



# **COLUMBIA SHUSWAP REGIONAL DISTRICT**

## **Shuswap Economic Development Advisory Committee Meeting**

### **AGENDA**

**Date:** Thursday, March 14, 2019  
**Time:** 9:30 AM  
**Location:** Splatsin Community Centre  
5775 Old Vernon Road, Enderby, BC

**Pages**

#### **1. Call to Order**

##### **1.1 Guest(s) in Attendance**

##### **1.2 Appointment of Chair and Vice-Chair of the Shuswap Economic Development Advisory Committee**

##### **1.3 Approval of Agenda**

###### **Motion**

THAT: the agenda of the March 14, 2019 Shuswap Economic Development Advisory Committee meeting be approved.

##### **1.4 Adoption of Minutes**

**1**

###### **Motion**

THAT: the minutes of the December 13, 2018 Shuswap Economic Development Advisory Committee meeting be adopted as circulated.

#### **2. Discussion Items**

##### **2.1 Shuswap Economic Development Update from Robyn Cyr, Economic Development Officer**

**9**

- BC Provincial Nominee Program Regional Pilot Workshop – Vancouver
- Work BC – Emerging Priorities Workshop – Malakwa Learning Center
- British Columbia Economic Development Association Conference

## 2.2 2019 Priorities

- EcDev 101 Workshops – May 2019
- Business Retention & Expansion Visits – May 2019
- Shuswap Economic Development Website Development
- Business Recovery Plan – May 2019

## 2.3 Kyle Dearing – Business Development Coordinator – Update

32

- Community Profiles
- SFAS/Farmers Markets Update
- Tech Dev 101 Workshop
- BC Ministry of Jobs, Trade and Technology webinars
  - Cannabis Legislation
  - Supporting business succession
  - Virtual business walks
  - LinkedIn
- Provincial Nominee Program Applicant Tour
- Okanagan College led agriculture asset mapping discussions
- Business incubator discussion with Salmon Arm Economic Development Society/Community Futures

## 2.4 Verbal Report from Director Demenok re: Salmon Arm Economic Development Society Board Update

### 3. Community Round Table

### 4. Next Meeting

May 9, 2019 at 9:30 AM, location to be determined.

### 5. Adjournment

#### **Motion**

THAT: the March 14, 2019 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: December 13, 2018  
 Time: 9:30 am  
 Location: CSRD Boardroom  
 555 Harbourfront Drive NE, Salmon Arm

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

### 1. Call to Order

The Chair called the meeting to order at 9:39 AM.

#### 1.1 Guest(s) in Attendance

The Chair acknowledged the guests in attendance:

Kyle Dearing - Kyle Dearing Consulting, Shuswap Economic Development Consultant

#### 1.2 Approval of Agenda

**Moved By** Director Demenok

**Seconded By** K. Brown

THAT: the agenda of the December 13, 2018 Shuswap Economic Development Advisory Committee meeting be approved with the following additions:

- Item 2.6: Selection of a representative from the Shuswap Economic Development Advisory Committee to sit on the Salmon Arm Economic Development Society
- Item 2.7: Membership of the Shuswap Economic Development Advisory Committee.

**CARRIED**

### **1.3 Adoption of Minutes**

**Moved By** R. Marshall

**Seconded By** Director Simpson

THAT: the minutes of the September 6, 2018 Shuswap Economic Development Advisory Committee meeting be adopted as circulated.

**CARRIED**

## **2. Discussion Items**

### **2.1 Budgets - 2019**

R. Cyr noted that she attached the recommended budgets for Shuswap Economic Development (SED) and the Columbia Shuswap Film Commission, as well as the SED revised work plan for background information.

#### **Economic Development Budget**

R. Cyr met with all of the electoral area directors and City of Salmon Arm to discuss the changes in the budget due to the withdrawal of Sicamous from the SED function in 2019. R. Cyr discussed that the Rural Dividend grant funding (\$200,000.00) that SED received in 2018 requires matching funds of \$133,500.00 to complete the projects. Therefore an increase has been requested to complete the rural dividend projects. R. Cyr discussed the outline of the project funding and the SED funding required to complete the deliverables of the Rural Dividend funding. A discussion was held with the committee and the recommendation was made to support the budget as presented.

**Recommendation:****Moved By** Director Demenok**Seconded By** Director Martin

THAT: the Shuswap Economic Development Advisory Committee recommends to the Board that they support the Shuswap Economic Development 2019 budget as reviewed at the December 13, 2018 Shuswap Economic Development Advisory Committee meeting.

**CARRIED****Film Commission Budget**

There has been a decrease in the Film Commission budget for 2019. There was a surplus two years ago which allowed the Columbia Shuswap Regional District (CSRD) to hire a Film Commissioner on a full time basis for two years. The work completed by the CSFC has definitely been helpful to the raise awareness of film production in the Shuswap/Revelstoke region but the current budget cannot be maintained. There is also not enough film activity in the region to support a full time Film Commissioner. A discussion was held with the committee and the recommendation was made to support the budget as presented.

