



CENTRAL COAST REGIONAL DISTRICT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES

DATE: 26 November 2015

ATTENTION

The EDAC minutes are draft and subject to amendment. Final approval and adoption by the EDAC will follow a resolution to receive the minutes by the CCRD Board of Directors, at their next scheduled meeting.

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

REGULAR MEETING MINUTES – 26 November 2015

In Attendance: Randy Hart - Chair
Ernest Hall
Lori Campbell
Garrett Newkirk
Wilma Hallam (non-voting volunteer to committee)
Tanis Shedden - CEDO
Kyle Mettler - Local Gov't Intern and Recording Secretary

Apologies: Ana Santos, Tracy Switzer

Absent: Director Richard Hall, Bo Reid

No members of the public

1. Call to Order

The chair called the meeting to order at 7:05 p.m.

2. Adoption of Agenda

a. Introduction of late items - None

EDAC 15-11-01 M/S (E)Hall/Newkirk that the agenda be adopted.

CARRIED

3. Adoption of Minutes

EDAC 15-11-02 M/S Newkirk/(E)Hall that the EDAC Meeting Minutes dated 24 September, 2015 be adopted.

CARRIED

4. EDAC 2016

(a) Schedule

The members agreed that scheduling the EDAC meetings bi-monthly in 2016 would be preferable and more productive than monthly meetings. Meetings will continue to be scheduled for the last Thursday of the month at 7 pm in the CCRD Board room.

EDAC 15-11-03 M/S (E)Hall/Newkirk that the next EDAC meeting be held 7pm January 28, 2016 at the CCRD Board Room and continue bi-monthly for the remainder of 2016.

CARRIED

(b) Resignation of Community at Large member

The committee acknowledged the resignation of Vice-Chair Markus Schieck. Names put forward as possible replacements included: John Morton, Chris Quinn, and Wilma Hallam. The members were interested to know how the number of committee members was decided and if there was room to allow for an increased number of participants at the table.

The role of Vice-Chair was discussed and it was decided that it would be best to postpone placing someone in this role until new membership has been determined.

EDAC 15-11-04 M/S Newkirk/Campbell that the CEDO will inquire about the size of the committee and follow-up with those named as possible replacements to gauge their level of interest in joining the EDAC.

CARRIED

5. Discussion

(a) 2015 Recap

In 2015 the EDAC started the region's inaugural Business Walks. It is an engagement tool that the CEDO will be continuing to pursue into the future. Randy Hart suggested we use the opportunity to gather information regarding the business community's interest in championing town beautification projects, such as the adopt-a-bin program and other self-directed on-site initiatives.

Small Town Love, which is currently going through a rebranding process at a higher level will provide an opportunity to establish a working list of businesses that operate in the above ground economy. It will also enable local businesses to gain access to regularly scheduled webinars and training platforms that will enable them to keep up to date with best practices and future initiatives that are coming from Small Business BC and other Provincial small business services.

The discussion with local food producers that took place at the beginning of the month was well attended and there are several local retailers and restaurants who have been approached about the project. There was concern about the real demand for local produce. Options are being explored for how to address this concern and demonstrate that there is a market. Some businesses have agreed to provide information about their previous purchasing habits to assist with establishing a market with local producers.

(b) Economic Development Plan Priorities

The CEDO asked the committee members four (4) questions and asked them to keep "Think Globally; Interact Regionally; Act Locally" in mind as the discussion moved forward.

Question 1: Are we looking to build an Economic Development Plan or an Economic Development Action Plan?

- It is important to have a clear vision of where we are going with the planning process.
- We do not want to spend extensive time planning without actions.
- The plan should address strategic areas – Government Services, Forestry, Tourism, and Agriculture.

EDAC members decided that the economic development plan should strive to be action oriented and acknowledge and address impediments to moving forward. The long-term vision of what success looks like should be incorporated to ensure we know where we are going. The plan should work to “move the [economic development] needle”.

