



# COLUMBIA SHUSWAP REGIONAL DISTRICT

## Shuswap Economic Development Advisory Committee Meeting

### AGENDA

Date: Thursday, May 9, 2019  
Time: 9:30 AM  
Location: CSRD Boardroom  
555 Harbourfront Drive NE, Salmon Arm

Pages

1. Call to Order

1.1 Guest(s) in Attendance

1.2 Approval of Agenda

**Motion**

THAT: the agenda of the May 9th, 2019 Shuswap Economic Development Advisory Committee meeting be approved.

1.3 Adoption of Minutes

**Motion**

THAT: the minutes of the March 14th, 2019 Shuswap Economic Development Advisory Committee meeting be adopted as circulated.

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2. Report on Action Items / Recommendations From Last Meeting

2.1 New Business Engagement Follow Up

STATUS PENDING

THAT: the Columbia Shuswap Regional District (CSR) Board take a look at implementing an internal process that would put in place a procedure that will allow for the Economic Development Department to assist new businesses and developments in the Shuswap Region. This would include working with Development Services and Area Directors to ensure that all prospective businesses needs are meet through to the various processes within the CSR.

3. Update on the Provincial Nominee Program (PNP) Pilot Program

- Registration process
- Development of application process/forms
- New Page on Website (pending)

4. Invest in BC / BC Business Ad partnership with SAEDS

- Print ad
- Editorial
- Online banner ads

5. Community Engagement Meetings – May 14 & 15

6. Meeting with ECDC and CSRD, Protective Services

7. Meeting with the Minister of Agriculture

SAEDS funding for a feasibility study for a regional food hub in Salmon Arm – project identified in the Shuswap Agriculture Strategy.

8. Shuswap Food Action Society

- Downtown Farmers Market
- Farm Tours

9. Update Shuswap Economic Development Website

Develop new SED Business Database

10. New Falkland Business Group Meeting

11. CrowdRiff uses for Shuswap Economic Development

- Media Hub
- Photo asset storage

12. Seymour Arm Community Association Meeting

13. **Recent Ministry of Jobs, Trade and Tourism Ec Dev Webinars**

- Community Gaming Grants: 2019 Capital Project Grants Info Session
- Building Resilience through Community Economic Development
- Accessing Capital in Small Communities: Equity Capital

14. **Ministry of Jobs Trade and Technology - Self Assessment Exercise**

15. **Community Roundtable**

Time permitting.

16. **11:00 AM IN CAMERA**

*THAT: pursuant to Sections 90(1)*

*(c) labour relations or other employee relations;*

*(k) negotiations and related discussions respecting the proposed provision of a municipal service that are at their preliminary stages and that, in the view of the committee, could reasonably be expected to harm the interests of the regional district if they were held in public;*

*of the Community Charter, the Committee move In Camera.*

17. **Next Meeting**

September 12, 2019 at 9:30 AM, Location to be determined.

18. **Adjournment**

**Motion**

THAT: the May 9th, 2019 Shuswap Economic Development Advisory Committee meeting be adjourned.



## SHUSWAP ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

**Note: The following minutes are subject to correction when endorsed by the Committee at its next meeting.**

Date: March 14, 2019  
 Time: 9:30 am  
 Location: Splatsin Community Centre  
 5775 Old Vernon Road, Enderby, BC

Committee Members	P. Demenok	Director, Electoral Area C
Present	R. Talbot	Director, Electoral Area D
	J. Simpson	Director, Electoral Area F
	K. Brown	South Shuswap Chamber of Commerce
	R. Marshall	Community Futures Shuswap
Committee Members	R. Martin	Director, Electoral Area E
Absent	J. de Vos	Wabybrook Farms
Staff Present	R. Cyr	Economic Development Officer
	S. Goodey	Ec. Dev. Clerical Assistant

### 1. Call to Order

Robyn Cyr, Economic Development Officer, called the meeting to order at 9:30 AM. R. Cyr recognized that the meeting is taking place in the unceded tradition territory of Splatsin.

