



COLUMBIA SHUSWAP REGIONAL DISTRICT

Shuswap Economic Development Advisory Committee Meeting

AGENDA

Date: Thursday, September 6, 2018
Time: 9:30 AM
Location: CSR D Boardroom
555 Harbourfront Drive NE, Salmon Arm

Pages

1. Call to Order

1.1 Guest(s) in Attendance

1.2 Approval of Agenda

Motion

THAT: the agenda of the September 6, 2018 Shuswap Economic Development Advisory Committee meeting be approved.

1.3 Adoption of Minutes

1

Motion

THAT: the minutes of the May 3, 2018 Shuswap Economic Development Advisory Committee meeting be adopted as circulated.

2. Discussion Items

2.1 Update on Communication Protocol - Next Steps

7

Communication Protocol attached to the agenda for reference.

2.2 Review and Discussion of the Workplan for the Rural Dividend Funding

9

Strategy Workplan attached to the agenda.

2.3 Rural Dividend Projects Update

1. Agriculture Tour 2018 – partnership with Shuswap Food Action Society – review and comments
2. Community Profiles
3. Website development

2.4 Highlights of the BC Economic Development Association Summit – June 2018

[View the BC Economic Development Association Summit website for reference.](#)

2.5 Managing Economic Development Organizations Course – IEDC – June 2018

[View more information about the IEDC \(International Economic Development Council\) course for reference.](#)

2.6 Kyle Dearing – Business Development – Update

2.7 David Barritt – Film Commission Update

2.8 Budget Review re: Sicamous Withdrawal in 2019

Sicamous will be withdrawing from the Shuswap Economic Development service in 2019.

2.9 New Business

If any.

2.10 Community Roundtable

Time permitting.

3. Next Meeting

Thursday, November 29, 2018 at 9:00 AM, CSRD Boardroom: 555 Harbourfront Drive NE, Salmon Arm.

4. Adjournment

Motion

THAT: the September 6, 2018 Shuswap Economic Development Advisory Committee meeting be adjourned.



SHUSWAP ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Note: The following minutes are subject to correction when endorsed by the Committee at its next meeting.

Date: May 3, 2018
 Time: 9:30 am
 Location: Salmon Arm Golf Club
 97B SE 3641, Salmon Arm, BC

Committee Members Present	P. Demenok	Director, Electoral Area C
	R. Talbot	Director, Electoral Area D
	R. Martin	Director, Electoral Area E
	R. Misseghers	Alternate Director, Electoral Area F
	T. Rysz	Mayor, District of Sicamous
	J. de Vos	Wabybrook Farms
	R. Marshall	Community Futures Shuswap
Committee Members Absent	L. Morgan	Director, Electoral Area F
	K. Brown	South Shuswap Chamber of Commerce
Staff Present	R. Cyr (Chair)	Economic Development Officer
	E. Johnson	Electronic Records Management Facilitator

1. Call to Order

In the absence of the Chairperson when the meeting started, R. Cyr chaired the meeting. R. Cyr called the meeting to order at 9:42 AM.

1.1 Guest(s) in Attendance

The Chair acknowledged the guests in attendance:

- Kyle Dearing - Kyle Dearing Consulting, Shuswap Economic Development Consultant
- Terri Hadwin - Intrinsic Destinations, Tourism Marketing Coordinator
- Jay Simpson - North Shuswap Chamber of Commerce

1.2 Approval of Agenda

Moved By P. Demenok

Seconded By R. Marshall

THAT: the agenda of the May 3, 2018 Shuswap Economic Development Advisory Committee meeting be approved.

CARRIED

1.3 Adoption of Minutes

Moved By R. Talbot

Seconded By R. Misseghers

THAT: the minutes of the February 8, 2018 Shuswap Economic Development Advisory Committee meeting be adopted as circulated.

CARRIED

2. Discussion Items

2.1 Quarterly Economic Development Report

Report from Robyn Cyr, Economic Development Officer, on Economic Development Activities between February 8 and May 3, 2018. Topics:

- Rural Dividend Application
- Agriculture Business Coordinator
- Shuswap Economic Development Strategy
- Communication Protocol
- Regional Chambers Meeting
- Business Support

R. Cyr made note of her report on the agenda (attached to the HTML version of these minutes) and opened the floor for comments and questions on her report. The committee had various questions about her report:

- More information about the Agriculture Tour? Opportunity to get out and see what's happening with agriculture in the community. Done one tour this year, have another one next spring maybe.
- Agriculture Business Coordinator: Funding? The Ministry of Agriculture declined funding for the creation of the position. Budget funding has been allocated in 2019 to support the development of this position which will support the implementation of the Shuswap Agriculture Strategy.
- Shuswap Economic Development Strategy has been completed – Rural Dividend funding will go to the implementation of the strategy and more

funding will be needed in the next couple of years. R. Cyr and K. Dearing are working on an implementation plan for the strategy.