**Recommendation:****Moved By** K. Brown**Seconded By** Director Simpson

THAT: the Shuswap Economic Development Advisory Committee recommends to the Board that they support the Columbia Shuswap Film Commission 2019 budget as reviewed at the December 13, 2018 Shuswap Economic Development Advisory Committee meeting.

**CARRIED****Shuswap Economic Development Work Plan – 2019 - revised**

R. Cyr pointed out changes on the worksheet and the priorities projects for implementation for 2019. Some of the deliverables/projects will still require addition funding and other grant opportunities will be reviewed.

The committee discussed potential opportunities for funding that could help move these projects along more quickly. One opportunity discussed

was the Southern Interior Beetle Action Coalition (SIBAC). R. Martin is closely involved with SIBAC and noted that SIBAC is becoming the BC Rural Centre. SIBAC does not have any grant funding and will now be the BC Rural Centre and will be a knowledge centre supporting rural communities in rural economic development.

R. Cyr is focusing on the deliverables in the work plan and noted that they may be other ways to tie in the projects that are lower on the priority list with the current Rural Dividend funding.

The committee discussed the Super Host program and emphasized the importance for business owners to get the opportunity to take this training. K. Brown will be a certified instructor and will be teaching this training program in 2019.

A discussion was held with the committee and the recommendation was made to support the work plan as presented.

**Recommendation:**

**Moved By** Director Martin

**Seconded By** Director Simpson

THAT: the revised Shuswap Economic Development Work plan be adopted by the Shuswap Economic Development Advisory Committee.

**CARRIED**

**2.2 North Shuswap Chamber presentation – November 26, 2018**

R. Cyr and K. Dearing gave a presentation to the North Shuswap Chamber of Commerce about the Shuswap Economic Development program, Shuswap Tourism, and the Columbia Shuswap Film Commission. 13 people attended the presentation. There was a good response from the group and they look forward to working with us into the future. J. Simpson was at this presentation and noted that it was valuable for the participants and he is looking forward to moving ahead with the strategy.

The committee discussed other potential opportunities for Shuswap Economic Development presentations to assist community understanding at large about the services of Shuswap Economic Development

**2.3 Work BC Application**

Shuswap Economic Development required authorization from the Board to submit a grant application to Work BC for the Community Workforce Response Grant – Emerging Priorities. R. Cyr advised that she has received support from the CSRD Board to send in the application. The application has been submitted for funding approval.

## **2.4 Communications Agreement – Signing Ceremony – Update on other communities signing**

R. Cyr provided an update about the communities that have signed the Communications Agreement. The Communications agreement has been signed by all of the participating communities except for Little Shuswap Lake Indian Band.

R. Cyr spoke with Aaron Arnouse who is a councillor on the Little Shuswap Lake Indian Band council. Apparently they have an issue with Mike Simpson of the Fraser Basin Council so they would not discuss signing the agreement with Mike Simpson.

R. Cyr contacted the LSLIB Chief and Council to see if they would like to meet to discuss the agreement. LSLIB Chief and Council wanted to make changes to the agreement. R. Cyr indicated that at this time the agreement could not be changed but changes could be discussed at the annual gathering in 2019 and be made if all of the communities were in agreement.

R. Martin noted that the communications agreement has already started opening lines of communication that weren't there and shared an example of recent inter-community communication that has been very helpful.

## **2.5 Update from Kyle Dearing**

### **Prospective Business Investor Collaboration with Development Services**

SED received an inquiry from a land owner in the region who wanted to look at developing a business on his property in Sorrento. This presented a good opportunity for SED to look at a collaboration with Development Services in developing a response. K. Dearing spoke with Development Services and scheduled a meeting with the prospective business investor.

The land owner was looking at a business to create a new visitor accommodation. The owner indicated that the land was split into two pieces, ALR and non-ALR. It was observed that the land owner was looking for information at this point and doesn't have any concrete plans. The fact that the meeting involved Development Services and Economic Development was helpful because it was more efficient to meet with the land owner at the same time so he could get all of the information required for his application.

### **Funding Partnership – Women in Business (Salmon Arm Economic Development Society (SAEDS), Community Futures (CF))**

Salmon Arm Economic Development Society and Community Futures are working on a funding application targeting women who want to start a business. Shuswap Economic Development provided a letter of support for this project funding. The funding targets Indigenous and non-indigenous women. The application will fund up to \$450,000 for three years. The focus would be to work with the Salmon Arm Innovation Center to support this project.

### **Opportunity for Business Accelerator partnership with SAEDS/CF**

SAEDS has secured an instructor from OC at the Innovation Centre to work with businesses interested in the Accelerator program. OC has committed to a year of funding for this instructor.

The program is looking at how best to deliver the accelerator program and not duplicate services that CF Shuswap is currently delivering.

The vision is that this accelerator program will also meet the needs of the larger Shuswap program and will look at a partnership with Shuswap Economic Development.

### **SED Website Update**

The website project for Shuswap Economic Development is underway. The RFP has gone out and there are four companies that have submitted proposals to the RFP. The decision has been made to separate the Shuswap Economic Development website and the Shuswap Tourism website. The Shuswap Economic Development website will include Shuswap Economic Development, Agriculture, and the Columbia Shuswap Film Commission. The Shuswap Tourism website will just be the website for Tourism. There will be a main landing page created that will



bring together all of the services that are being delivered by Shuswap Economic Development.

