



CENTRAL COAST REGIONAL DISTRICT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES

DATE: 8 JUNE 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 (EDAC)

REGULAR MEETING MINUTES – 08 June 2015

In Attendance: Randy Hart (Chair)

Markus Schieck

Ernest Hall

Lori Campbell

Wilma Hallam (non-voting volunteer to committee)

Darla Blake (CAO)

Tanis Shedden (Community Economic Development Officer)

Absent: Director Richard Hall

Travis Hall (Heiltsuk Council)

Tom Carney (Harbour Authority Manager - former)

No members of the public attended

1. Call to Order

The Chair called the meeting to order at 5.00pm.

2. Adoption of Agenda

(a) Introduction of late items - Letter to Randy Hart from Wilma Hallam to be discussed under agenda item 6 (a)

EDAC 15-06-01 M/S Schieck/Campbell that the agenda be adopted as amended.

CARRIED

3. Adoption of Minutes

Discussion took place on the EDAC Regular Meeting Minutes dated 23 April 2015, with corrections being made to the spelling of names.

EDAC 15-06-02 M/S Campbell/Schieck that the EDAC Meeting Minutes dated 23 April 2015, as corrected, be adopted.

CARRIED

4. Common Ground

(a) CEDO initial thoughts and background

The CEDO gave an overview of her background and what her findings had been from initial research and engagement with residents in the Bella Coola Valley.

(b) Main themes brought forward include

Tourism – building capacity; how do we bring the tourists to the region and expand on their experience such that they want to stay and/or come back. General information about tourism in the Bella Coola area requires potential tourist to know that they want to come to Bella Coola. Room for improvement to capture tourist who build trips based on activities (ie - come

to hike and discover Bella Coola instead of come to Bella Coola and discover hiking)

Labour Force – The lack of capacity surrounding housing and the ability to keep potential residents/skilled labour in the region was established as a foundational development barrier. Creating jobs and work is only beneficial if there are places for the workers to live.

It was agreed that there is the added challenge of not having a chamber of commerce in the Bella Coola Valley as a business support tool.

Building for the Inside Out - CEDO explained that there are tools and resources available to assist in developing the economy across the region without a lot of cost involved. CEDO used the example of linking into websites like trailpeak.com, blogs, etc. These inputs can come from the community level and involve having invested community members selling the area by using existing platforms to share their experiences.

(c) Business Walks

CEDO explained what Business Walks are and what the benefits a project such as this will have in the region and future community economic development initiatives. Business Walks use active community members to engage with business operators to discover what the current trends are and what services and supports the business community needs to succeed. At this point in time, Business Walks was presented as information and will require the CEDO to develop a framework to be used by the CCRD.

The committee was asked to think about how they want to reach out to all areas of the region. It was agreed that there needs to be a focus on where and how we can get the most impact and successes. Future regional development will be built on these successes.

Ernest Hall advised that Bella Coola Valley Tourism (BCVT) will be doing a survey of their members in the near future. They are currently working out the best way to communicate with their members that will get the best response.

EDAC 15-06-03 M/S (E) Hall/Campbell, that the designing of a Business Walk framework for the CCRD be completed by the CEDO (Tanis Shedden), to be ready by 15 June 2015, and that all EDAC members establish a “communicators” list that is to be given to the CEDO no later than 1 July 2015.

CARRIED

Following the resolution, discussion took place and Ernest Hall was asked to prepare an article for the Coast Mountain News, advising business owners that the CCRD and EDAC will be connecting with businesses in the form of Business Walks in the near future.

The CEDO will be in contact with the people and groups identified in the “communicators” list to be part of the Business Walks initiative after 1 July 2015.

5. SWOT

Discussion and comparison took place over the 2004 and 2015 SWOT analyses. It appeared that the number of residents dependent on employment in public administration/government sector has increased over the time frame brought forward. The EDAC suggested that the CEDO measure

and track businesses and homes for sale in addition to the demographic shifts brought forward. The EDAC also suggested that broad themes from the SWOT work be developed and brought back to the next meeting.

6. DISCUSSION

(a) Priorities and timeframes

It was established that “low hanging fruit” projects, that can be delivered quickly, should be targeted to boost confidence in the movement and encourage community buy-in. The CAO said there needs to be a commitment from the whole committee for actions and results within any timeframe that is set – and then report these back to the community.

It was identified that capacity and the amount of time people live/work here is an issue. We need to create an environment where people want to and can stay. We would like to find a way to encourage people to be connected and committed to the community. It was suggested that the way to get people to come and stay is to have a “rental market”. The CEDO said we need to establish what rentals are actually out there and use existing platforms. The CEDO will research Kijiji, Craigslist, and similar sites as possible platforms.