#### 1.1 Guest(s) in Attendance

The Chair acknowledged the guests in attendance:

Kyle Dearing - Kyle Dearing Consulting, Shuswap Economic Development Consultant

#### 1.2 Appointment of Chair and Vice-Chair of the Shuswap Economic Development Advisory Committee

R. Cyr, EDO, called for nominations for the position of Chair of the Shuswap Economic Development Advisory Committee.

-Director Demenok nominated Director Talbot. Director Talbot did not consent to the nomination.

-Director Talbot nominated Director Demenok. Director Demenok consented to the nomination.

-Director Demenok nominated Director Simpson. Director Simpson consented to the nomination.

After calling three times for nominations, R. Cyr, EDO, provided the nominated committee members the opportunity to make presentations to the Committee prior to the election by ballot.

**Moved By** K. Brown

**Seconded By** Director Simpson

THAT: the Clerical Assistant and the Economic Development Officer be appointed as scrutineers for the counting of ballots associated with the election of Chair and Vice-Chair.

**CARRIED**

Ballots were distributed and the vote was conducted

Following the counting of the ballots, the Economic Development Officer declared Director Demenok as Chair of the Shuswap Economic Development Advisory Committee.

R. Cyr, EDO called three times for nominations for the position of Vice-Chair of the Shuswap Economic Development Advisory Committee.

-Director Demenok nominated Director Simpson. Director Simpson consented to the nomination.

R. Cyr, EDO called three times for nominations.

Hearing no further nominations for the position of Vice-Chair, R. Cyr, EDO declared Director Simpson as Vice-Chair of the Shuswap Economic Development Advisory Committee by acclamation.

**1.3 Approval of Agenda**

**Moved By** K. Brown

**Seconded By** Director Simpson

THAT: the agenda of the March 14, 2019 Shuswap Economic Development Advisory Committee meeting be approved with the following additions

2.1 - New Business Engagement Discussion

2.6 - Film Commission Report

2.7 - Telus Insights - Revelstoke Population Doubled

**CARRIED**

**1.4 Adoption of Minutes**

**Moved By** Director Talbot

**Seconded By** K. Brown

THAT: the minutes of the December 13, 2018 Shuswap Economic Development Advisory Committee meeting be adopted as circulated.

**CARRIED**

**2. Discussion Items**

**2.1 New Business Engagement Discussion**

Director Demenok brought forward to the committee a discussion in regards to Shuswap Economic Developments role in attracting new businesses to the region. Director Demenok would like to see an internal process within the Columbia Shuswap Regional District that would allow for the Economic Development Department to act as a concierge for prospective businesses. This would include working with Development Services and Area Directors to ensure that all prospective businesses needs are meet through to the various processes within the CSRD.

**Moved By** Director Demenok  
**Seconded By** Director Simpson

THAT: the Columbia Shuswap Regional District (CSRD) Board take a look at implementing an internal process that would put in place a procedure that will allow for the Economic Development Department to assist new businesses and developments in the Shuswap Region. This would include working with Development Services and Area Directors to ensure that all prospective businesses needs are meet through to the various processes within the CSRD.

**CARRIED**

## **2.2 Shuswap Economic Development Update from Robyn Cyr, Economic Development Officer**

Robyn Cyr, Economic Development Officer, updated the Committee on the Economic Development Activities between December 13, 2018 and March 14, 2019. Topics:

### British Columbia Economic Development Association Conference

R. Cyr and K. Dearing attended BC Economic Summit March 3rd - 5th in Vancouver. R. Cyr and K. Dearing attended workshops during the two day conference. A list of workshops was attached to the agenda for perusal of the committee members. R. Cyr also moderated two workshops: Economic Development in Action and Supporting Regional Economic Development through Immigration.

### BC Provincial Nominee Program (PNP) Regional Pilot Workshop & British Columbia Economic Development Association Conference

Attendance at this workshop provided an update on the PNP program. This program is for high-demand foreign workers and experienced entrepreneurs to gain permanent residency in B.C. The program has been updated and will be able to assist businesses in attracting workers in industries that are struggling with labour recruitment. Shuswap Economic Development has been invited to be a part of the pilot project once it is ready to be implemented. This program will be instrumental in assisting

the province to understand economic development in rural British Columbia.