The plan is to have the new Shuswap Tourism website to go live by May 1, 2019 and the Shuswap Economic Development website by July 1, 2019.

The creation of the landing page will be created after this and be completed by September 2019.

The business database will be incorporated to all websites.

### **New PNP Pilot Program**

The Provincial Nominee Program has been updated and will be available to rural communities. The province will be providing workshops to inform the communities and provide current information on the program.

### **Virtual Business Walks Webinar**

Shuswap Economic Development recently participated in a webinar delivered by BCEDA on Virtual Business walks. These were created for rural communities to ensure that we are getting information from all businesses in the Shuswap region.

There is a business database that will store business info and the responses to the business walk. Vernon completed this last spring and it was very helpful in obtaining information from a larger business database.

Shuswap Economic Development will work with the Chambers in the area to ensure that we are not duplicating services.

This will be delivered in the spring of 2019.

## **3. Selection of a representative from the Shuswap Economic Development Advisory Committee to sit on the Salmon Arm Economic Development Society (SAEDS) Board**

The Shuswap Economic Development Advisory Committee would like to nominate a member of the committee to be appointed to the Salmon Arm Economic Development Society (SAEDS) Board of Directors.

K. Brown nominated P. Demenok, P. Demenok accepted the nomination.

With no further nominations, P. Demenok will be the representative of the committee on the SAEDS Board.

## **4. Membership of the Shuswap Economic Development Advisory Committee**

Shuswap Economic Development had proposed an alternate structure to the membership of the Shuswap Economic Development Advisory Committee that would bring in representatives from the all of the communities in the electoral areas C, D, E, and F. P. Demenok asked about the status of implementing that change. R. Cyr advised that there are plans in place and the dates need to be secured. R. Cyr likes the concept of setting up working groups in each electoral area. The chair of each electoral area committee will sit on the Shuswap Economic Development Advisory Committee. The plan is to have representatives from several sectors of industry throughout the Shuswap.

P. Demenok asked what would attract volunteers to such a committee. R. Cyr noted that it would give them access to support from Shuswap Economic Development and provide business information for them on an ongoing basis.

Terms of reference for the committees are being developed.

## **7. Adjournment**

**Moved By** R. Marshall

**Seconded By** K. Brown

THAT: the December 13, 2018 Shuswap Economic Development Advisory Committee meeting be adjourned.

**CARRIED**

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Chair

# BC Economic Summit Schedule

Sun, Mar 03, 2019

1:30pm

## Registration and Delegate Services

🕒 1:30pm - 4:00pm, Mar 3

2:00pm

## Breakout #1 - Elected Officials and Economic Development - What Role Can You Play?

🕒 2:00pm - 3:30pm, Mar 3

📍 Bridgeport

### Pre-Summit Learning Session

Join this informative session designed specifically for Mayors, Chiefs, and Councils to learn effective methods for working with your EDO.

Learn the 10 things you need to know about economic development and hear some best practices from local leaders whose thriving relationships with their economic development department have helped their community to flourish.

### 📣 Speakers



**Dale Wheeldon**

President and CEO, BCEDA



**Jason Lum**

City of Chilliwack



**Trevor Cootes**

Elected Council, Huu-ay-aht First Nations



**Barry Banford**

Councillor, District of Clearwater

## Breakout #2 - Emerging Professionals Roundtable

🕒 2:00pm - 3:30pm, Mar 3

📍 Steveston

### Pre-Summit Learning Session

Session Description: New to Economic Development (first day to 3 years) or looking for some confirmation about what you're doing? Join this informative workshop to hear tips on staying relevant, overcoming challenges, developing work plans and setting metrics. We will be discussing early wins for new and emerging EDO's, managing and setting expectations, economic VS community development and communicating effectively with colleagues. As a bonus, get some tips and tricks to get the most out of your Summit experience.

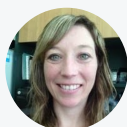
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### Speakers



**John Perrott**

Economic Development Officer, City of West Kelowna



**Amy Reid**

Economic Development Officer, City of Quesnel

5:30pm

### Opening Networking Reception

🕒 5:30pm - 7:00pm, Mar 3

📍 Airport Ballroom

Join us to kick off the 2019 BC Economic Summit with opening comments from BCEDA President and CEO, Dale Wheeldon, BCEDA Chair, Sue Kenny.

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### Moderator



**Dale Wheeldon**

President and CEO, BCEDA

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### Speakers



**Sue Kenny**

BCEDA Board Chair



**Hon. Bruce Ralston**

Minister, Ministry of Jobs, Trade and Technology

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### Welcome Song



**Cecilia Point**  
Musqueam Nation



**Branden Point**  
Musqueam Nation

## 7:00pm

### Dine Around

🕒 7:00pm - 10:00pm, Mar 3

Sign up at Registration! Don't dine alone! get out of your hotel room and explore Richmond, while making new friends in our profession. BCEDA has hand-picked several exciting restaurants for conference attendees to attend together.

