



## 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 7, 2017  
Time: 10:00 am  
Location: CSR D Boardroom  
555 Harbourfront Drive NE, Salmon Arm

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

### 1. Call to Order

The Chair called the meeting to order at 10:14 AM.

#### 1.1 Guest in Attendance

Guest 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** L. Morgan

**Seconded By** T. Rysz

THAT: the agenda of the September 7, 2017 Shuswap Economic Development Advisory Committee Meeting be approved.

**CARRIED**

## **1.3 Adoption of Minutes**

**Moved By** R. Marshall

**Seconded By** T. Rysz

THAT: the minutes of the May 4, 2017 Shuswap Economic Development Advisory Committee Meeting be adopted as circulated.

**CARRIED**

## **2. Discussion Items**

### **2.1 Update on the Shuswap Economic Development Strategy- Community Consultation Meetings**

R. Cyr gave the Committee an update on the Shuswap Economic Development Strategy and Community Consultation Meetings.

The business and resident surveys that have been conducted over the summer will be closed on September 30. The online survey responses were somewhat challenging to get residents and businesses to complete due to the fact that the surveys were to be completed in July and August. The consultants decided to extend the time for responses until the end of September. This resulted in a larger number of responses to the survey and a better overall response from the communities.

In addition to the surveys there have been a number of one on one business interviews conducted. K. Dearing has been working with EDCC Consulting on these interviews in order to get good understanding and overview of business activity throughout the Shuswap Region.

Director Morgan inquired if there had been consistent themes/issues that have been prevalent in the responses of the survey. K. Dearing responded

that Shuswap Economic Development had not yet seen the official survey and consultation meetings results. R. Cyr stated that Shuswap Economic Development strategy will be completed by the end of September and the results will be included in the strategy.

K. Brown inquired about the results of the community meetings. R. Cyr stated that the community meetings were integral in obtaining significant information about business activity in the Shuswap region.

K. Dearing gave a brief overview of meetings that were conducting throughout the region. The original goal was to do a mixture of one on one meetings and small focus groups to obtain information.

R. Cyr and K. Dearing did not attend all of the meetings as the ECDC Consulting felt that it would give an opportunity for the businesses to be open about the issues and opportunities for them within the Shuswap region. The goals of both the meetings and the focus groups was to provide an open forum.

The ECDC consulting team felt that there were able to get a great amount of information from the meetings and focus groups. They also have a good understanding of the challenges and opportunities for businesses in the Shuswap region. Based on this information they will now be able to provide a strategy with realistic goals.

R. Cyr also mentioned that in addition to the strategy ECDC consulting will be doing a review of the organizational structure of Shuswap Economic Development department. They will take a look at the existing structure and make recommendations based on their findings.

R. Marshall joined the meeting at 10:27 am.

## **2.2 Breakfast on the Farm update – Joy DeVos**

J. de Vos gave the Committee an update on the “Breakfast on the Farm” event that took place June 9th and 10th, 2017 at Sophie’s Farm in Grindrod. Friday’s events were specifically for elementary schools to attend and Saturday’s event was open to the public. During Saturday’s event there were 756 breakfasts served with about 900 people passing through the gates. Overall the event had a great turn out with great media coverage from many local news sources.

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 the dairy industry. A date has not be set but J. de Vos will send R. Cyr the information to share with the committee once details are finalized.

### **2.3 BCEDA Conference – June 11-13, 2017**

R. Cyr and K. Dearing both attended the 2017 BC Economic Summit - Making Waves that took place June 11-13th, 2017 in Victoria, BC.

R. Cyr stated that the conference content was interesting but there was not a lot of new information to bring back to the communities this year. Many of the initiatives highlighted during the conference were initiatives that Shuswap Economic Development has already implemented.

Director Morgan asked if there was any CSRD Directors present at the conference. R. Cyr stated that the only director in attendance was Mayor Rysz from Sicamous. Director Morgan asked if it would be possible to have a CSRD Directors in attendance for next year's summit. R. Cyr stated that she will send the information out to the Committee Members for next years conference when it becomes available.

### **2.4 Update on Business Retention and Expansion (BRE) visits – Kyle Dearing**

K. Dearing, presented to the committee an update on the Business Retention and Expansion (BRE) program and business visits. The BRE is a community-based economic development tool that is used to foster growth and maintain stability of local businesses. The main focus of BRE is to improve the competitiveness and growth and maintain stability of local businesses by assessing and addressing ongoing needs and concerns. Helping businesses stay competitive helps to maintain the viability of communities.

