



Corporation of the Village of Cumberland

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Economic Development Steering Committee Minutes January 16, 2019 at 6:00 pm Council Chambers

Members Present:

Roger Albert
Sean Carberry
Meaghan Cursons
Troy Ellis
Chris Higgins
Mike Manara
Melissa Roeske
Nick Ward
Councillor Sean Sullivan

Staff:

Kaelin Chambers, Economic Development Coordinator
Sundance Topham, Chief Administrative Officer

Regrets: None

Mr. Chambers called the meeting to order at 6:00 pm

1. Approval of Agenda

Roeske /Ward: THAT the agenda be approved.
Carried

2. Adoption of Minutes

Roeske /Ward: THAT the minutes of October 3, 2018 be adopted.
Carried

3. Delegations

4. Correspondence

5. Unfinished Business

5.1 Review of the Economic Development Strategy (the Strategy) and Economic Development Steering Committee (EDSC) Terms of Reference.

The Economic Development Coordinator (EDC) provided a review of the Strategy and the EDSC Terms of Reference.

6. New Business

6.1 Review of Work-to-Date and Strategy Progress

The EDC introduced the Economic Development Strategy Progress Tracker. The Progress Tracker is based on the Implementation Monitoring process outlined in

the Strategy and is designed to inform and report on whether the actions outlined in the Strategy are being worked on and completed.

The EDC provided an update on each Strategy and the work completed to-date, including:

- Strategy 1 – Conduct Investment Attraction
 - Decision pending on a grant submission to the Rural Dividend Fund (RDF) seeking financial support to conduct investment attraction analysis.
 - Includes the development of promotion and marketing materials.
- Strategy 2 – Leverage Industrial Assets
 - An update was provided on the Village’s proposed Landfill Gas Project with the CVRD.
 - Details were discussed regarding potential interest in the Bevan Industrial Lands and the EDCs role in facilitating discussions with property owners.
- Strategy 3 – Support Creation of Community Development Corporation/Investment Fund
 - Details provided regarding the planning of a public information session (see 6.2 below).
- Strategy 4 – Support Arts and Culture as an Economic Driver
 - Details provided regarding the planning of an Arts and Culture Workshop (see 6.3 below).
- Strategy 5 – Expand Accommodation Options in the Village
 - The EDC is exploring grant funding opportunities to support the development of a Village Accommodation Strategy.
- Strategy 6 – Village Core Improvements
 - The EDC is engaging the local business community to gauge interest in establishing a Business Improvement Area (BIA) for the Village core (i.e. Dunsmuir Ave).
 - A meeting with local business owners and commercial property owners is being planned for February 2019.
- Strategy 7 – Create a More Business Friendly Environment
 - Decision pending on a grant submission to the RDF seeking financial support for the creation of a new business web-portal which facilitates the Village’s ability to more effectively support and promote local economic opportunities.

- Includes the development of promotion and marketing materials.
- Strategy 8 – Support Diversification and Better Packaging of Tourism Opportunities
 - The EDC is exploring grant funding opportunities to support the facilitation of engagement amongst local tourism operators.
 - This strategy will also be supported through the development of Investment Attraction Analysis (Strategy 1), as well as the implementation of a new business web-portal (Strategy 7).

6.2 Community Investment Options

The EDC presented information and invited discussion regarding Strategy 3 (Support Creation of Community Development Corporation/Investment).

The EDC presented two examples of community investment options as identified within the Strategy, particularly in relation to:

- Option 1 - An investment co-operative that finances local businesses and projects with an expectation of a return on investment; and,
- Option 2 - A development corporation for purchasing/developing land and owning revenue generating businesses.

The EDC and Committee members reviewed and discussed the role of each option as potential mechanisms in facilitating Strategy 3.

The Committee also discussed the related activities involved in applying Strategy 3, particularly in relation to hosting a Public Information Session. The Committee provided feedback and guidance to the EDC on how best to facilitate the information session, as well as how the Committee can support in the identification/invitation of potentially interested community members.

6.3 Community Resilience through Arts and Culture

The EDC presented information and invited discussion regarding Strategy 4 (Support Arts and Culture as an Economic Driver).

The EDC and Committee discussed Action 4-A and how to effectively hold an Arts and Culture Workshop with the local community, including:

- How to facilitate partnerships between business, non-profits, investors and area partners (i.e. volunteers); and
- The potential for the creation of a Cultural Roundtable to help inform Village on how best to apply/provide economic development services to the arts and culture community.

Committee members provided insight on the local arts and culture community and offered to support the EDC in facilitating the Arts and Culture Workshop.

In addition, the EDC presented information pertaining to a grant funding opportunity through the BC Community Resiliency Program.

7. Upcoming meetings

7.1 Next meeting is scheduled for Wednesday April 10, 2019

8. Adjournment

8.1 The meeting was adjourned at 8:15 pm.

Certified Correct:

Chair

Corporate Officer