Sign up & we'll match you with others for a great outing. BCEDA will make the reservations; participants take care of their own financial and transportation needs. Bon appetite!

## Mon, Mar 04, 2019

## 7:00am

### Registration and Delegate Services

🕒 7:00am - 4:00pm, Mar 4

📍 Main Foyer

## 7:30am

### Breakfast

🕒 7:30am - 8:15am, Mar 4

📍 Airport Ballroom

**Meal**

## 8:15am

### Opening Ceremonies

🕒 8:15am - 8:30am, Mar 4

📍 Airport Ballroom

Don't miss the official welcome to Vancouver and the 2019 BC Economic Summit with BCEDA Chair Sue Kenny.

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🗣️ Speaker



**Sue Kenny**  
BCEDA Board Chair

8:30am

## Keynote: Lead Beyond The Edge — The 'Mountain Moving Mindset' Path to Greater Productivity, Resilience and Wellbeing

🕒 8:30am - 9:45am, Mar 4

📍 Airport Ballroom

**Keynote**

The extraordinary happens beyond the edge of that box we have built around ourselves. Everything you desire is beyond your comfort zone. Your best moments are on the other side of your fears. So, how will YOU reach your next level? Your mindset is what sets you and your organisation apart. This inspiring and insightful session uses science to help you break through your limits to grow.

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🗣 Moderator



**Geoff Millar**  
Principal, Millar & Associates

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🗣 Speaker



**Frederique Murphy**  
M3 Strategist, Owner and Founder, Mountain Moving Mindset

9:45am

## Work and Social Break

🕒 9:45am - 10:15am, Mar 4

📍 Main Foyer

**BREAK**

10:15am

## Towntalk - Population of 1-10,000

🕒 10:15am - 11:45am, Mar 4

📍 Airport Ballroom

**Breakout**

These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.

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#### Moderator



**Maureen Czirfusz**

Executive Director/Economic Development Officer, Houston & District Chamber of Commerce

### Towntalk - Population of 25,001 and higher

🕒 10:15am - 11:45am, Mar 4

📍 Steveston

#### Breakout

These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.

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#### Moderator



**David Munro**

Manager Economic Development, City of Coquitlam

### Towntalk - Population of 10,001 to 25,000

🕒 10:15am - 11:45am, Mar 4

📍 Bridgeport

#### Breakout

These Town Talks will allow summit attendees to drill down on the issues that are most affecting your jurisdictions. With the help of a facilitator, resource persons, and the wisdom of the crowd, special attention will be paid to the issues that you are most challenged by. These sessions will provide a great opportunity for peer learning.

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#### Moderator



**Terry Van Horn**

Executive Director, Lower Columbia Initiatives Corporation

11:45am

**Lunch - Sponsored by BC Business Magazine and the Invest in BC Magazine**

🕒 11:45am - 12:45pm, Mar 4

📍 Airport Ballroom

**Meal**

🗣 Moderator

**Geoff Millar**

Principal, Millar &amp; Associates

12:45pm

**Keynote: The Vital Connection Between Place & Prosperity**

🕒 12:45pm - 1:45pm, Mar 4

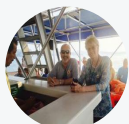
📍 Airport Ballroom

**Keynote**

Historically, the wealth of communities and nations has been determined primarily by geographic factors—climate, access to resources, ports and proximity to other centers and points of trade. But as developed economies shifted rapidly from a manufacturing orientation to services and technology in the late 20th century, geographic factors have become less important in determining the economic success of cities, regions, states and countries.

Today, it is increasingly quality of place that determines where talent, tourists and companies go. But what is it that attracts them to one place versus another? In this presentation, Resonance Consultancy President and *World's Best Cities* author Chris Fair will share research on the factors that shape our perception of cities as places to live, visit and do business and explain why the relative vibrancy of city is key to its future prosperity.

🗣 Moderator

**Geoff Millar**

Principal, Millar &amp; Associates

🗣 Speaker

**Chris Fair**

President and CEO, Resonance Consultancy



1:45pm

**Breakout #1 - Airports as Catalysts for Economic Development**

🕒 1:45pm - 3:00pm, Mar 4

📍 Steveston

**Breakout**

As business markets become national and international in scale, airports are increasingly being viewed as catalysts for local economic development and tools of urban renewal. As such, their ability to generate jobs and attract new business is being used in many locations as a justification for public investments in new airport construction and expansion. What are the critical success factors, framework and capabilities needed from airports to effectively serve their regions and become competitive in the global economy? What challenges to regional airlines face and how might this impact the ability for growth and add to potential new opportunities to pursue.

**📣 Moderator****John Perrott**

Economic Development Officer, City of West Kelowna

**📣 Speakers****Kevin Boothroyd**

Director, Business Development and Corporate Communications, Pacific Coastal Airlines

**Dave Frank**

BC Aviation Council

**Rob Beynon**

President, Operations Economics Inc.

