

**DISTRICT OF SOOKE**  
**Sooke Economic Development Commission**  
February 11, 2010  
7:00 p.m. Municipal Meeting Room

**Committee Members Present:**

Bryan Mooney (Chair)      Neil Flynn, Sooke Region Tourism Association  
Alexander Chandler      Steve Grundy

**Council:**      Councillor Sheila Beech

**Staff:**      Evan Parliament, CAO  
Bonnie Sprinkling, Corporate Officer (Recorder)

**Absent:**      Dana Lajeunesse      Gwen Fisher, Sooke Region Chamber of Commerce  
Councillor Herb Haldane      Jeannette Wilford (resigned)  
John Zarembo

**Guest:**      Ron Neitsch      Wayne Nowak  
Lorien Arnold

1.      **Call to Order**

The meeting began at 7:04 p.m.

2.      **Approval of Agenda**

**MOVED** to approve the agenda with the addition of:

- Minutes of the November 18<sup>th</sup>, 2009 Sooke EDC meeting
- Monthly Reports (January and February) from Sooke Region Chamber of Commerce
- Letter and certificate received February 4, 2010 from EDABC
- Email received February 1, 2010 from VIEA (web portal)
- Email received February 8, 2010 from Certified Folder Display Service - brochure at airport, ferries
- Email received February 2, 2010 from EDABC – EDABC Seminar

**CARRIED**

3.      **Adoption of Minutes:**

**MOVED** that the minutes of November 18<sup>th</sup>, 2009 and December 9, 2009 be adopted as circulated.

**CARRIED**

4.      **Delegation: Wayne Nowak – Proposal for EDC Publication**

Wayne Nowak reviewed his proposal to develop an economic development lure piece for Sooke similar to the publication and promotional package he created for Hinton. The concept was that there would be no cost to Sooke EDC and that the publication builds on the Advantage website, brochure, SRTA, Sooke 2010 website, etc. Revenue to come from advertising and the project would not proceed until funding in place. The distribution would be decided by the Sooke EDC and could be through the website, the Douglas Magazine, B&Bs, trade shows, Chamber, etc.

The Committee discussed the proposal:

- Sale of ad space through contract with Wayne Nowak
- No database, timeline or plan for distribution in place
- The product would be owned by District
- District to approve copy

The Commission decided not to go ahead with this type of publication at this time.

5. **Sooke Harbour Chamber of Commerce Monthly Report:**

The Commission received in writing the monthly reports for January and February as submitted by Sooke Region Chamber of Commerce.

6. **Vancouver Outdoor & Adventure Travel Show**

Evan Parliament advised that the Sooke EDC has booked a 10'x10' booth but we would like to use the BC Streets 20'x40' display which will cost \$6,000. Deposit has been paid for the 10'x10', we have until February 24<sup>th</sup>, 2010 to confirm 20'x40'. Ron Neitsch is arranging for the booth participants – Lorien Arnold, Scott (Adrenline) and Russ are participating – suggested additional participants include Subaru Triathlon, Bear Mountain, Charter Boat Association, Port Renfrew and Sooke marinas to participate; we need participants to pay for travel show participation. The firefighters would be available by donation to set up the BC Streets booth. Evan will call Subaru Triathlon and Bear Mountain; Ron will contact others.

**Evan  
Ron**

7. **CAO Update**

**A. Council Resolutions**

- December 14, 2009 – 2% Additional Hotel Room Tax Program
- December 14, 2009 – Ozone – Richmond, February 10, 2010
- January 25th, 2010 – Appointments

Evan Parliament reviewed the Council resolutions. Neil Flynn gave an overview of SRTA's application and the approval process for the Additional HRT Program; the program will run for one more year when the HST is in place.

**B. Resignation of Jeannette Wilford**

The Commission accepted the resignation of Jeannette Wilford. Lorien Arnold will make an application to be a member on the Sooke EDC.

**Bonnie**

**C. Richmond Ozone**

Evan reviewed the contest for Sooke Travel Package on the Sooke 2010 website. The Commission viewed the BC Streets video on the website funded by the Sooke EDC. The video can be customized for specific shows and presentations.

**MOVED** that the Commission send a letter of gratitude to the BC Streets committee who organized the project.

**Bonnie**

**CARRIED**

8. **Referral from Council** – Letter dated November 12, 2009 from Greater Victoria Development Agency
- MOVED** that the Commission send a letter declining to participate in the Great Victoria Development Agency.  
**CARRIED** **Bonnie**
9. **Integrated Resource Recovery**
- The Commission postponed the discussion on Integrated Resource Recovery until the next meeting. **Bonnie**
10. **Eclipse Creative**
- The Commission directed staff to advise Eclipse Creative that we do not have any projects that would require their services at this time. **Bonnie**
11. **Vancouver Island Economic Alliance**
- The Commission directed staff to provide VIEA with the links to the Advance and Sooke 2010 website; the Commission was advised that VIEA may have funding available.
- MOVED** that the Commission authorize one member of attend the VIEA meeting on February 25, 2010.  
**CARRIED** **Bonnie**
12. **Economic Development Association of BC**
- MOVED** that the Commission authorize one member of attend the EDA of BC Annual Conference in June 6-8, 2010.  
**CARRIED** **Bonnie**
13. **New Business:**
- Letter and certificate received February 4, 2010 from EDABC - the Commission discussed the membership with EDABC.
  - Email received February 1, 2010 from VIEA (web portal) – the deadline has passed for participation
  - Email received February 8, 2010 from Certified Folder Display Service - brochure at airport, ferries - the Commission directed Staff to cancel contract. **Bonnie**
  - Email received February 2, 2010 from EDABC – EDABC Seminar March 18<sup>th</sup>-19<sup>th</sup>, 2010 – the Commission will not attend.

**14. New Business**

- Alex Chandler will provide an update on the Entrepreneurial School at the April meeting of the Sooke EDC. **Alex**
- Bryan Mooney gave an update on the interpretative/stewardship centre project which will be located on the north side of Charters Creek.
- The Commission discussed the need for additional parking for the public boat launch.
- The Commission agreed that the 2009 Workplan and budget will be carried over to 2010. **Bonnie**

**15. Schedule Next Meeting: Wednesday, March 10<sup>th</sup>, 2010**

Suggested topics:

- Proposal for CRD composting facility
- Goodridge Island
- Kaltasin Works Yard RFP
- Performing Arts Centre – Feasibility Study
- Town Centre Update

**16. The meeting was adjourned at 9:00 pm.**

Certified by:

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Brian Mooney  
Chair

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Bonnie Sprinkling  
Corporate Officer