



SHUSWAP ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

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

Date: September 6, 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
	R. Talbot	Director, Electoral Area D
	R. Missegheers	Alternate Director, Electoral Area F
	T. Rysz	Mayor, District of Sicamous
	K. Brown	South Shuswap Chamber of Commerce
	R. Marshall	Community Futures Shuswap
Committee Members Absent	L. Morgan	Director, Electoral Area F
	J. de Vos	Wabybrook Farms
Staff Present	R. Cyr	Economic Development Officer
	E. Johnson	Electronic Records Management Facilitator
	J. Pierce	Manager, Financial Services

1. Call to Order

The Chair 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
- David Barritt - Film Commissioner, Columbia Shuswap Film Commission

1.2 Approval of Agenda

Moved By P. Demenok

Seconded By K. Brown

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

CARRIED

1.3 Adoption of Minutes

Moved By P. Demenok

Seconded By T. Rysz

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

CARRIED

2. Discussion Items

2.1 Update on Communication Protocol - Next Steps

R. Cyr provided an update to the Committee about the next steps for the Communications Protocol (attached to the HTML version of these minutes for reference) which includes Adams Lake Indian Band, Little Shuswap Lake Indian Band, Neskonlith Indian Band and Splatsin.

Signing was arranged for July but there were some concerns from elders of the Adams Lake Indian Band about the word “protocol” and about the potential implications of provincial representation at the meeting. The word was changed from protocol to agreement and there was a better dialogue about the agreement not applying to First Nations communication with the province.

Set date for the agreement to be signed is September 27th. R. Cyr noted that this agreement is not a legal document but is simply about how local governments and first nations talk to one another in discussion moving forward. This is the ground work on how they communicate with each other.

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

R. Cyr introduced this topic to the committee. Having received Rural Dividend Funding, the Strategy Workplan spreadsheet (attached to the HTML version of these minutes) has been developed to outline the implementation plan. R. Cyr opened the topic up for discussion:

- The Electoral Area C Director asked about Area C Specific needs identified in the strategic plan, where were they in the strategy workplan?
 - The Support Community Specific Needs section.
- Discussion about working with the Development Service department of the Columbia Shuswap Regional District.
- Entrepreneurship – Youth to Seniors – Innovation: Seniorpreneurship as discussed in the Economic Development strategy but with a youth component added.
- Businesses are short staffed – cannot find housing for staff.
- Issues with affordable housing in general, not just impacting labour shortage but also impacting seniors.
 - Suggestion: Try to develop a wider discussion at the Board level, this is an issue everywhere, not just community specific.
- Some communities have senior citizen's housing societies, this can be helpful to look at issues.
- Back to the proposed workplan, some of the items can be reviewed; items with RD noted beside must be done for the Rural Dividend funding, these are things that Shuswap Economic Development has to do based on funding application and deliverables. But there can be changes.

2.3 Rural Dividend Projects Update

R. Cyr and K. Dearing provided an update to the committee about the progress in implementing Rural Dividend projects as outlined below:

Agriculture Tour 2018

Shuswap Food Action Society ran the second annual farm tour. There were about 12 farms that participated from Enderby to Sorrento. It was a self-directed tour, so attendees could choose what farm they wanted to go to. Wide range of diversity in the attendance: families, horticulture aficionados, seniors, those asking about growing techniques.

Shuswap Economic Development partnered with the Shuswap Food Action Society in July to help put this event on. The society had already established the farms that would take part, Shuswap Economic Development primarily assisted with the marketing. Lots of positive feedback about the event.

The society took a break for the summer and are getting back to it now. They want to analyze what marketing works best; Shuswap Economic Development will work with them in future years.

The committee also discussed farmers markets in rural areas and Salmon Arm.

Community Profiles

Shuswap Economic Development has community profiles, but they are out of date. This is a project to redevelop and evolve the profiles. Shuswap Economic Development is looking at having a profile and location guide. The profile is more of a fact-based document whereas a location guide is more of the marketing piece. This process will allow Shuswap Economic Development to develop one document for each area, consider expanding, and include the Development Services piece to connect the process. They have been developed in draft form for each area and feedback is needed from Development Services and then the marketing company can turn the documents into something that can be rolled out in print form, as well as more comprehensive online form.

Website Development

R. Cyr is working on a request for proposals package for the development of a new website. Rather than having separate websites for the Columbia Shuswap Film Commission, Shuswap Tourism and Shuswap Economic Development, the new website will bring the three together. The current separation of the websites has proven to be challenging to manage and bringing the websites together will allow for the back-end database on the tourism website to be available on all three websites. This will be advantageous because the services listed will be helpful for film crews and for other businesses in an economic development capacity. i.e. there would be a listing of plumbers, electricians, etc.

