

REGIONAL DISTRICT OF NANAIMO

NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE

TUESDAY, FEBRUARY 24, 2015

10:30 AM

PARKSVILLE FIRE HALL

(160 Jensen Avenue West, Parksville)

A G E N D A

PAGES

CALL TO ORDER

DELEGATIONS

Kim Burden, Parksville and District Chamber of Commerce, re: Oceanside Initiatives Economic Development Strategy.

MINUTES

2 -4 Minutes of the Northern Community Economic Development Select Committee meeting held on October 16, 2014.

BUSINESS ARISING FROM THE MINUTES

UNFINISHED BUSINESS

REPORTS

5 - 8 Update on Oceanside Initiatives.
NCED Program Overview (Presentation).

ADDENDUM

BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS

NEW BUSINESS

ADJOURNMENT

Distribution: J. Stanhope, B. Rogers, J. Fell, B. Veenhof, M. Lefebvre, T. Westbroek, P. Thorkelsson, G. Garbutt, C. Midgley, N. Hewitt

For Information Only: A. McPherson , H. Houle, M. Young, C. Haime, B. McKay, B. Bestwick, J. Hong, J. Kipp, W. Pratt, I. Thorpe, B. Yoachim, D. Sailland, F. Manson; T. Graff, T. Swabey, C. Golding, M .O'Halloran

REGIONAL DISTRICT OF NANAIMO

**MINUTES OF THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE
MEETING HELD ON THURSDAY, OCTOBER 16, 2014 AT 12:00 PM
AT RDN OCEANSIDE PLACE MULTI PURPOSE ROOM**

Present:

| | |
|----------------------|------------------------|
| Director J. Stanhope | Chairperson |
| Director G. Holme | Electoral Area E |
| Director J. Fell | Electoral Area F |
| Director B. Veenhof | Electoral Area H |
| Director D. Willie | Town of Qualicum Beach |
| Director M. Lefebvre | City of Parksville |

Also in Attendance:

| | |
|---------------|---|
| Geoff Garbutt | General Manager, Strategic & Community Development |
| Chris Midgley | Manager, Energy & Sustainability |
| Nicole Hewitt | Recording Secretary |

Regrets:

| | |
|------------------|------------------------------|
| Paul Thorkelsson | Chief Administrative Officer |
|------------------|------------------------------|

CALL TO ORDER

The meeting was called to order at 12:15 p.m.

MINUTES

MOVED Director Veenhof, SECONDED Director Fell, that the minutes of the Northern Community Economic Development Select Committee meeting held on April 9, 2014 be received.

CARRIED

COMMUNICATIONS/CORRESPONDENCE

Parksville Qualicum Beach Tourism Association, re: Regional Historical Trail and Tour project.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from Parksville Qualicum Beach Tourism Association be received.

CARRIED

Lighthouse Country Business Association, re: Website.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from Lighthouse Country Business Association be received.

CARRIED

BCCC / Cyclo Tourism BC, re: Request for Minor Funding Application Amendment.

MOVED Director Veenhof, SECONDED Director Holme, that the correspondence from BC Cycling Coalition/ CycloTouring BC be received.

CARRIED

REPORTS

Northern Community Economic Development Program – Fall 2014 Proposals.

Central Vancouver Island Job Opportunities Building Society/ BladeRunners’ pilot youth employment program for RDN North.

MOVED Director Veenhof, SECONDED Director Lefebvre, that the proposal from Central Vancouver Island Job Opportunities Building Society/ BladeRunners’ pilot youth employment program for RDN North be awarded funding in the amount of \$9889.75.

CARRIED

Parksville Downtown Business Association/ FUNicular for Downtown Parksville (Feasibility Study).

MOVED Director Holme, SECONDED Director Veenhof, that the proposal be denied.

CARRIED

CycloTourismBC/ CycloTourism Regional Engagement Program for Businesses.

MOVED Director Lefebvre, SECONDED Director Willie, that the proposal be denied.

CARRIED

Parksville Curling Club/ 2014 Junior Curling Championships.

