persons to provide input regarding the display.

Lisa

Membership – The Commission discussed the different Economic Development memberships and the following action item were agreed to:

Lisa

- Membership VIEA
- EDABC Conference

The Commission was advised that the SEDC Brochures which are displayed at BC Ferry terminals and onboard requires renewal with Certified Folder Display Service. The Commission agreed to renew the contract in the amount of \$2,362.56.

Lisa

Mr. Parliament provided an overview of the Carmel Trip and advised that a presentation would be made by staff after all the information that was received is compiled.

Next Meeting

Wednesday, June 10, 2009 at 7:00 p.m.

Meeting adjourned at 9:40 p.m.

Certified by:

Scott Gertsma
Chair

Evan Parliament
Chief Administrative Officer