Ernest Hall was asked to include in his article that the EDAC has identified the lack of rental accommodation as an issue, particularly in the Bella Coola Valley, and if people have rental accommodation available to let it be known to the CEDO so a list of rentals can be developed.

Markus Schieck said he has a contact who works in property rental management in Vancouver and will speak with him to find out what would be required for a property manager to be established in the Bella Coola Valley.

Wilma Hallam recommended the EDAC members consider reading the book “Harmonizing the Economy”. She also suggested members consider “what are the services we are lacking?”

(b) Recreation Development Opportunities

It was noted that the Bella Coola Resource Society will be looking for support for a 150 Canada Grant application, possibly for trail restoration.

(d) Next Steps

Lori Campbell asked about the proposal for town beautification that was written by Paul Campbell (2008). The CAO advised that she was not aware of this proposal and would look into this.

It was agreed that EDAC should be looking into initial beautification ideas that could help develop and support civic pride. One suggestion was the need for bear proof garbage bins and taking steps to proactively bear proof the communities. The CEDO was asked if she would also look into fish disposal options. The Chair pointed out that he believed bear proof garbage cans were approximately \$4,000 each. To move the idea forward either a grant or an “adopt a bear proof garbage can” initiative would need to be put in place.

Markus Schieck advised that some time ago the General Manager at the hospital had indicated to him that if there was a bear proof garbage can at the bus shelter outside the Co-op, the hospital would take responsibility for clearing that bin on a regular basis. The CAO pointed out that if bins

were placed in various locations, then businesses or individuals would have to “adopt” the bin and be responsible for disposal of the waste, as there is no budget or mandate for pick up by CCRD. Other possible sites included: the travel agency; the Learning Centre; Kopas store; Shop Easy; Co-op; Bella Coola Elementary School; CCRD office; Bella Coola Valley Tourism/Gallery; Moose Hall; Snooka Stop of Interest at Radcliffe’s farm. It was estimated the approximate cost of 9-10 bear proof garbage cans would be around \$4,000 each. Additional locations throughout the region will be explored.

The CAO advised that Sgt Len Butler (Conservation Service) and Mark Badry (a wildlife conflict specialist) were coming to speak at the CCRD Board meeting on Thursday, 11 June 2015. The CAO was asked to make enquiries into the possibility that the Conservation Service (Ministry of Environment) donate 10 bear proof garbage cans. The CAO is to advise Mr Badry and Sgt Butler that the EDAC would like to explore the placement of more bear proof garbage cans throughout the region and an “adopt a garbage can” promotion. The CAO was also asked to make an inquiry into a discount or an at cost pricing scheme for bulk purchases. The CCRD (EDAC) could then sell the garbage cans to the community.

7. WEBSITE

(a) Regional/Community Profiles

The CEDO explained the information on the regional profile and indicated that it would be available on the CCRD website shortly. Community profiles will be developed based on information collected from community members. This process will be ongoing.

(b) Inventory immediate skills/service shortage

The CEDO briefly touched on the need to create a working list of skills and services that are needed in the region to put on the CCRD website. Many of these gaps will be identified through the Business Walks process.

8. BASKETBALL TOURNAMENT

The CEDO brought the All Native Youth Basketball Tournament that will be hosted by Bella Coola in March 2016 to the attention of the EDAC and stated that this is an opportunity to support the local community and we should be working to assist in any manner we can. The Chair (Randy Hart) mentioned that there was an additional opportunity to host a convention June of next year.

9. GENERAL INFORMATION

Information under general information was received and discussed briefly.

The EDAC asked the CAO to seek clarification on the appointment of Tom Carney (former Harbour Authority Manager) and whether his appointment by the Board to the EDAC was as an individual or due to his position on the Harbour Authority as their manager. If the latter, the EDAC would recommend the Board appoint another person from the Harbour Authority (preferably a director/trustee).

The EDAC asked the CAO to advise the CCRD Board at its 11 June 2015 meeting, that Travis Hall of the Heiltsuk has now missed 3 consecutive meetings, and it is recommended EDO Gary Wilson of the Heiltsuk Economic Development Corporation or a person of his choosing be

appointed to the CCRD EDAC.

10. NEXT MEETING

Thursday 23 July 2015 at 7.00pm at the CCRD Boardroom

11. ADJOURNMENT

EDAC 15-06-04 M/S (E) Hall/Campbell, that the EDAC meeting of Monday 8 June 2015 be adjourned at 9.15pm. **CARRIED**