- Communication Protocol: Congratulations on getting the draft protocol signed. R. Cyr outlined that the Communications Protocol is an agreement between four Indian bands of the Secwépemc'ulecw that was facilitated by the Fraser Basin Council.
- Regional Chambers Meeting: R. Cyr helped facilitate the revitalization of the Regional Chambers Meetings with a meeting on April 11, 2018. Chambers representing the South Shuswap, North Shuswap, Chase, Enderby, Sicamous, Salmon Arm and Armstrong were all in attendance and the meeting was very well received. Question from Area D Director about the possible participation of community associations in the absence of a chamber. R. Cyr to look into working with community associations of Falkland, Ranchero and Silver Creek. Note that these meetings focus on Tourism.

R. Martin and J. de Vos joined the meeting at 9:51 am.

2.2 Quarterly Report from Business Development Coordinator

Report from Kyle Dearing Consulting on the activities of the Business Development Coordinator between February 8 and May 3, 2018. Topics:

- BC Cattlemen's Emergency Management Workshop
- BCEDA Invest in BC Magazine Ad
- Community Connections Webinar re: Rural Broadband
- Highways meeting re: Area C Trans Canada Highway Corridor
- Right Sizing Magazine Ad
- Shuswap Economic Development (SED) Economic Development Strategy Formatting and Document Finalization
- SED Economic Development Strategy Work Plan Development
- SED/ST Maintenance and Housekeeping
- Shuswap Tourism Photo Shoot
- Business Visits
- Vancouver Outdoor Show

K. Dearing made note of his report on the agenda (attached to the HTML version of these minutes) and opened the floor for comments and questions on his report. The committee discussed the following:

- BCEDA Invest in BC Magazine Ad: After K. Dearing's report was prepared, Shuswap Economic Development (SED) got the opportunity for another ad with Invest BC in their publication. The publication targets

families in western Canada looking to relocate to smaller communities. SED worked with Salmon Arm and put in a full page ad. SED also partnered with Globe and Mail so that residents of Vancouver who get the paper will also get the magazine.

- Rural Broadband: K. Dearing participated in this webinar and reported back to the committee: work is being done but there aren't a lot of results yet. Local governments can't contribute. Poor connectivity is a detriment for business development in rural areas.
- The Vancouver outdoor show was well attended and Shuswap Tourism had great engagement with the attendees.

2.3 Quarterly Columbia Shuswap Film Commission Report

Report from David Barritt on Columbia Shuswap Film Commission activities undertaken between February 8 and May 3, 2018.

R. Cyr reported for D. Barritt:

- Working with a dozen or more film inquiries over the last few months; six have actually landed here.
- Rust Valley Restoration out in Tappen: Car show that will be filming in the area for six months.
- Attended meeting with Creative BC, producers are invited to the meeting once a year, great networking opportunity.
- D. Barritt is working to get industry professionals out to the Columbia Shuswap Region to showcase what we have. Working to meet industry professionals in our area so that we can offer film crew.
- Inquiry for car commercial.
- Filming took place in Malakwa, R. Martin actually got to be involved in the filming.
- T. Rysz gave an account of filming he had been involved in and expressed his support for having a film commissioner in the region.

2.5 Community Roundtable

- R. Martin – Cedars RV Resort is in full swing again. Owner has purchased in the North Shuswap and wants to do the same kind of thing. KOA has new owners and is open early this year: opened on May 1; they are having events up there: Market for guests staying in campground with produce, baking, etc. Three Valley Gap is getting ready for the summer season. Staff, not getting the off road traffic that they did last year. Over the top last year. Gas prices? One of those years? Enchanted Forest.

