



## SHUSWAP ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

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

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

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

### 1. Call to Order

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

#### 1.1 Guest(s) in Attendance

The Chair acknowledged the guests in attendance:

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

## **1.2 Approval of Agenda**

**Moved By** P. Demenok

**Seconded By** R. Marshall

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

**CARRIED**

## **1.3 Adoption of Minutes**

**Moved By** R. Talbot

**Seconded By** R. Misseghers

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

**CARRIED**

## **2. Discussion Items**

### **2.1 Quarterly Economic Development Report**

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

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

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

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

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

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

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

## **2.2 Quarterly Report from Business Development Coordinator**

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

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

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

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

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

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

### **2.3 Quarterly Columbia Shuswap Film Commission Report**

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

R. Cyr reported for D. Barritt:

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

### **2.5 Community Roundtable**

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

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


**4. Adjournment**

**Moved By** R. Marshall

**Seconded By** J. de Vos

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

**CARRIED**

A handwritten signature in blue ink, reading "Rhona Mathew", is written over a horizontal line.

Chair