**Beth Veenkamp**

EDO, City of Williams Lake

**Breakout #2 - Supporting Regional Economic Development through Immigration**

🕒 1:45pm - 3:00pm, Mar 4

📍 Airport Ballroom

**Breakout**

The Ministry of Jobs, Trade and Technology offers a suite of immigration programs and services, including the BC Provincial Nominee Program (BC PNP), to support the attraction of international

workers and entrepreneurs. Join the discussion on how these can be accessed to attract newcomers to smaller centres. These include the BC PNP Tech Pilot and a new Regional Pilot under the Entrepreneur Immigration Stream; a collaboration with communities to attract foreign entrepreneurs with a desire to start a business outside of a major population centre.

Joining Province of BC staff is Shelly Voth from the City of Morden, Manitoba to share a community perspective on leveraging immigration to welcome newcomers and helping them to successfully settle into the local economy, the local education system and into Morden's community life.

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### Moderator



**Robyn Cyr**

EDO, Columbia Shuswap Regional District

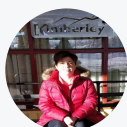
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### Speakers



**Aireen Luney**

A/Director, Strategic Investment Projects, Ministry of Jobs, Trade and Technology



**Kimberley Branch**

Program Manager, Entrepreneur Immigration, Ministry of Jobs, Trade and Technology





**Shelly Voth**

Immigration Coordinator, City of Morden, Manitoba

## 3:00pm

### Work and Social Break


 3:00pm - 3:30pm, Mar 4

 Main Foyer

**BREAK**

## 3:30pm

### Breakout #1 - Economic Development in Action #1

 3:30pm - 4:30pm, Mar 4

 Airport Ballroom

**Breakout**

Communities have different needs and come up with different programs that help to support the local economy. BCEDA has set a goal to increase awareness of the work that our member

communities are doing and the successes they are having. While Economic Development is never the same in any one community it is important to learn from each other and to identify projects that can be adapted to fit your needs. The Economic Development in Action series highlights just some of the great work being carried out by communities throughout British Columbia. In these fast-paced presentations done in the IGNITE format, speakers will talk about successful initiatives they have implemented and explain how you too can adapt the format for success.

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### Moderator



**Pat Deakin**

Economic Development Manager, City of Port Alberni

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### Speakers



**Barry Banford**

Councillor, District of Clearwater



**Nicole Bruce**

Economic Development Manager, Venture Kamloops



**Jennifer Decker**

Manager of Economic Development, City of Fort St. John



**Terry Van Horn**

Executive Director, Lower Columbia Initiatives Corporation



**Donna Wilchynski**

Community Coordinator, Christina Gateway Community Development Association



**George Benson**

Consultant - Green Building Market Acceleration, Vancouver Economic Commission

## Breakout #2 - Stronger Together: Building successful Indigenous & Local Government Partnerships

🕒 3:30pm - 4:30pm, Mar 4

📍 Steveston

**Breakout**

For years, Indigenous and local governments from across Canada have been reaching out to partner with one another on a variety of issues. While there are significant differences in the communities' legal rights and governance structures, economic conditions, demographics and cultures, often First Nations and municipalities share many of the same hopes, and they struggle with similar challenges. Many partnerships are built through infrastructure or service agreements, while others have been more substantial, including commitments to increase communication, develop a government-to-government relationship, and to pursue economic development opportunities. The Province of BC, along with Cando (Council for the Advancement of Native Development Officers) in partnership with Federation of Canadian Municipalities have different programs designed to encourage and support collaboration between the different partners. How do they work and how can your community pursue these types of partnerships?

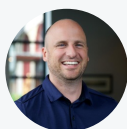
### Moderator



**Trevor Cootes**

Elected Council, Huu-ay-aht First Nations

### Speakers



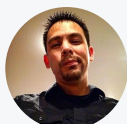
**Kevin Poole**

Manager, Economic Development & Tourism, City of Vernon



**Marissa Lawrence**

Senior Program Officer, First Nation Municipal Community Economic Development Initiative (CEDI), CANDO



**Sheldon Louis**


Councillor, Okanagan Indian Band



**Victor Cumming**

Mayor, City of Vernon

## Breakout #3: BC Economic Development Crowdsourcing

 3:30pm - 4:30pm, Mar 4

 Bridgeport

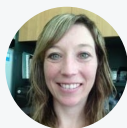
**Breakout**

Join this high energy, interactive crowdsourcing session. Not only will you learn how to crowdsource information in your own community, but you will also provide valuable input on how BCEDA, the Province of BC and Western Diversification can enhance economic development efforts in BC. The information gathered at this session will be used to talk with the Province, WD

and others on what we can do together to enhance economic development.

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#### Moderator



**Amy Reid**

Economic Development Officer, City of Quesnel

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#### Speaker




**Allison Larsen**


Principal, TadZo LLC

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**4:40pm**

### **BCEDA AGM (Members Only)**

 4:40pm - 5:00pm, Mar 4

 Bridgeport

Annual General Meeting

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#### Chair



**Sue Kenny**

BCEDA Board Chair

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#### Treasurer




**Pat Deakin**


Economic Development Manager, City of Port Alberni

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**6:00pm**

### **Social Night At The UBC Boathouse**

 6:00pm - 9:00pm, Mar 4

 UBC Boathouse

**Meal**

Make new contacts and re-establish previous ones as you join some of your colleagues and new friends for an evening of fun and socialization.

