



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 4, 2017
Time: 9:00 am
Location: Finz Bar and Grill
2001 Eagle Bay Road, Blind Bay, BC

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| Committee Members | J. de Vos (Chair) | Wabybrook Farms |
| Present | K. Brown | South Shuswap Chamber of Commerce |
| | T. Rysz | Mayor - District of Sicamous |
| | P. Demenok | Director, Electoral Area 'C' |
| | L. Morgan | Director, Electoral Area 'F' |
| | R. Talbot | Director, Electoral Area 'D' |
| | R. Martin | Director, Electoral Area 'E' |
| | R. Marshall | Community Furtures Shuswap |
| Staff Present | Stephanie Goodey | EDC Clerical Assistant |
| | R. Cyr | Economic Development Officer |

1. Call to Order

The Chair called the meeting to order at 9:25 AM.

1.1 Approval of Agenda

THAT: the agenda of the May 4, 2017, Shuswap Economic Development Advisory Committee Meeting be approved.

CARRIED

Moved By P. Demenok
Seconded By R. Martin

THAT: the agenda of the May 4, 2017, Shuswap Economic Development Advisory Committee Meeting be approved with the following additions:

R. Cyr - Shuswap Economic Development Strategy Kick Off Meeting Luncheon

CARRIED

1.2 Adoption of Minutes

Moved By K. Brown

Seconded By P. Demenok

THAT: the minutes of the March 9, 2017 Shuswap Economic Development Advisory Committee Meeting be adopted as circulated.

CARRIED

2. Discussion

2.1 Consultant for the Shuswap Economic Development Strategy

The Shuswap Economic Development Strategy Request for Proposal has been awarded to EDCD Consulting.

R. Cyr presented to the SED Advisory Committee that the Shuswap Economic Development Strategy Request for Proposal has been awarded to EDCD Consulting. EDCD Consulting's proposal was not the lowest priced submission but the selection committee determined that they are the best candidate to develop the Shuswap Economic Development Strategy.

This project has been identified as one of the top priorities in the 2017 work plan for Shuswap Economic Development. The Shuswap Tourism Development Plan and the Shuswap Agriculture Strategy have previously been successfully developed and it is now time to develop an overall regional economic development strategy that will be able to identify other opportunities for the Shuswap region. This strategy will guide the Shuswap Economic Development department initiatives over the next three to five years.

Moved By R. Martin

Seconded By P. Demenok

THAT: The Committee recommend to the CSRD Board that EDCD Consulting be awarded the contract for the 2017 Shuswap Economic Development Strategy based on staff recommendation.

CARRIED

2.2 Shuswap Economic Development Brochure

For information only - input requested

K. Dearing presented the new Shuswap Economic Development brochure to the Committee. The intention of the brochure is to become a tool that can be used to educate current businesses in addition to attracting new businesses to the Shuswap. Distribution of the brochure will be through individual Visitor Centre's, Chamber of Commerce's, trade shows and business visits.

The brochures are still in the editing process. If the Committee Members have any edits or suggestion they can do so by contacting Dearing directly.

Overall the Committee thought that the brochure was a great addition the Economic Development department and were pleased with the new addition to the Shuswap Economic Development resources

2.3 Breakfast on the Farm & Dairy Tour - Joy de Vos

For information only

Joy de Vos shared with the Committee that the 3rd Annual Breakfast on the Farm will take place June 10th, 2017 at Serene Lea Farms in Mara, BC.

Details for this event are still being confirmed, once the information has been confirmed Joy de Vos will forward to R. Cyr to share with the committee.

Kamloops Okanagan Dairy Association (KODA) would like to do a dairy farm tour for elected officials, workers and anyone who may be interested. The purpose of this tour is to give a better understanding of the supply management system in dairy this will take place sometime in July. Joy de

Vos will send R. Cyr the information to share with the committee once details are finalized.

2.4 Shuswap Agriculture Strategy update – Luncheon – June 1, 2017

For information only

R. Cyr informed the Committee that there will be an upcoming meeting to go over the next steps of the Shuswap Agricultural Strategy. The purpose of the meeting will be to get the working group back together and to make a plan of action on how to move forward with the strategy.