Over the summer months there has been mixed results from business operators due to the early spring flooding and the summer forest fires. Although there were no forest fires in the Shuswap Region the influx of evacuees and high levels of smoke into the area impacted many businesses. Some businesses found an increase in business due to the evacuees that were placed throughout the Shuswap, while others who have businesses that are outdoor activity based suffered due to the many air quality advisories.

Beyond the environmental issues there were many new businesses that opened over the summer months and K. Dearing will be working on connecting with them over the fall.

A full 2017 Annual Report will be made available at the end of the year to summarize all of the BRE findings.

## **2.5 Stats Canada updates**

K. Dearing presented to the Committee the findings from the 2016 Census update. Stats Canada has been released various data reports since the spring and the Shuswap profiles have been updated as the information is released.

K. Dearing briefly went through some of the statistics with the Committee. Compared to the rest of BC the overall age in the Shuswap Region is higher with the exception of Electoral Area 'D'. A general trend for the area is that the population is steadily gaining in the 45-75 age group with a sudden decline at the 75 plus age group and a large decline in the 15-44 age group. Based on this static a discussion was held regarding the lack of facilities to support our aging community. This issues stems from lack of infrastructure and lack of critical mass to allow for the development of the proper infrastructure to support an aging population.

Another statistics that stood out was that the CSRD is more likely to have two people living in homes versus two or more people living in homes than the rest of BC. This information coincides with the gain in the 45-75 age group – retired couples with no children at home.

## **2.6 Shuswap Economic Development brochure**

K. Dearing gave an update on the new Shuswap Economic Development brochure to the Committee. The brochure is currently being printed and should be available for distribution early next week.

Distribution of the brochure will be through individual Visitor Centre's, Chamber of Commerce's, trade shows and business visits.

## **2.7 Okanagan College update - Meeting with Joan Ragsdale and new partnerships**

R. Cyr met with the new Dean at the Okanagan College – Salmon Arm Campus - Joan Ragsdale.

The new Dean is receptive in providing services to rural areas and wants to work with Shuswap Economic Development to look at training programs that may be required for new business opportunities from the SED Strategy. In addition she would also like to work with the Columbia Shuswap Film Commission on providing courses that are relevant to employment in the film industry. R. Cyr will connect with J. Ragsdale to look at potential programming for 2018.

## **2.8 Update – Columbia Shuswap Film Commission – David Barritt**

D. Barritt has been working as the Film Commissioner for the Columbia Shuswap Regional Film Commission over the past five months. A large portion of that time has been spent learning how to work with Reel Scout, the online based film location database. This has required D. Barritt to attend training at the Creative BC Offices in Vancouver.

D. Barritt also attended the Association of Film Commissioners International (AFCI) conference in Los Angeles this past April. It was a great introduction to many of the key film industry partners. D. Barritt was also able to connect with the North Island Film Commissioner regarding the college program for film industry training that will be introduced this year. The program will be focused on providing local residents training in the film industry. This program will most likely be a modular program that also can be delivered in different communities throughout the province. There is currently a lot of opportunity for film opportunities in the regions outside of Vancouver based on the fact that film companies are continually growing and expanding and looking for other locations throughout BC. Kelowna is currently developing a film studio committed to bringing film into the interior region of BC. This studio will create potential for the Columbia Shuswap Region to benefit from film activity as we will have studio space close to be able to deliver film services outside of Vancouver. Over the summer the Columbia Shuswap Region has received multiple film inquiries. A few of note were inquiries from YTV, an American film company and Disney.

D. Barritt and R. Cyr also see an opportunity to merge the film work into Shuswap Tourism with funding that is provided by Destination BC. On September 19, 2017, Sandi Richter Cooper the new BC Film Commissioner and Director of Production Services for Creative BC will be in Salmon Arm to meet with R. Cyr and D. Barritt on the challenges and opportunities for film in the Columbia Shuswap region.

**3. Next Meeting**

December 7th 2017 at 9:00 AM, Columbia Shuswap Regional District Boardroom

**4. Adjournment**

**Moved By** L. Morgan

**Seconded By** K. Brown

THAT: the September 7, 2017 Shuswap Economic Development Advisory Committee Meeting be adjourned.

**CARRIED**

---

Chair