MOVED Director Veenhof, SECONDED Director Fell, that the proposal be denied.

CARRIED

Lighthouse Country Business Association/ LCBA – Website.

MOVED Director Fell, SECONDED Director Holme, that the Lighthouse Country Business Association/ LCBA – Website proposal be awarded 50% of the estimated cost to a maximum of \$2000, be approved.

CARRIED

NEW BUSINESS

MOVED Director Veenhof, SECONDED Director Holme, that all Northern Community Economic Development funds not disbursed in 2014 be carried forward as surplus for additional funding for the service in 2015.

CARRIED

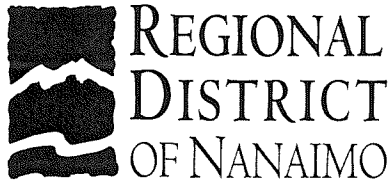
ADJOURNMENT

MOVED Director Holme, SECONDED Director Lefebvre, that this meeting be adjourned.

CARRIED

Time: 1:07 pm

CHAIRPERSON



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| BOARD | | |
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MEMORANDUM

TO: Geoff Garbutt
General Manager, Strategic and Community
Development

DATE: February 17, 2015

FROM: Chris Midgley
Manager, Energy and Sustainability

FILE: NCED-02

SUBJECT: Oceanside Initiatives Update

PURPOSE

To provide an update to the Northern Community Economic Development (NCED) Select Committee on the Oceanside Initiatives project led by the Parksville and District Chamber of Commerce and supported by the Regional District of Nanaimo (RDN), among other stakeholders.

BACKGROUND

The Oceanside Initiatives project is a collaborative effort involving local governments, business organizations and other key institutions. A list of partners is provided in Appendix 'A'. The objective of the initiative is to improve the capacity to attract, retain and expand economic investment in the communities that comprise the Oceanside area: Parksville, Qualicum Beach, and RDN Electoral Areas 'E', 'F', 'G' and 'H'.

The first major step in the Oceanside Initiative was to undertake a *Community Economic Development Assessment*, commissioned by the Parksville and District Chamber of Commerce in 2012, with \$9,450 in support from the NCED Program. For reference, the *Assessment* is provided under separate cover.

The purpose of the *Assessment* was to provide an analysis of the area's strengths and weaknesses from an investment attraction perspective, and to match those characteristics to potential growth industries. Conclusions presented in the report suggest that investment attraction is a high risk economic development strategy and that to maximize the probability of success investment attraction should focus on attracting national and international migrants, targeting entrepreneurs, investors and skilled workers.

The *Assessment* also recommended targeting specific business sectors, with private- and public health services, food production and value added processing, and advanced technology presenting the best opportunities for the region. As a secondary priority, an investment attraction strategy should target expansion in the post-Secondary education sector.

Building on the *Community Economic Development Assessment*, the next significant step for the Oceanside Initiative was to complete a community survey and develop a business attraction communications campaign. The community survey captured residents' views on the local economy, while the communication campaign focused on the development of a website designed to challenge the stereotype of the Oceanside area as a community of retirees and attract more families and young

entrepreneurs. The website is live at <http://www.workpqb.com/>, and the community survey is provided under separate cover.

The third major component of the Oceanside Initiatives project is the preparation of an *Economic Development Strategy for the Oceanside Initiatives*. In November 2014, the Parksville and District Chamber of Commerce issued an RFP for the work, with the purpose to create overarching strategies that generate and implement actions at the regional level, including involvement from the Regional District of Nanaimo, the City of Parksville, the Town of Qualicum Beach, Snaw-Naw-As First Nation, and Qualicum First Nation.

The economic development strategy is to include:

- A Vision Statement, outlining the desired future state of the local economy in the year 2018;
- An Environmental Scan, highlighting local strengths, weaknesses and opportunities;
- Identification of Key Economic Development Issues; and
- Actions and an Implementation Plan to Address Key Issues.