Tue, Mar 05, 2019

7:30am

### Registration and Delegate Services

🕒 7:30am - 4:00pm, Mar 5

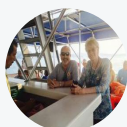
📍 Main Foyer

### Breakfast

🕒 7:30am - 8:15am, Mar 5

📍 Airport Ballroom

🗣 Moderator



**Geoff Millar**

Principal, Millar & Associates

### 1 Subsessions

#### ● Economic Development Association of Canada

🕒 7:55am - 8:10am, Mar 5

8:15am

### Keynote: Crunch Time - The Leader's Guide to Producing Under Pressure

🕒 8:15am - 9:30am, Mar 5

📍 Airport Ballroom

#### Keynote

Life is not a dress rehearsal; neither is economic development. How would your organization be different if everyone stopped making excuses and started producing better results in every area of their lives? Not “later,” not “some day,” but now! Because when it’s showtime, all that matters is results. And in economic development, as well as in your life, every day is showtime.

Bill is a 29-time Emmy Award winning Executive Producer and respected leader in the Seattle business community. He is a regular contributor to Seattle Business magazine, and his expertise has been cited by Forbes and The Wall Street Journal.

🗣 Moderator



**Geoff Millar**  
Principal, Millar & Associates

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Speaker



**Bill Stainton**  
Ovation Consulting Group, Inc.

9:30am

**Work & Social Break**

🕒 9:30am - 10:00am, Mar 5

📍 Main Foyer

**BREAK**

10:00am

**Province of BC: Investment Pursuit – Is your Community Investment Ready?**

🕒 10:00am - 11:00am, Mar 5

📍 Airport Ballroom

**Breakout**

Each community pursues investment attraction in unique ways. What strategies are your community pursuing to be ready for and attract investment? Which areas can you focus on, and what tools can support your efforts? This session will help you identify and visualize these strategies, encourage peer-to-peer learning and give you a chance to tell the provincial government what resources you need to achieve your community's investment goals.

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Moderator



**John Perrott**  
Economic Development Officer, City of West Kelowna

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Speakers



**David Drohan**  
Senior Policy Analyst, Ministry of Jobs, Trade and Technology

**Morningstar Pinto**

Director, Outreach and Engagement, Ministry of Jobs, Trade &amp; Technology

**Ben Kennedy**

Engagement Specialist; Design, Coordination &amp; Outreach Branch, Ministry of Jobs, Trade and Technology

## Opportunity & Growth with Co-Operatives in Local and Indigenous Communities

🕒 10:00am - 11:00am, Mar 5

📍 Steveston

### Breakout

The co-operative business model is an important (but often misunderstood) tool for economic development in rural and Indigenous communities. Co-operatives First will give an overview of co-ops, and why they're a great way for groups to capitalize on local opportunities and achieve their goals. Shellie Gleave of the Eco Co-operative Community Service Centre in Fraser Lake will talk about how that co-operative will spur revitalization, and the process of making it happen.

### 📣 Moderator

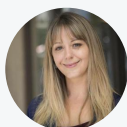
**Maureen Czirfusz**

Executive Director/Economic Development Officer, Houston &amp; District Chamber of Commerce

### 📣 Speakers

**Aasa Marshall**

Community Engagement Coordinator, Cooperatives First

**Shellie Gleave**

Director, Eco Co-operative Community Service Centre, Eco Co-operative Community Service Centre

**Elvezio (Elvy) Del Bianco**

Cooperative Portfolio Manager Community Business &amp; Investment, Vancity

**11:00am**

## Breakout #1 - Turbocharge your Economic Development Data to Drive FDI

🕒 11:00am - 12:15pm, Mar 5

📍 Airport Ballroom



**Breakout**

Effective use of economic development data to turbocharge your community's investment attraction requires a big picture perspective. It's important to have a solid, up-to-date understanding of your community's value proposition, as well as a strategic plan for where you wish to be in 5-10 years. Comprehensive use of data should include tracking cross-border greenfield investments, capital investment, job creation, and tracking investor signals. Important questions to ask would include: Do you have a solid handle on important investment trends in order to best craft your economic development strategy? What kinds of data can you offer to potential investors who come to your website to search and analyze their key criteria for site selection? How is that data used strategically for lead generation and qualification? Co-presented by Alissa Sklar, Ph.D., VP Marketing of GIS Planning, Chris Knight, Global Commercial Director of fDi Intelligence, Amber Hunter, VP Business Development of Research Consultant International FDI, and Aaron Brossoit, CEO of Golden Shovel Agency, this panel presentation will offer new perspectives, technologies, case studies, and a practical overview of the ways data can be used internally and for outreach to develop and put into practice a powerful, multifaceted investment promotion strategy for your community.

**Moderator****Brian Coombes**

President, Chilliwack Economic Partners Corp.