Destination Think, the marketing consulting company assisting Shuswap Economic Development and Shuswap Tourism, performed a comprehensive assessment of the websites and are in favour of bringing

the websites together. Shuswap Tourism, Shuswap Economic Development and Columbia Shuswap Film Commission will each have their own section but would be housed on one site.

This amalgamation of the websites is also helpful because it provides more opportunities for funding.

The goal is to have the new website live in March or April.

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

R. Cyr and K. Dearing attended the 2018 BC Economic Summit in June that was hosted by BC Economic Development Association (BCEDA). R. Cyr and K. Dearing provided highlights from the summit with the committee.

- R. Cyr went to a session about economic development recovery after natural disasters. R. Cyr also went to a workshop about economic development strategy which was helpful to know more about how to move forward into the future.
- This was K. Dearing's first time going to the BCEDA Summit. K. Dearing felt that he had learned a lot from the workshops. He got to find out more about communities that have worked with first nations with various economic development functions. The conference was more rural focused and there were examples that Shuswap Economic Development can relate to.

The committee moved to discussion on the topic:

- R. Marshall also attended the summit and spoke about it: He thought that it had good speakers and the rural focus was nice. He got to attend a Great presentation from Doug Griffiths (author of the book *Thirteen Ways to Kill Your Community*).
- The committee asked if it could have someone come speak about this kind of thing? Potentially have a partnership and get the chambers involved. There was an expression of concern about business owners lacking warm hospitality.
- The committee discussed the Go2HR Superhost program and the idea that it would be helpful for business owners to have access to this training.

2.5 Managing Economic Development Organizations Course – IEDC – June 2018

R. Cyr and K. Dearing attended the Managing Economic Development Organizations course put on by IEDC (International Economic Development Council) ([click link to view more information about the IEDC course](#)). R. Cyr reported that Shuswap Economic Development is already doing a lot of best practices as outlined in the course and that there are some things that Shuswap Economic Development has room for improvement in.

2.6 Kyle Dearing – Business Development – Update

K. Dearing provided an update about the business development activities he's undertaken between May 3, 2018 and September 6, 2018. The Tourism Marketing Coordinator left Shuswap Tourism mid-July, so K. Dearing has been helping out a bit more with Shuswap Tourism because it is the busy tourism season. R. Cyr plans on sitting down this fall to look at how to move forward with staffing.

K. Dearing reported that he has had inquiries about businesses that are looking to move their business here and develop property. He is working with them on a case-by-case basis to determine their needs.

K. Dearing is looking at the business retention and expansion study. Looking to include the survey on the website so that businesses can complete it on their own.

K. Dearing attended meetings organized by Okanagan College that were about technology and agriculture. Those in agriculture need a database of suppliers and businesses that meet agricultural needs. There was a survey sent out to stakeholders to determine what kinds of info they are looking for. A database of this kind is in the introductory stage.

2.7 David Barritt – Film Commission Update

D. Barritt handed out a synopsis of the activities he's undertaken for the Columbia Shuswap Film Commission between May 3, 2018 and September 6, 2018 (attached to the HTML version of these minutes) and provided a verbal report with more detail about the activities he's been working on.

Creative BC will be funding a trip to send the Columbia Shuswap Film Commissioner to Los Angeles to network with producers and sell the Columbia Shuswap region.

The committee recessed at 11:26 AM.

K. Dearing and D. Barritt left the meeting.

The committee reconvened at 11:34 AM.

2.8 Budget Review re: Sicamous Withdrawal in 2019

Sicamous will be withdrawing from the Shuswap Economic Development service in 2019. R. Cyr provided the committee with two budget spreadsheets to outline the impact on the budget. One spreadsheet shows the existing budget prior to any reductions and the other shows the budget with the amounts reduced in the absence of Sicamous (both spreadsheets are attached to the HTML version of these minutes). These spreadsheets were prepared by the Columbia Shuswap Regional District Manager, Financial Services, Jodi Pierce. J. Pierce highlighted where the major changes have been made on these spreadsheets, primarily: contracts and projects (because they were the easiest items to change).

Contracts include the hours of the Business Development Coordinator. The current budgeted amount has covered 25-29 hours a week towards the business retention and expansion program, work on the community profiles, website changes, etc. The change to reduce the budget from \$50,000 to \$30,000 would reduce the workload to 15-20 hours a week.