Question 2: Who are the key partners in the Central Coast and what is their role in creating a strong stable economy?

- Government agencies – lobbying to get these organizations to shift purchasing habits to local suppliers/businesses will be essential to rejuvenating the local economy.
 - Vancouver Coastal Health
 - Ministry of Forests, Lands & Natural Resources (Bella Coola Field) Office
 - Nuxalk Nation
 - Heiltsuk Nation
 - Wuikinuxv Nation
 - RCMP
 - BC Parks
 - Ministry of Transportation & Infrastructure
 - SD 49
 - CCRD
 - Regional Improvement Districts
 - Department of Fisheries and Oceans
 - BC Hydro
 - BC Ferries
- Residents – creating an education movement surrounding the local multiplier effect and how an individual’s daily decisions (purchasing and time) ultimately drive the local economy.

There must be trust built between residents in businesses. Any future “shop local” initiative must consider the economic circumstances of the regional residents and address concerns surrounding price gouging and the underground economy. Both which may pose substantial barriers to any future initiative.

Question 3: How would you define the role of the CCRD Economic Development function in the region? In the communities?

- Lobbying entity
- Facilitation – connecting residents, businesses, and initiatives.

Question 4: What would you identify as priorities for Central Coast economic development?

- Subdivision and housing development – Committee members would like to understand the reasoning behind the level of ALR in the Bella Coola Valley and how it is impacting the development of additional accommodation. Accommodation has been identified as a major impediment to future economic development.
- Home-based businesses – Develop tools to support home based businesses. CEDO cautioned that we should be looking to ensure that our vision for home-based business support aligns with the OCP. If through the OCP planning process an urban core is identified as a priority, we must be cognisant of the impact it will have on what businesses residents wish to see in a commercial/downtown area and what businesses can be supported as a home-based business.

- Infrastructure Development – Critical infrastructure/services needs to be supported regardless of the direction decided for the region. Government agencies assist to maintain a basic standard of living and a general status quo for the region. This is necessary for all residents regardless of their position on economic growth in the region.
- Tourism Enhancement – The region does not have the necessary amenities to support a destination tourism marketing initiative at the moment. Limited to no activity after 6 pm and a general rule of thumb is that there must be 2 hours of entertainment available for every hour of driving.
- Re-branding – CEDO cautioned that the timing may not be right for this movement. The committee agreed that there is no consensus amongst community members about the vision for the future of the region and valley. Too many directions being pursued.

EDAC 15-11-05 M/S (E)Hall/Campbell that the CEDO will investigate the history of ALR in the Bella Coola Valley and invite someone to the next meeting with the background necessary to answer ALR zoning questions and how the Bella Coola Valley can address the housing shortage with the land base.

CARRIED

(c) Work Plan

The Committee identified two short-term actions that would produce on the ground results and bring economic development forward as a community initiative are:

- 1) Increased public awareness around buying local
 - a. Education – newspaper articles, workshops, one-on-one support
 - b. Local branding exercise (food)
 - c. Small Town Love
- 2) Support local food producers
 - a. Marketing
 - b. Local branding
 - c. Media relations

Pieces to highlight in point one (1) – economic multiplier effect, legitimate business practices, long-term pricing benefits (no price gauging), and linkages between purchasing local and infrastructure/service delivery.

(d) Community Reports

- 1) Ocean Falls – Tracy Switzer absent
- 2) Denny Island – Ana Santos absent
- 3) Bella Bella – Bo Reid absent
- 4) Bella Coola Valley – Ernest Hall
 - a. Update on BC Ferries and Nimpkish replacement
 - b. Establishment of BC Ferries/Provincial/Regional working group

6. Adjournment

EDAC 15-11-06 M/S (E)Hall/Campbell that the regular meeting of the Economic Development Advisory Committee be adjourned at 9.15 p.m.

CARRIED