**Speakers****Alissa Sklar**

Vice President of Marketing, GIS Planning

**Chris Knight**

SVP North America, Financial Times

**Amber Hunter**

Vice President, Business Development - North America, Research Consultants International

**Aaron Brossoit**

CEO, Golden Shovel

**Breakout #2: Fortis BC's path to Clean Growth for Local and Indigenous Communities**

🕒 11:00am - 12:15pm, Mar 5

📍 Steveston

**Breakout**

As B.C.'s local and indigenous governments and organizations transition toward a low carbon energy future, new partnerships and projects are required to advance the areas of energy efficiency, behavioral change and technology. Focusing in the areas of energy efficiency, conservation, innovative technologies and transportation, natural gas and renewable gas can be used today as sustainable energy options to support B.C.'s climate action goals. Learn how FortisBC is collaborating with customers throughout B.C.'s communities to reduce emissions while advancing a resilient, sustainable economy.

Join FortisBC as they drive progress in developing BC's clean energy future. Hear about their Clean Growth Pathways strategy and how the company is partnering with local governments, Indigenous communities and others to advance B.C.'s clean energy economy.

**Moderator****Pat Deakin**

Economic Development Manager, City of Port Alberni

**Speakers****Dana Wong**

Public Policy Manager, FortisBC

**Kelly McTaggart**

Advisor, Community Engagement, Canadian Association of Petroleum Producers (CAPP)

**12:15pm****Lunch - sponsored by Community Futures BC**

🕒 12:15pm - 1:15pm, Mar 5

📍 Airport Ballroom

**Meal****Moderator****Geoff Millar**

Principal, Millar &amp; Associates

**12:55pm**

## Community Futures BC: Growing Local Economies Through Community Partnerships

🕒 12:55pm - 1:15pm, Mar 5

📍 Airport Ballroom

**Lunch Sponsor Presentation**

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### 📣 Speakers



**Cathy Robertson**

General Manager, Community Futures Cowichan



**Cheryl Johnson**

Executive Director, Community Futures BC

1:20pm

## Breakout #1 - 4 Key Elements to Improving Your Economic Development Website

🕒 1:20pm - 2:30pm, Mar 5

📍 Steveston

**Breakout**

There is little question that having a web presence is important for economic developers, but with all of the web trends, and with most EDO's having limited resources, what focus areas are the most important and easy to maintain? With the elements in place, how do you make businesses and investors aware of the site's content? Gain tips and hear how communities of all sizes across North America are quickly and affordably improving their web presence.

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### 📣 Moderator



**David Munro**

Manager Economic Development, City of Coquitlam

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### 📣 Speakers



**Dave Parsell**

CEO, Localintel



**Jennifer Vincent**

Economic Development Special Projects, City of Penticton

**Deklan Corstanje**

Economic Development Officer, Regional District of Kitimat-Stikine

## Breakout #2 - Economic and Workforce Development Through Community-Based Partnerships

🕒 1:20pm - 2:30pm, Mar 5

📍 Bridgeport

### Breakout

Building and maintaining mutually beneficial partnerships that support economic and workforce development initiatives is hard work! For example, apprenticeships not only help employers train and grow a local workforce, but they also help community members to gain experience in trades to contribute to the development and maintenance of the community itself. Many communities and organizations choose not to partner at all. Perhaps the question economic and workforce development leaders and community-based organizations need to consider when exploring partnership opportunities is not, "Should we partner?" But rather, "What are the costs to the health of the community, economy, businesses, and residents if we don't partner?" Attend this learning lab with the City and Campbell River, North Island Employment and the Industry Training Authority to hear how partnerships although hard work can bring tremendous benefits to the entire community.

### 🗣️ Moderator

**Terry Van Horn**

Executive Director, Lower Columbia Initiatives Corporation

### 🗣️ Speakers

**Michael Cameron**

Director, Indigenous Initiatives, Industry Training Authority

**Rose Klukas**

Economic Development Officer, City of Campbell River

**Shannon Baikie**

Regional Manager, Community &amp; Labour Market Services, North Island Employment

## Breakout #3 - Supporting Indigenous and Local Entrepreneurial Ecosystems

🕒 1:20pm - 2:30pm, Mar 5

📍 Airport Ballroom

**Breakout****Supporting Indigenous and Local Entrepreneurial Ecosystems**

Homegrown business development in indigenous and local communities requires a risk-taking spirit that is supported by community values and programs. Successful communities are those that have found a way to create a local culture and climate where entrepreneurs can thrive. This panel will profile successful entrepreneurial ecosystems and will share lessons learned and tips for building stronger communities.