#### Work BC – Emerging Priorities Workshop – Malakwa Learning Center

The Emerging Priorities Program is a provincial program that supports communities undergoing a significant shift in the local labour market due to an disruption of an industry or a natural disaster. Due to the impact of the Malakwa Mill fire last year, Malakwa was defined as a community that was eligible for this funding. The program started on March 4, 2019 with six attendees. These individuals will attend this program to upgrade their skills to enable them to find permanent employment.

The courses provided include basic math, communication and computer and hospitality industry training.

### **2.3 2019 Priorities**

R. Cyr gave the Committee an overview of Shuswap Economic Developments 2019 work priorities.

#### EcDev 101 Workshops – May 2019

In May, Shuswap Economic Development will be hosting EcDev 101 workshops. Dale Wheeldon of BCEDA will be facilitating the workshop. Details are still being confirmed however at this time it is planned that the workshops will be held in both the South and North Shuswap, and Falkland with assistance from the local Chambers of Commerce or community organizations. If there is enough interest there will be an opportunity to do a second session in the fall.

#### Business Retention & Expansion Visits – May 2019

Dale Wheeldon has been hired to work on the Business Retentions and Expansion (BRE) Visits. He will work directly with K. Dearing on this project. The process will be similar to the business interviews that were done during the Shuswap Economic Strategy Development meetings.

#### Shuswap Economic Development Website Development

Work is currently being done on the new Shuswap Tourism and Economic Development website with a goal of the Shuswap Tourism website being live by May 1, 2019 and the full Shuswap Economic Development website being completed by September 30, 2019.. The Shuswap Tourism and



Shuswap Economic Development websites will be individual sites that complement each other and the Columbia Shuswap Film Commission will be transitioned to be a page of the Shuswap Economic Development website. The new layout will also updated to be more mobile friendly.

#### Business Recovery Plan – May 2019

Shuswap Economic Development will work with Derek Sutherland of the Shuswap Emergency Program (SEP) to develop a plan that will assist businesses who are affected by local emergencies. The plan will define what the priorities are for Shuswap Economic Development to support businesses during an emergency situation and how we help them to get back to business after an emergency. We will be working with Dale Wheeldon from BCEDA to assist with this project.

#### **2.4 Kyle Dearing – Business Development Coordinator – Update**

Kyle Dearing gave an update of his activities for the Shuswap Economic Development between December 13, 2018 and March 14, 2019:

##### Community Profiles

The Community Profiles have been completed based on the most recent Canadian Census. These community profiles will be posted on the new Shuswap Economic Development website and also be available for distribution to the communities to use in various publications and websites.

##### SFAS/Farmers Markets Update

Shuswap Food Action Society (SFAS) is working towards having one large farmers market for the Salmon Arm area. SFAS is also hosting a variety of events in the community that are raising awareness around food security issues in the Shuswap. SED will provide support when possible.

##### Tech Dev 101 Workshop

The TechDevBC workshop taking place March 26, 2019 will introduce and incorporate technology and innovation basics into the economic development fabric of communities.

### BC Ministry of Jobs, Trade and Technology Webinars

BC Ministry of Jobs, Trade and Technology host a variety of free webinars on a regular basis. You can participate in the webinars live or you can access past series in their online library. K. Dearing noted a handful of series that would be of interest to the Committee.

- Cannabis Legislation
- Supporting business succession
- Virtual business walks
- LinkedIn
- You can find the webinars at the following link,  
<https://www2.gov.bc.ca/gov/content/employment-business/economic-development/bc-ideas-exchange/webinars/upcoming-webinar>

### Nominee Program Applicant Tour

K Dearing and L. Fitt – EDM for Salmon Arm Economic Development Society have been working with an applicant that will be accessing the PNP program to set up a business in the region. They have toured many locations and are now making a decision on the type of business they want to operate and where they will operate the business. It looks like they are currently looking at a location in the community of Salmon Arm.

