



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 Present	R. Martin (Chair)	Director, Electoral Area E
	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 Absent	R. Talbot	Director, Electoral Area D
	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

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.

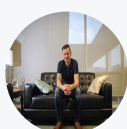
Learn the 10 things you need to know about economic development and hear some best practices from local leaders whose thriving relationships with their economic development department have helped their community to flourish.

📣 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

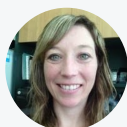
Session Description: New to Economic Development (first day to 3 years) or looking for some confirmation about what you're doing? Join this informative workshop to hear tips on staying relevant, overcoming challenges, developing work plans and setting metrics. We will be discussing early wins for new 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.

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.

Moderator



Dale Wheeldon

President and CEO, BCEDA

Speakers



Sue Kenny

BCEDA Board Chair



Hon. Bruce Ralston

Minister, Ministry of Jobs, Trade and Technology

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.

🗣 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.

🗣 Moderator



Geoff Millar
Principal, Millar & Associates

🗣 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.

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.

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.

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 & Associates

12:45pm

Keynote: The Vital Connection Between Place & Prosperity

🕒 12:45pm - 1:45pm, Mar 4

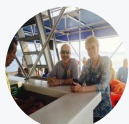
📍 Airport Ballroom

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 & 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.

Moderator



Robyn Cyr

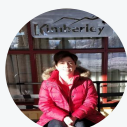
EDO, Columbia Shuswap Regional District

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.

Moderator



Pat Deakin

Economic Development Manager, City of Port Alberni

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?

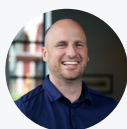
Moderator



Trevor Cootes

Elected Council, Huu-ay-aht First Nations

Speakers



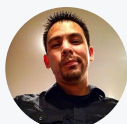
Kevin Poole

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.

Moderator



Amy Reid

Economic Development Officer, City of Quesnel

Speaker



Allison Larsen

Principal, TadZo LLC

4:40pm

BCEDA AGM (Members Only)

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

 Bridgeport

Annual General Meeting

Chair



Sue Kenny

BCEDA Board Chair

Treasurer



Pat Deakin

Economic Development Manager, City of Port Alberni

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

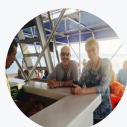
📍 Main Foyer

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

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.

Moderator

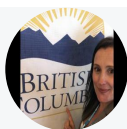


John Perrott
Economic Development Officer, City of West Kelowna

Speakers



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

**Morningstar Pinto**

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

**Ben Kennedy**

Engagement Specialist; Design, Coordination & 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

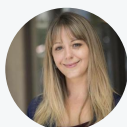
**Maureen Czirfusz**

Executive Director/Economic Development Officer, Houston & 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 & 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 & Associates

12:55pm

Community Futures BC: Growing Local Economies Through Community Partnerships

🕒 12:55pm - 1:15pm, Mar 5

📍 Airport Ballroom

Lunch Sponsor Presentation

📣 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.

📣 Moderator



David Munro

Manager Economic Development, City of Coquitlam

📣 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 & 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

Moderator**Trevor Cootes**

Elected Council, Huu-ay-aht First Nations

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.

🗣️ Moderator

**Robyn Cyr**

EDO, Columbia Shuswap Regional District

🗣️ Speakers

**Sara Clark**

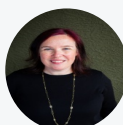
VP Strategic Projects, Small Business BC

**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

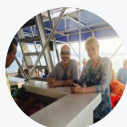
🕒 3:00pm - 4:10pm, Mar 5

📍 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

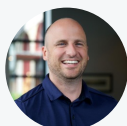
**Geoff Millar**

Principal, Millar & Associates

🗣 Speakers

**Laith Wardi**

President, ExecutivePulse, Inc.

**Kevin Poole**

Manager, Economic Development & 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