The Wazuku Advisory Group, Inc. was the successful proponent for the *Economic Development Strategy*. Their work began in January 2015, and will continue through March 2015. To ensure senior RDN involvement in that process, the Board carried the following motion at the Special Board Meeting Held January 13, 2015:

That the Board direct Paul Thorkelsson to participate as part of the Oceanside Initiatives management team for the Economic Development Strategic Plan project.

ALTERNATIVES

There are no alternatives. This report is for information purposes only.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report. The Parksville and District Chamber of Commerce has led the Oceanside Initiatives Project and RDN staff continue to participate in working group sessions related to the project. The initial *Community Economic Development Assessment* received \$9,450 in funding through the NCED program, but no further funding for Oceanside Initiatives has been directly requested from the RDN Board through the NCED program.

STRATEGIC PLAN IMPLICATIONS

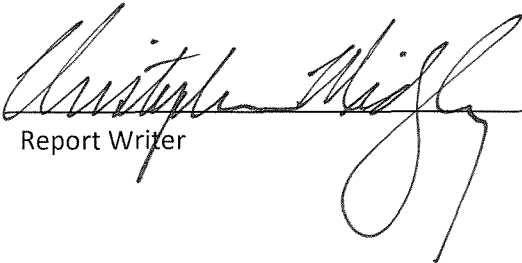
Regional District of Nanaimo participation in the Oceanside Initiatives project is consistent with the Strategic Priorities, Board Values and Strategic Goals and Actions outlined in the current strategic plan. More important than detailing this alignment is to highlight the relevance of the work coming out of the Oceanside Initiatives project for the Regional District of Nanaimo as the Board begins to move forward with strategic planning for the current term of office. With the completion of an *Oceanside Economic Development Strategy* anticipated for March 2015, there is an opportunity to align actions coming out of that work with strategic actions for the RDN Board to consider over the next four years.

SUMMARY/CONCLUSIONS

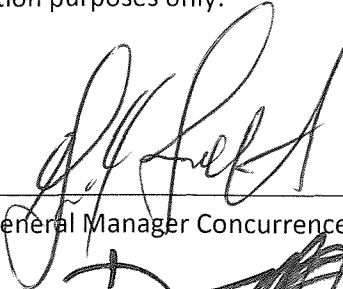
The Regional District of Nanaimo has been an active participant in the Oceanside Initiatives project since its inception in 2012. The initial work was a *Community Economic Development Assessment*, which received \$9,460 in funding from the NCED program and is provided under separate cover for reference. Following that *Assessment*, the initiative completed a community survey to examine residents' perceptions of the local economy (also provided under separate cover), and to develop a communications campaign that culminated in the development of a website designed to inform and attract young families and entrepreneurs to the Oceanside area (<http://www.workpqb.com/>). Presently, a consultant group is developing an Economic Development Strategy for the Oceanside Initiatives, under the guidance of the Parksville and District Chamber of Commerce, with the support of working group members, including the RDN Chief Administrative Officer. The Economic Development Strategy is scheduled for completion in March, 2015, which presents the opportunity to provide information into the strategic planning process to be undertaken this year by the RDN Board of Directors.

RECOMMENDATION

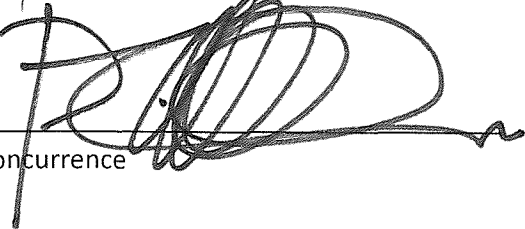
There are no recommendations. This report is for information purposes only.



Report Wrizer



General Manager Concurrence



CAO Concurrence

Appendix 'A'

Oceanside Initiatives – Partners

Local Government Partners:

- The Regional District of Nanaimo;
- The City of Parksville; and
- The Town of Qualicum Beach

Business Organization Partners:

- The Parksville and District Chamber of Commerce;
- The Parksville Downtown Business Association;
- The Qualicum Beach Chamber of Commerce; and
- The Parksville Qualicum Beach Tourism Association

Other Key Institutions:

- Vancouver Island University; and
- School District 69