



CENTRAL COAST REGIONAL DISTRICT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES

DATE: July 21, 2016

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 – July 21, 2016

In Attendance: Ernest Hall (Community) – Acting Chair
Wilma Hallam (Community)
Ana Santos (Denny Island) – By phone
Keith Hamilton (NNDC)
Tanis Shedden (CEDO) – Recording secretary

Apologies: Chris Quinn (Community), Director Sam Schooner (CCRD)

Absent: Tracy Switzer (Ocean Falls)

No members of the public attended

1. Call to Order

The meeting was called to order at 7:10 pm.

2. Election of Chair and Vice-Chair

The CEDO suggested that the election of Chair and Vice-Chair be postponed until the September EDAC meeting and that Ernest Hall continue in his capacity as acting chair.

EDAC 16-07-01 M/S Hamilton/Hallam that Ernest Hall be appointed acting chair.

CARRIED

Ernest Hall assumed the position of acting chair.

3. Adoption of Agenda

(a) Introduction of late items - None

EDAC 16-07-02 M/S Santos/Hallam that the July 21, 2016 EDAC agenda be adopted.

CARRIED

4. Adoption of Minutes

EDAC 16-07-03 M/S Hallam/Santos that the May 19, 2016 EDAC minutes be adopted as received.

CARRIED

5. Community Economic Development Delivery Plan (CEDDP)

(a) Contract Grant Writer Position

The CEDO informed the EDAC that a resolution was passed by the CCRD board of directors regarding the May 19, 2016 EDAC recommendation that the CCRD pursue grant funding to create a contract Grant Writer position. This will be written into the CEDDP 2017 as goal 1.

(b) Feasibility study – high speed internet (Central Coast Chamber of Commerce)

Ana Santos explained that the Denny Island community has three options for internet provision. The options are Xplornet, cellular connection, or connecting to Shearwater Marine Wifi. Some Denny Island businesses do not have internet access, which is a barrier to further business development.

Keith Hamilton asked about the capital infrastructure that was installed across the Central Coast region 15 years ago as part of a program run through the federal government. Through that program Bella Bella acquired substantial internet infrastructure. He inquired as to whether a call to Heiltsuk Economic Development Corporation would be viable for the Denny Island community.

Ana Santos suggested that the next steps, in addition to the feasibility study, would be to approach Bella Bella and School District 49 about how they are meeting their internet needs and gauge the level of interest in expanding their services to the larger Denny Island community.

It was suggested that connecting with School District 49 and Heiltsuk Economic Development Corporation (who owns and operates Waglisla Cablevision) be the next step before committing CCRD funds to a feasibility study.

EDAC 16-07-04 M/S Hamilton/Hallam that the CEDO facilitates communication between communities in Electoral Area A and Heiltsuk Economic Development Division/School District 49 about opportunities to meet community internet needs through the existing infrastructure.

(c) Mountain Bike Trails Development Plan (Bella Coola Trails Alliance)

Ernest Hall expressed that this initiative has a lot of potential and that it should be supported as capacity allows. A contribution agreement would allow them to plan and build on the existing momentum.

Wilma Hallam sees the potential of this initiative from a health and wellness perspective.

Keith Hamilton suggested that Nuxalk Nation be approached for funding and engaged in the planning process. He cautioned that the Mountain Bike Trails initiative is more in the realm of social development than economic development. The long-term sustainability of a land based initiative in Nuxalk Traditional Territory will be dependent on having the support of the Nuxalk community. The Bella Coola Trails Alliance has done a good job thus far of ensuring that the Nuxalk Nation is aware of the initiative and although there is support coming from many Nuxalk community members, the engagement should continue in a formalized manner. Nuxalk Nation Development Corporation, Nuxalk Band Council, and the Hereditary Chiefs should be approached in the pre-planning phase to ensure that it is clear and understood how this initiative will benefit the Nation. Keith Hamilton recommended that the CCRD contribution agreement be viewed as a back-up plan if the Nuxalk engagement process and funding does not align with the Bella Coola Trails Alliance timeline.