June 1st, 2017 was the suggested date for this meeting, however it does not work for the majority of the Committee members. R. Cyr will work on rescheduling. Once the new meeting date is available R. Cyr will send the information out to the Committee members

2.7 Economic Development Kick Off

A Shuswap Economic Development Strategy kick off meeting will take place May 11th, 2017 at 9am in the CSRD Boardroom, this meeting will answer any questions regarding this upcoming project.

The purpose of this meeting is for the consultants to deliver a facilitated discussion/session to the group to provide an opportunity for everyone to understand traditional economic development and community economic development. They will also discuss the process that they will be using to develop the strategy. Any questions can be submitted before the meeting to R. Cyr.

This committee will be the advisory committee for the Economic Development Strategy. If there is anyone that the committee members would be a good candidate to be on the advisory committee, please give the information to R. Cyr or K. Dearing. Further details regarding the advisory meetings will be conveyed at this meeting.

2.6 Community Roundtable

Director Talbolt - The Falkland Stampede will take place this May Long weekend, May 20-22, 2017.

Director Morgan - Area 'F' has been busy with new developments and real estate in the area is seeing a boost in activity.

Mayor Rhyz - The District of Sicamous is busy with many upcoming events including the Stomp kick off taking place May 6, 2017

Director Martin - Area 'E' real estate is seeing an increase in activity and many of the local businesses are preparing for a busy summer season.

Director Demenok - Area 'C' plans to host over 70 events throughout the summer. Community consultations 6 meetings for the governance project lots of positive things going on.

Karen Brown- The Arts Council for the South Shuswap is hosting the Shuswap lake Culture Crawl this May Long weekend the crawl will consist of four days of arts and culture, live music and tours.

Rob Marshall - Community Futures will be hosting the finale of the annual Launch-a-preneur tonight at Sal Mar Grand Theatre. Work is continuing on The Shuswap Labour Market Assessment project and will continue over the summer with interviews and surveys.

Joy de Vos - The local 4-H program is hosting an Amazing Race in Downtown Salmon Arm during the Salty Dog Festival, May 13, 2017. The race will introduce youth in the community to the 4-H program and is part of the Canada 150 initiative.

2.5 New Film Commission Contractor – David Barritt

Introduction of David Barritt - Columbia Shuswap Film Commission

R. Cyr introduced David Barritt to the Committee, Barritt and R. Cyr have been working together to start improvement on the Columbia Shuswap Film Commission. Currently Cyr is working on a contract for Barritt and will taking it to the CSRD Board at the May 18th Board Meeting.

D. Barritt stated that he is excited to start working with the Film Commission. and the local communities on improving the film industry in the Columbia Shuswap Region. D. Barritt has a vast amount of experience and knowledge in the film industry and will be a great addition to the Columbia Shuswap Film Commission.

R. Cyr also stated that a large portion of the work that D. Barritt will be completing is location scouting in the communities, updating the website, updating film locations in Reel Scout, and building and maintaining film industry relationships.

3. Next Meeting

September 7, 2017 at 9:30 AM, North Shuswap

4. Adjournment

Moved By P. Demenok
Seconded By R. Martin

THAT: the May 4, 2017 Shuswap Economic Development Advisory Committee Meeting be adjourned at 11:30am

CARRIED

5. Tour - South Shuswap Tourism Kiosk Unveil

Through the financial support of the CSRD, Shuswap Tourism and the Province of BC Rural Dividend Program, the South Shuswap Chamber of Commerce was able to break ground in 2017 offering a new model of visitor information services.

Six visitor information kiosks were built in 2016 and a further six will be built in 2017, all spread throughout the South Shuswap region. These kiosks serve as a pick up station for Vacation Planners, Shuswap Tourism guides for hiking, cycling, motor touring, winter activities, wine tours, golfing, First Nations cultural activities, area event calendars and much more. There is also a tearaway map and bucket list with a listing of all accommodations, eateries, activity providers and area amenities. The Shuswap Economic Development Advisory Committee was able to visit the Sandy Beach Waterfront location in Blind Bay at the end of their meeting.

Kiosks are also located at the following locations:

- Sorrento Blind Bay Park
- Sorrento Strip Mall Hwy 1
- White Lake Community Park
- Sunnybrae Community Park
- Intersection Balmoral & Blind Bay Road (by mailbox cluster)

Chair