- J. de Vos – 4H has been accepted for a club to club exchange so they'll be doing a service project at Gardom Lake to pick up garbage. The project will have a focus on First Nations relations. Invite to the committee to come to Breakfast on the Farm: Bremer Farm on June 9th at 8/8:30.
- T. Rysz – Sicamous is concerned about Kinder Morgan, Tourism is down from last year and is effecting an economic impact. Sicamous has sent a letter to the Premier on the topic. Sicamous has conducted a study and is in the process of planning a campground; excited about the progress. Sicamous is working on an affordable housing strategy. The District is excited about having its own Economic Development Commission.
- R. Talbot – CSRD Directors are attending the Federation of Canadian Municipalities Conference at the end of the month, looking forward to the topics to be discussed. Invitation to the Bremer Breakfast on the Farm, fun and educational event for the family. Electoral Area D community associations are generally running more smoothly lately.
- R. Missegghers – Provincial Park in Electoral Area F going through renovation. Scotch Creek Park Store is being taken over, the appearance has improved. BC Hydro has been doing upgrades in North Shuswap.
- R. Marshall – Working with P. Demenok and the South Shuswap Chamber of Commerce to put on a workshop series, these have been well received so far. Working on the Salute to the Sockeye. Indigenous tourism strategy – support the hiring of a coordinator to drive the strategy over a two-year period.
- P. Demenok – Working on the workshop series, five in the spring, five in the fall, well received by non-profit organizations. Looking at the Shuswap Culture – Events calendar for the South Shuswap, 15,000 calendars have been published; very well received. The website has a registration and payments system, great community resource group.
- Guest: Jay Simpson – North Shuswap Chamber of Commerce is hiring a short term manager to help with economic development, grant writing, etc. Looking at a water study in Scotch Creek; lack of water is a limiting factor for growth. Working with Little Shuswap Lake Indian Band to look at water options.

4. Adjournment

Moved By R. Marshall

Seconded By J. de Vos

THAT: the May 3, 2018 Shuswap Economic Development Advisory Committee meeting be adjourned.

CARRIED

Chair

Shuswap Local and Secwépemc Governments Communications Protocol

Draft v.2 as at 21 March 2018

Purpose of the Communications Protocol

To i) establish and maintain a long-term, cooperative government-to-government relationship and open communication across the Shuswap watershed portion of Secwépemc'ulecw¹, ii) complement existing local protocols, and iii) support the development of local protocols where none exist².

Guiding Principles of Communication

1. A relationship is the foundation of communication.
2. Trust, mutual respect and recognition of each other as legitimate governments, and that this carries over beyond election cycles and political terms.
3. Recognition of Secwépemc title and rights³.
4. Openness, transparency and “no surprises” from neighbouring governments.

Goals

1. Integrate local government and Secwépemc communities on areas of mutual interest through regular communication and working together on joint initiatives⁴.
2. Provide a collective voice to the governments of BC and Canada on common issues.
3. Raise awareness of Secwépemc'ulecw and Secwépemc traditions.
4. Deliver joint education opportunities⁵ for elected officials, staff and residents, members and constituents.

Therefore the signatories of this communications protocol will:

1. Communicate in many formats (e.g., letters, emails, phone calls), but recognize that in-person meetings are most desirable from a relationship-building perspective.
2. Meet with each other at least once per year in a formal setting of elected officials at a mutually beneficial time with respect to elections (e.g., joint council/board meetings, delegations to each other's meetings, annual community to community forum).
3. Meet and communicate with each other informally (e.g., coffee, share a meal, text)
4. Encourage and direct staff to communicate with staff in similar roles in neighbouring governments.
5. Collaborate to work together on initiatives of joint benefit to local and Secwepemc governments.
6. Develop a more detailed, formal agreement⁶ in a smaller geographic area as needed, or where a consultation process needs to be established.
7. Raise awareness of this protocol and its content with their residents, members and constituents.

¹ Territory of the Secwépemc people

² Protocols are known to exist between Chase and Neskonlith, Chase and Adams Lake Indian Band, Enderby and Spltasin, Lumby and Spltasin, and Sicamous and Spltasin.

³ The Canadian Constitution (s.35) recognizes and affirms current and future Aboriginal rights, including land claims.

⁴ Topics to be discussed may include, but are not limited to: annual priorities; land use and development; environmental protection; water; infrastructure and cost-sharing approaches; emergency management and response; health, healing, local foods and wilderness camps; skills training and education.

⁵ Joint education opportunities may include, but are not limited to: clarification of which order of government makes decisions on different topics; sharing and supporting information about Secwepemc history and traditions; and sharing information about how Secwepemc governments, regional districts and municipalities operate, generate revenue, make decisions, their jurisdiction and decision making authority

⁶ Agreement could be a communications protocol, a memorandum of understanding, or a letter of intent

Term, Amendments and Opt-out Clause

This protocol is intended to be long-term, and is proposed to have no term. It may be reviewed periodically at joint meetings (#2 above) and amended with the agreement of all parties as needed. If a signatory wants to opt-out of this protocol, it shall be discussed at a joint meeting (#2 above); an amendment to this protocol shall be proposed and discussed.

