

**Columbia Shuswap Regional District
Shuswap Economic Development Advisory Committee Meeting**

Date: Thursday, March 9, 2017

Time: 9:30 am – 12:00pm

**Place: Village West Urban Market Bistro
1035 Lakeshore Drive SW, Salmon Arm, BC**

Attendees:

Chair:	Joy de Vos	Wabybrook Farms
Vice Chair:	Karen Brown	South Shuswap Chamber of Commerce
Directors/Councilors:	Terry Rysz (absent)	Mayor – District of Sicamous
	Paul Demenok*	Director, Electoral Area 'C'
	Larry Morgan	Director, Electoral Area 'F'
	Rene Talbot	Director, Electoral Area 'D'
	Rhona Martin*	Director, Electoral Area 'E'
Alternate:	Malcolm Makayev	Alt. Councilor – District of Sicamous
Community Representatives:	Rob Marshall*	Community Futures Shuswap
Staff:	Robyn Cyr	Economic Development Officer
	Stephanie Goodey	EDC Clerical Assistant
Contract:	Kyle Dearing	Kyle Dearing Consulting

*attended part of meeting only

Meeting Called to Order: TIME 9:38AM

Approval of Agenda: M/S Morgan/Brown THAT:
The agenda of the Thursday, Thursday, March 9, 2017 Economic Development Advisory Committee Meeting be approved.

CARRIED

Adoption of Minutes: M/S Brown/de Vos THAT:
The minutes of the Thursday December 1, 2016, Shuswap Economic Development Advisory Committee Meeting be adopted as circulated.

CARRIED

Expression of Interest – Rob Marshall R. Cyr presented the Expression of Interest for the following applicants to the Shuswap Economic Development Committee for approval.

M/S Talbot/Morgan THAT:
Rob Marshall of Community Futures Shuswap be appointed to the Shuswap Tourism Advisory Committee

CARRIED

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Shuswap Economic Development Strategy RFP Shuswap Economic Development has received funding in the amount of \$32,000.00 from the Rural Dividend Fund for the development of the Shuswap Economic Development Strategy. A request for proposals will be issued to request the submission of proposals to complete the Shuswap Economic Development Strategy.

The intent of the Shuswap Economic Development Strategy will create both general objectives and strategies, as well as a set of clear actionable projects or initiatives that will be implemented by the Shuswap Economic Development department.

BRE Update – Kyle Dearing Kyle Dearing, presented to the committee an update on the Business Retention and Expansion (BRE). 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.

Throughout 2016, Shuswap Economic Development continued to build upon its BRE outreach efforts that were initiated in 2015. Businesses were visited throughout the region with the goal of providing resources and support, learning more about the challenges and opportunities they are currently facing, and continuing to grow the awareness of Shuswap Economic Development and the services the organization provides.

Kyle gave a brief overview of each area that is included in the study, CSRD Areas C, D, E, F and the District of Sicamous.

A discussion was held amongst the committee regarding the input and insights that were received from each area.

The full report can be found here: [2016 Business Retention and Expansion Program Report](#)

BC Ministers Dinner and Aboriginal–Municipal Economic Development Collaboration R. Cyr attended the BC Ministers Dinner and Aboriginal–Municipal Economic Development Collaboration workshop on February 6, 2017 in Vancouver.

The interactive event gave those involved in Economic Development from around BC an opportunity to speak directly with the Hon. Minister Shirley Bond and key staff from the Ministry of Jobs, Tourism and Skills Training, Ministry of International Trade, and other provincial ministries.

R. Cyr also attend the Aboriginal-Municipal Economic Development Collaboration Workshop. BCEDA, in partnership with the Ministry of Jobs, Tourism and Skills Training, hosted an afternoon workshop prior to the BCEDA Minister's Dinner, aimed at building strong relationships between Aboriginal communities and local governments in support of promoting economic development opportunities.

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**Shuswap Agriculture
Strategy Work Plan 2017
and beyond**

In 2014 the Shuswap Agriculture Strategy was approved by the Project Steering Committee. It contains 19 areas of recommendation with over 40 specific suggested actions. The goal of the Strategy is to support the positive growth of the local agriculture industry.

The first action undertaken in pursuit of the Strategy recommendations has been the creation of a Shuswap-specific brand as a way to promote and highlight local agriculture producers and processors.

The remainder of the work plan outlines the next steps and associated timelines related to increased awareness of the Shuswap Grown brand, as well as other actions and next steps to be taken in implementing the recommendations contained within the Strategy.

The goals of Shuswap Economic Development, and the work plan are as follows:

1. Increase public awareness of food security and buy local principles
2. Increase the consumption of local food by local residents
3. Develop stronger relationships and ties with the agricultural community, as well as other related organizations.
4. Increase SED's understanding of local agricultural activity
5. Increase SED's internal and public agriculture information database

The project deliverables are as follows:

1. 2017 Shuswap Economic Development Agriculture Strategy work plan document, including Identified goals, tasks, timelines.
2. Shuswap Grown and 'Buy Local' branding and marketing campaign documents and collateral, including logos and other brand book resources.
3. Directory of Agriculture-related organizations, community groups, and events.
4. Updated internal and public agriculture producer, processor, and distributor database
5. Shuswap Grown and 'Buy Local' marketing collateral, including website, social media, and print resources
6. Information package for new residents moving into agriculture areas

The full report including appendixes and timelines can be found here:
[Shuswap Economic Development 2017 Agricultural Strategy](#)

**Film
Update**

Commission

R. Cyr has begun working with David Barritt. D. Barritt has been involved in the Film Industry in Vancouver for the past 10 years and lives in the Tappen area of the Shuswap region. D. Barritt will be attending the Association of Film Commissioners Internationally Locations Show in Burbank California representing the Columbia Shuswap Film Commission. R. Cyr is negotiating a contract with D. Barritt to engage his services for the Columbia Shuswap Film Commission. Some of his work will include a Locations Manager Road Show to showcase all of the CSRD, updating locations in Reel Scout, maintaining a relationship with Creative BC, and responding to location requests.

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Escribe Update to Stephanie Goodey updated the Committee on the new meeting software that the CSRD will be using for future meetings. All future agendas and minutes will now be published on the web based program Escribe.

Adjournment: **M/S Morgan/Marshall THAT:**
TIME 12:13 PM The meeting of the Shuswap Economic Development Advisory Committee be adjourned.
 CARRIED

Next Meeting: **Thursday, May 4, 2017**
 Location - TBD

Chair, Shuswap Economic Development Advisory Committee