

REGIONAL DISTRICT OF NANAIMO

NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE

THURSDAY, MARCH 9, 2017

12:00 PM

RDN OCEANSIDE PLACE

Multi-Purpose Room 1

(830 Island Hwy W, Parksville, BC)

A G E N D A

PAGES

CALL TO ORDER

DELEGATIONS

Joan Miller, Executive Director/Film Commissioner, Vancouver Island North Film Commission, re Film Sector Development

Evelyn Clark, President/CEO, Qualicum Beach Chamber of Commerce and Visitor Centre, re Building Capacity to Attract the Film and Media Industry

Cheryl Dill, Executive Director, Central Vancouver Island Job Opportunities Building Society, re BladeRunners Program, 2016

Janet Thony, President, Coombs Farmers' Institute, re Parksville Qualicum Growers Guide Brochure

MINUTES

3-5 Minutes of the Northern Community Economic Development Select Committee meeting held on November 9, 2016

BUSINESS ARISING FROM THE MINUTES

COMMUNICATIONS/CORRESPONDENCE

6 Summary Report – Coombs Farmers' Institute – Parksville Qualicum Growers Guide Brochure

UNFINISHED BUSINESS

REPORTS

ADDENDUM

BUSINESS ARISING FROM DELEGATIONS OR COMMUNICATIONS

NEW BUSINESS

NCED Roundtable and Member Update (Discussion)

7-11

Program Application Summary 2012 - 2016

Next Meeting (Verbal)

ADJOURNMENT

Distribution: B. Rogers, J. Stanhope, J. Fell, B. Veenhof, M. Lefebvre, T. Westbroek, P. Carlyle, G. Garbutt, P. Thompson, S. Horsburgh, P. Sherman

For Information Only: A. McPherson, H. Houle, M. Young, B. Colclough, B. Bestwick, J. Hong, J. Kipp, W. Pratt, I. Thorpe, B. Yoachim, D. Sailland, D. Comis, T. Coates, T. Samra, B. Ritter

REGIONAL DISTRICT OF NANAIMO

**MINUTES OF THE
NORTHERN COMMUNITY ECONOMIC DEVELOPMENT SELECT COMMITTEE
MEETING HELD ON WEDNESDAY NOVEMBER 9, 2016 AT 12:00 PM
(RDN OCEANSIDE PLACE)**

Present:

Director B. Rogers	Chairperson
Director J. Fell	Electoral Area F
Director J. Stanhope	Electoral Area G
Director B. Veenhof	Electoral Area H
Director M. Lefebvre	City of Parksville

Regrets:

Director T. Westbroek	Town of Qualicum Beach
-----------------------	------------------------

Also in Attendance:

P. Carlyle	Chief Administrative Officer
G. Garbutt	GM Strategic & Community Development
P. Thompson	Manager of Long Range Planning
S. Horsburgh	Sustainability Coordinator
P. Sherman	Recording Secretary

CALL TO ORDER

The Chairperson called the meeting to order.

MINUTES

MOVED Director Lefebvre, SECONDED Director Fell that the minutes of the Northern Community Economic Development Select Committee meeting held on May 3, 2016, be adopted.

CARRIED

DELEGATIONS

MOVED Director Lefebvre, SECONDED Director Fell that the presentations from the Town of Qualicum Beach be heard next.

CARRIED

Daniel Sailland, Town of Qualicum Beach, re. Developing Airport Land Use Design Concepts

A presentation was given in support of the application outlined in the report Northern Community Economic Development Program – Fall 2016 Proposals.

To introduce the new application a status update was provided on the Qualicum Beach Airport Plan that received \$15,000 of NCED funding in Spring 2015.

Daniel Sailland, Town of Qualicum Beach, re. Renovating the Old Fire Hall for Regional Industrial Growth

A presentation was given in support of the application outlined in the report Northern Community Economic Development Program – Fall 2016 Proposals.

Nikki Gervais, Parksville & District Historical Society, re. Parksville Museum Digital Heritage Exhibition

A presentation was given in support of the application outlined in the report Northern Community Economic Development Program – Fall 2016 Proposals.

Nikki Gervais, Parksville & District Historical Society, re. Parksville Museum Heritage Building Ramp Installation for French Creek Post Office and Craig Cottage

A presentation was given in support of the application outlined in the report Northern Community Economic Development Program – Fall 2016 Proposals.

Cliff Craven, Tony Taylor and Lorraine Bell, Qualicum Beach Historical and Museum Society, re. Qualicum Beach Museum Powerhouse – Discovery Centre Interactive Display

A presentation was given in support of the application outlined in the report Northern Community Economic Development Program – Fall 2016 Proposals.

MOVED Director Lefebvre, SECONDED Director Fell that the presentations from the Parksville & District Chamber of Commerce regarding the update on the Regional Business Walks Project be heard next.