What you will learn:

- Key things you should know about the unique issues and challenges that face entrepreneurs
- Lessons on how to build entrepreneurial ecosystems
- Examples of what communities (indigenous and local) are doing that is working

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**📣 Moderator****Trevor Cootes**

Elected Council, Huu-ay-aht First Nations

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**📣 Speakers****Joanne Norris**

Interim Regional Director and ThriveNorth Project Manager, Futurpreneur Canada

**Stewart Anderson**

Manager, Indigenous Partnerships, Vancity

**Mina Haghighi**

Business Development Manager, Futurpreneur

**Rudi-lee Canil**

Futurpreneur

2:30pm

**Work & Social Break**

🕒 2:30pm - 3:00pm, Mar 5

**BREAK**

3:00pm

**Breakout #1 - Economic Development In Action #2**

🕒 3:00pm - 4:10pm, Mar 5

📍 Steveston

**Breakout**

Communities have different needs and come up with different programs that help to support the local economy. BCEDA has set a goal to increase awareness of the work that our member communities are doing and the successes they are having. While Economic Development is never the same in any one community it is important to learn from each other and to identify projects that can be adapted to fit your needs. The Economic Development in Action series highlights just some of the great work being carried out by communities throughout British Columbia. In these fast-paced presentations done in the IGNITE format, speakers will talk about successful initiatives they have implemented and explain how you too can adapt the format for success.

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## 🗣️ Moderator

**Robyn Cyr**

EDO, Columbia Shuswap Regional District

## 🗣️ Speakers

**Sara Clark**

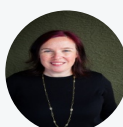
VP Strategic Projects, Small Business BC

**Keenan Hopson**

Economic Development Officer, City of Prince George

**Stephanie Slaman**

Business Development Officer, Central Okanagan Economic Development Commission

**Kate Mulligan**

Economic Development Officer, District of Squamish

**Cathy Robertson**

General Manager, Community Futures Cowichan

**Clark Grieve**

Economic Development Specialist, Venture Kamloops

## Breakout #2 - Reinventing BRE in the Global Economy

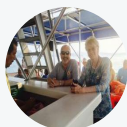
🕒 3:00pm - 4:10pm, Mar 5

📍 Airport Ballroom

### Breakout

Traditionally, economic developers have defined business retention and expansion (BRE) as an annual visitation and survey process with private sector employers. This static model is often at odds with the dynamic nature of globally competitive companies. This session will identify and explore new, cost-effective tools and techniques that allow economic developers to actively intersect with and engage their most dynamic private sector constituents. These new tools for BRE have the added benefit of relationship-building and adding strategic value over traditional, inwardly focused survey-centric models. The session will also explore how communities are working with senior governments to survey and engage with existing businesses to encourage and support economic growth.

### 🗣 Moderator

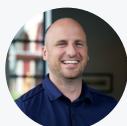
**Geoff Millar**

Principal, Millar &amp; Associates

### 🗣 Speakers

**Laith Wardi**

President, ExecutivePulse, Inc.

**Kevin Poole**

Manager, Economic Development &amp; Tourism, City of Vernon

**Erik Collins**

Director, Montgomery County Community and Economic Development

**Stephen Morris**

Team Lead with the Economic Development Resources Unit, Ontario Ministry of Agriculture, Food and Rural Affairs

## 5:45pm

### Cocktail Reception

🕒 5:45pm - 6:30pm, Mar 5

📍 Main Foyer

## 6:30pm

### BC Economic Development Awards Banquet

🕒 6:30pm - 9:30pm, Mar 5

📍 Airport Ballroom

**Meal**

#### 📣 Moderator

**Maureen Czirfusz**

Executive Director/Economic Development Officer, Houston & District Chamber of Commerce

#### 📣 Speakers

**Sue Kenny**

BCEDA Board Chair

**David A. Bennett**

Director, Communications and External Relations, FortisBC

## Wed, Mar 06, 2019

## 9:00am

### IEDC Tech-Led Ec Dev Course

🕒 9:00am - 4:30pm, Mar 6

📍 Steveston

Pre-registration required



Thu, Mar 07, 2019

9:00am

**IEDC Tech-Led Ec Dev Course**

🕒 9:00am - 4:45pm, Mar 7

📍 Steveston

# TechDevBC Workshop

**March 26, 2019**

**9:00am – 4:00pm**

Salmon Arm Innovation Centre  
220 Shuswap St. NE  
Salmon Arm, B.C.



## Workshop Facilitators:

### Steve Thomson

Principal Consultant  
Capasiti Consulting Inc.

### Cindy Pearson

Principal Consultant  
Capasiti Consulting Inc.

## Why attend this workshop?

The TechDevBC Workshop aims to introduce and incorporate technology and innovation basics into the economic development fabric of communities.

The intention is to support communities' understanding of the tech sector, their related assets and opportunities, and efforts to position themselves to use technology and innovation as a foundational driver for economic development.

### The workshop may include the following topics:

- **Technology-Led Economic Development**
  - Definition of technology
  - Why tech is important
  - Knowledge-based versus traditional sectors
- **Expectation Setting**
- **Key Components of the Tech Sector**
- **Tech Jargon and Ecosystem Components**
- **Overview of BC's Tech Sector**
- **Deeper Dive**
  - Talent
  - Community and Culture
  - Creating and supporting a culture of innovation
  - Funding
  - Infrastructure
  - Success Stories
- **Government Support Programs**
- **Mapping Your Ecosystem**
- **Identifying and Prioritizing Opportunities**

Hosted by:

**SALMON ARM**

ECONOMIC DEVELOPMENT SOCIETY

and



Lunch will be provided.

For more information, please contact  
[economicdevelopment@gov.bc.ca](mailto:economicdevelopment@gov.bc.ca)