### Okanagan College led agriculture asset mapping discussions

A discussion regarding agriculture asset mapping was facilitated at the Okanagan College Kelowna Campus. The mapping is in its introductory stages. There is surveying being completed to understand what people want to get out of this agriculture asset map. Shuswap Economic Development has attended a few of these discussions and will continue to monitor the development of this project.

### Business incubator discussion with Salmon Arm Economic Development Society/Community Futures

Discussion regarding the Business incubator partnership with Salmon Arm Economic Development Society/Community Futures has been tabled for the time being.

## **2.5 Verbal Report from Director Demenok re: Salmon Arm Economic Development Society Board Update**

Director Demenok the SED representative on the Salmon Arm Economic Development Society (SAEDS) Board gave the committee a brief update.

- The SAEDS Board is very productive and active and in the community and with the City of Salmon Arm Mayor and Council.
- The Salmon Arm Innovation Centre has been very successful. The majority of the work spaces are now filled and generating an income for SAEDS.
- SAEDS is working on the Provincial Nominee Program as well and are looking to help streamline the process.
- SAEDS has had great success with the newly introduced Municipal and Regional District Tax (MRDT). Based on this success Director Demenok suggested that SED host an event that would encourage potential MRDT participants to join forces in order to have the MRDT in the larger Shuswap Region.
- The Launch-a-preneur will be taking place March 14, 2019

## **2.6 Report from David Barritt Film Commission**

R. Cyr provided a report from David Barritt on the activities of the Columbia Shuswap Film Commission for the period between December 13, 2018 and March 14, 2019. A report is attached that outlines the work that has been completed during this time. R. Cyr also stated that due to budget restraints David Barritts contract position has been reduced for the 2019 fiscal year . He will continue to work to represent the Columbia Shuswap Film Commission and Creative BC and respond to locations requests for the Columbia and Shuswap regions.

## **2.7 Telus Insights - Revelstoke Population Doubled**

Director Simpson brought forward to the committee for discussion the recent news that the City of Revelstoke has doubled its population. This information is based on a report that Telus Insights, an analytics company, did for the city. Telus Insights uses advanced technology to obtain data from cellphones. This technology is able to obtain real-world data and

share them with multiple organizations. A discussion was held regarding the benefits that this technology could have for Shuswap Economic Development. R. Cyr stated that Shuswap Tourism is entering into a contract with Thompson Okanagan Tourism Association (TOTA) and Telus Insights are being used to provide information on visitation activity in the Shuswap for 2018 and 2019.

### **3. Community Round Table**

P. Demenok – Currently working on attracting new members to form a non-profit housing society. The next meeting is to take place on March 27, 2019 at Sorrento Centre. P. Demenok is also setting up a new non-profit transportation society with the intent of solving the transportation issues in Electoral Area C.

J. Simpson-The North Shuswap Chamber of Commerce hosted a town hall meeting to discuss community issues. There were about 60 people in attendance.

K. Brown – The South Shuswap Chamber of Commerce will be hosting a Community Engagement Day Concert and BBQ on June 27, 2019 at Sorrento Centre. The Chamber is also hosting Board Governance Training, April 5, 2019 at Quaaout Lodge. Super Host training is now available through the South Shuswap Chamber for businesses in our area.

R. Marshall – Community Futures is working on their year end which is at the end of March 2019. Loan inquiries have been lower over the past year however there seems to be an increase for 2019. CF Shuswap is currently awaiting a response regarding the BC Rural Dividend – LMP project.

R. Talbot – R. Talbot will be meeting with a few business owners in Falkland next week with R. Cyr, EDO.

### **4. Next Meeting**

May 9, 2019 at 9:30 AM, location to be determined.

**5. Adjournment**

**Moved By** R. Marshall

**Seconded By** K. Brown

THAT: the March 14, 2019 Shuswap Economic Development Advisory Committee meeting be adjourned.

**CARRIED**

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Chair