Signatories (add logos to final) – signed ____, 2018 at ____:

Cst'elneq (Adams Lake Indian Band)	Skwlax (Little Shuswap Lake Indian Band)	Sk'atsin (Neskonlith Indian Band)	Splatsin
Columbia Shuswap Regional District	Regional District of North Okanagan	Village of Chase	City of Salmon Arm
City of Enderby	District of Sicamous	Village of Lumby	

SHUSWAP IMPLEMENTATION PLAN AND FUNDING SOURCE									
	RDF	2018	2018	2019	2019	2020	2020	SED - RDF	SED
Create a Modern, Inclusive and Effective Economic Development Program									
Restructure Existing Economic Development Structure		15000	RD	5000		5000		25000	
Committee Training - Consultant - Project				7000				7000	
Business Development Officer	91000	52500	RD	70000		70000		5000	96500
Development of a Communication Plan				6000				6000	
Economic Disaster Resiliency Plan	25000			25000					
Establish a Best-in-Class Economic Development Toolbox									
Enhanced Regional Profile with Individual Sub-Region Profiles - design and printing, positioning the Shuswap for business or resident attraction	10000	4000	RD	3500		2500			
Refreshed Website - review of our digital assets underway	34960	34960	RD						
Promote the Shuswap Through Townfolio				3000				3000	
Develop and Maintain Commercial and Industrial Land Inventory - partnership with realtors, and current listing on new website		ongoing		ongoing		ongoing			
Business Guides for each Community within the SED Region - design and printing - website integration		20000	SED					20000	
Complete a Review of the CSRD Development Approval Process				review					
Create a "Business First" Expedited Program				review					
Become a Leader in Business Development and Support									
Enhance BRE Program		ongoing		ongoing		ongoing			
Annual Business Walk				develop		ongoing			
Entrepreneurship - youth to seniors - innovation				10000		10000			20000
Marketing/Support Launch-a-Preneur		ongoing		5000		5000			10000
Encourage Pop-up Shops Throughout All Electoral Areas - partnerships in communities to access available space and/or land				research		possible development			
Regional Business Lunch and Learn - partnership with Regional Chambers		ongoing		ongoing		ongoing			
Increase the Awareness of the SED Region Regarding its Economic Development Opportunities									
Expand Presence at Tradeshows - ICS				5000		10000			15000
'Shuswap - the Opportunity Awaits' (marketing initiative), Business and Resident Attraction (ie. Physician Medical Worker recruitment) - digital marketing campaign - video testimonials				15000		15000			30000
SED - Explore/Live Shuswap (booth and banners, marketing collateral)				5000		5000			10000
Regional Wayfinding Program - partnership with other organizations				research		development			
Support the Further Development of a Strong and Vibrant Agriculture Sector									
Establish a CSRD Agriculture Advisory Committee - tasked an Annual Review of Agriculture Strategy and review of priorities of the agriculture industry									
Hire a Part-Time Agriculture Coordinator	23000			42000		40000			59000
Shuswap Grown Program - development of criteria (what defines Shuswap Grown and the marketing of Shuswap Grown)				9610		10000		9610	10000
Develop and Maintain an Agriculture Asset Map and Agriculture Fact Sheet - partnership with Soil Mate??				research		development			
Agriculture Tour - Celebrate Agriculture		3000	SED	3000		3000			9000
Partner with Local Farmers and Agricultural Landowners to Explore Options for Succession - partnership with SFAC	2000			1000		1000			
Establish the Shuswap as a Film Location of Choice - (included in Film Commission budget)									
Establish an Effective and Efficient 'One Stop' Film Office				5000		5000		10000	
Integrate Film Communication with Overall Economic Development Communication									
Conduct Post-Production Feedback									
Work with Creative BC									
Location/Resource Inventory and Photo library				6000		6000		12000	
External Marketing Program for Film									
Support Community Specific Needs - Staff time to research and develop proposals for funding on an as needed basis									
Annual Community Specific Needs Identification		ongoing		ongoing		ongoing			
Seymour Arm Wharf - possibly partnership with CSRD to assist with funding opportunities									
Pocket Community - opportunity for new development									
Dementia Friendly Community Designation - ossible partnership with Eagle Valley Resource Society									
Electrical Power Expansion - opportunity not available at this time but will pursue if new opportunities are available									
Broadband Expansion				research		possible development			
Hut-to-Hut Trail - support and possible funding proposal support		ongoing		ongoing		ongoing			
Support Tourism Initiatives									
Shuswap Ambassador Program - support new Super Host Program and provide support for business and staff training	14040		RD	15000	RD & SED	10000	SED	10960	
Implement Tourism Strategy and Marketing Plans		6933	SED	6933	SED	6934	SED	20800	
Regional Tourism Marketing Initiatives		1377	SED	1377	SED	1376	SED	4130	
Support Labour Market Initiatives									
Support the Implementation of the Labour Market Plans developed through the Community Futures Shuswap-led labour market assessment and planning projects		ongoing		ongoing		ongoing			
TOTAL	200000	137770		249420		205810		133500	259500

TOTAL Budget

593000

200000 Rural Dividend

133500 SED - RD

259500 SED

593000 TOTAL