Currently there is \$55,000 allocated for project funding to use throughout the year to support economic development projects. The amount here is a 60% reduction in project funding, recognizing that there has to be a certain amount of money left to meet the requirements for Rural Dividend funding.

Surplus from 2018 will move into the 2019 budget and that can support rural dividend.

The Shuswap Tourism and Economic Development budgets used to be pooled into one but were separated a few years ago. The separation brought to attention that Shuswap Tourism was being subsidized by the Shuswap Economic Development budget. The Board approved the recommendation of CSRD staff (at the time) to gradually shift the costs so that there wouldn't be subsidization. The gradual shift would allow time for Shuswap Tourism to seek out funding opportunities and plan for a smaller budget.

P. Demenok noted that he has concerns with the transfer from Economic Development to the Tourism budget. Shuswap Tourism has different partners and this transfer is not recognizing the partner contributions fairly.

P. Demenok also pointed out that the reduced budget puts a greater portion of spending on administration and less on delivery of service. With these changes, the contribution of Electoral Area C increases and P. Demenok feels that there may be a need to think about the membership of the Shuswap Economic Development service and consider what the function should and could look like going forward to help gain efficiencies.

It was noted that the withdrawal of Sicamous could leave more time to focus on the remaining partners as there is one less jurisdiction to look after.

J. Pierce joined the meeting at 11:43 AM.

P. Demenok's concerns were outlined for J. Pierce so that she could weigh in on them.

J. Pierce Noted that the budget spreadsheets are absolutely only in draft format and that she had only made changes to Projects and Contracts because they were the easiest line items to change and because this is more just to show the overarching impact of the withdrawal of Sicamous; other line items can certainly be looked at to allow for changes so that there is less impact on project funding.

J. Pierce reminded the committee of the background for the subsidy from Shuswap Economic Development to Shuswap Tourism (that they used to have a combined budget) and reminded the committee that the gradual shift of the subsidy from Shuswap Economic Development to Shuswap Tourism was intended to allow for a smoother transition. The gradual shift, as outlined in the budget, was set before the withdrawal of Sicamous; with the withdrawal of Sicamous, it may make sense to re-evaluate the transition model.

J. Pierce noted that budget changes that affect the subsidy from Shuswap Economic Development to Shuswap Tourism affect Salmon Arm and Sicamous and it is only fair to ensure that they get to hear about proposed changes. J. Pierce offered to prepare four options in new budget spreadsheets to bring to the September Board meeting.

- Status quo: no change in the subsidy schedule – eliminate subsidy over a five to six year period.
- Eliminate the subsidy completely in 2019.
- Reduce subsidy period to three years and reduce to 50%.
- Reduce subsidy period to three years and reduce another 25%.

J. Pierce reiterated that the budget spreadsheets are absolutely preliminary and are only intended to show the bottom line with the withdrawal of the District of Sicamous. She also reiterated that the budget spreadsheets are based on the 2018 budget.

T. Rysz left the meeting at 12:19 PM.

2.9 New Business

P. Demenok brought up Southern Interior Development Initiative Trust (SIDIT). SIDIT received monies in relation of economic development projects and BC rural projects. Haven't reported to the Shuswap Economic Development Advisory Committee in a while. P. Demenok suggested inviting SIDIT to come to a meeting to report their activities.

2.10 Community Roundtable

K. Brown – K. Brown has been nominated by her peers to sit on the Board for the Provincial Chamber. Appointments to the Board are yet to be made.

K. Brown left the meeting at 12:39 PM

R. Misseghers – There has been an application for a medical marijuana facility in the North Shuswap. Some residents are in opposition, some are for it.

P. Demenok – P. Demenok is partnering up with Community Futures in the South Shuswap to host more workshops for non-profits and for businesses this fall. Looking to host three to four workshops in October and November. P. Demenok is also working on a proposal to the province regarding the 2019 roads budget. P. Demenok is concerned about the lack of budget for rural roads and wants to bring attention to this.

R. Martin – This was quite a summer: there were two fatal accidents around Sicamous. Having the Trans-Canada Highway closed caused issues with more vehicles stuck in the back roads. CP Rail was going to double track in Cambie Solsqua. Almost completed the project; the turning lane will help. Most of the lots at Cedars Camp Ground have sold, only two lots left out of 190. Most of the businesses have had a good summer.

3. Next Meeting

Meeting date has changed: Thursday, December 13, 2018 at 9:00 AM, CSRD Boardroom - 555 Harbourfront Drive NE, Salmon Arm.

4. Adjournment

12:53 PM

Moved By P. Demenok

Seconded By R. Misseghers

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

CARRIED

Chair