EDAC 16-07-05 M/S Hallam/Hamilton that the CEDO approach the Bella Coola Trails Alliance with the recommendation that the Nuxalk Nation be approached with a request for funding before committing CCRD funds to the Bella Coola Mountain Bike Trails Development Plan.

(d) Bella Coola Valley Tourism Destination Marketing Organization

As BCVT President, Ernest Hall declared a conflict of interest and withdrew from the discussion and decision making pertaining to funding for Bella Coola Valley Tourism through the CCRD Community Economic Development Delivery Plan and associated contribution agreements.

Keith Hamilton inquired as to the structure of Bella Coola Valley Tourism as a membership based organization. What is the value to membership and how can funds be acquired in a more sustainable method. Has the membership been approached about providing more funds for BCVT to be more productive in their destination marketing efforts?

The CEDO suggested that a contribution agreement be used to assist BCVT meet their current priorities as outlined in the Destination BC Co-operative Marketing Partnerships Program as a transitory measure. It is important for organizations to deliver on actions outlined in grant applications as it builds the reputation and capacity of the organization.

EDAC 16-07-06 M/S Hamilton/Hallam that as a transitory phase, the CCRD creates a contribution agreement with a value of \$3000 for Bella Coola Valley Tourism to achieve the organizations priorities as outlined in their Destination BC Co-operative Marketing Partnerships Program grant application.

CARRIED

6. Discussion

(a) Communication Re: Non-timber forest product development

Keith Hamilton informed the EDAC that the term Great Bear Rainforest is a trademark of the Great Bear Business Corporation which is owned by the Central Coast First Nations. Any organization looking to use that name in their branding must receive rights to do so.

For this co-op to be established and taken seriously approaching the Nuxalk Development Corporation would be an appropriate first step to determine how best to begin operating a land-based venture in Nuxalk Traditional Territory. Entrepreneurship in the Bella Coola Valley is encouraged and the long-run sustainability will likely depend on the relationships between those who operate in the same/similar markets.

(b) Economic Development Building Blocks Workshop

The EDAC would like any workshops put on regarding economic development to be meaningful. There are programs and organizations that exist to put these workshops on that can be tailored to the needs of the hosting community. There is little interest in having a top down economic development workshop based on programs that are not suited to the reality of this region.

The EDAC would like to support a process that brings the different organizations and partners to the table in a meaningful manner to build community consensus. We would like to see the local communities on the same page and build a deeper understanding of how we can all work together.

The CEDO suggested that this feedback be taken back to our regional representative with MJTST to gauge whether the economic development building blocks workshop can be facilitated in a more

tailored manner. The CEDO will investigate the viability of bringing in representatives from Electoral Area A and B to ensure that the region as a whole is captured in this process.

(c) Love Central Coast BC Sub-committee

Keith Hamilton suggested that he would like to see more “what’s in it for me” and depth from the Love initiative and mentioned some programs that exist in other areas of the country (such as local bucks and membership point cards) as potential areas the Love initiative can expand into.

The CEDO is looking for support and assistance for the launch event in September and feedback on how we can ensure that the local businesses participate fully in the program. Lori Campbell was suggested as a person to connect with about receiving support and ideas for the launch event.

The CEDO appreciated all the input and will have some additional marketing money associated with the Love program come in annually and suggested that some of the programs brought forward by Keith Hamilton and from the larger Community Economic Development sphere be pursued in future years to ensure this program carries true value for money.

7. Adjournment

EDAC meetings have been scheduled for Thursday, September 21 and Thursday, November 24 with e-mail decisions being made in-between when necessary.

EDAC 16-07-07 M/S Hamilton/Hallam that the meeting of the Economic Development Advisory Committee be adjourned at 8:59 p.m.

CARRIED