Bill McKinney, Parksville & District Chamber of Commerce, re. Update on the Regional Business Walks Project that received funding of \$5,000 from the Northern Community Economic Development Program funds

A presentation was given by the Parksville & District Chamber of Commerce regarding the Regional Business Walks Project that received funding of \$5,000 from the Northern Community Economic Development Program funds.

The meeting recessed at 1:45 PM.

The meeting reconvened at 1:50 PM.

REPORTS

Northern Community Economic Development Program – Fall 2016 Proposals

MOVED Director Veenhof, SECONDED Director Lefebvre, that \$19,000 in funds from the Northern Community Economic Development service be awarded as follows:

Town of Qualicum Beach	Developing Airport Land Use Design Concepts	\$ 10,000.00
Town of Qualicum Beach	Renovating the Old Fire Hall for Regional Industrial Growth	\$ 0.00
Parksville and District Historical Society	Parksville Museum Digital Heritage Exhibition	\$ 5,000.00
Parksville and District Historical Society	Parksville Museum Heritage Building Ramp Installation for French Creek Post Office and Craig Cottage	\$ 0.00
Qualicum Beach Historical and Museum Society	Qualicum Beach Museum Powerhouse – Discovery Centre Interactive Display	\$ 4,000.00

CARRIED

MOVED Director Veenhof, SECONDED Director Lefebvre, that the Town of Qualicum Beach be invited to bring forward their request regarding renovating the Old Fire Hall for Regional Industrial Growth to the Spring 2017 proposals.

CARRIED

NEW BUSINESS

MOVED Director Veenhof, SECONDED Director Lefebvre, that staff schedule a Northern Community Economic Development Select Committee meeting in February/March of 2017 to invite prior recipients of NCED funding to present their project results.

CARRIED

ADJOURNMENT

MOVED Director Stanhope, SECONDED Director Veenhof, that this meeting be adjourned.

CARRIED

Time 2.05 p.m.

CHAIRPERSON

Summary Report – NCED 2016 Funding for Parksville Qualicum Growers Guide Brochure

Project Completion summary

Project completion date is end February 2017. Forty one local agricultural businesses have been signed up, application deadline was moved forward to allow for 'late-comers'. Brochure format chosen matches the local PQBTA Discovery Guide. 50,000 copies were published and distribution commenced in the last week of February.

Please provide a summary of the project results.

The intentions of the Growers' Guide project are to:

1. profile our unique all season growing climate and our abundance of skilled farmers, food artisans and agriculture and food related services
2. create a directory whereby locals and tourists can easily locate and access these attractions,
3. support local businesses by offering reasonably priced advertising with wide distribution
4. profile the exceptional qualities of the Parksville Qualicum Mid Island region as an agro-tourism destination
5. build strengths within our communities by documenting and celebrating our endeavours.

Many conversations were engaged in, and meetings held, while gathering data for this directory. Support and enthusiasm for the project are widespread, with a general feeling of gratitude being evident. The hard work of finding the businesses, explaining the concepts and processes, meeting with Farmers' Markets, creating data bases and managing the business aspects of our project are all completed. Meetings held early in the planning process with the publisher, have effected an end February 2017 publication date.

Describe the economic benefits or other outcomes that have resulted from this project.

1. The wide distribution of the Guide (50,000 copies) will ensure that all listed businesses will experience an increase in sales, whether from local consumers who will be assisted in finding what they're looking for, or from folks visiting our communities.
2. Emerging businesses and entrepreneurs will be given the confidence to begin or expand, knowing that their advertising needs are taken care of, and that the public is made aware of our vibrant food culture.
3. A strong culture of awareness and collaboration has developed amongst local and regional governments, farmers and agriculture related organizations and businesses.
4. Expanded food production and related services in our region, will require more agriculture and service support workers.

Please describe how the project has met the program principles and priority areas.

By focusing directly on advertising the diversity and excellence of our local food producers, our project has/will:

Encourage tourists to visit year round, to experience our four season growing ability, and those restaurants that celebrate local food.

Allow community members to find more easily those foods grown, harvested and produced locally, thereby increasing demand and production volumes.

Teamed tourism with food and farms, a proven successful economic driver.

Regional District of Nanaimo: Northern Community Economic Development Program

Project List: 2012-Present

2012

SPRING

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas						Summary Report			
				E	F	G	H	Q	P	Y	N	N/A	
Oceanside Community Arts Council	2012 Artist Studio Guide for Parksville/ Qualicum Beach Area	\$ 5,000.00	Deferred to Fall	✓	✓	✓	✓	✓	✓				✓
Parksville and District Chamber of Commerce	Oceanside Initiatives – Community Economic Development Assessment	\$ 9,450.00	\$ 9,450.00	✓	✓	✓	✓	✓	✓	✓			
Qualicum Beach Chamber of Commerce	Commerce Ambassador Program	\$ 14,250.00	\$ 7,500.00					✓		✓			
Town of Qualicum Beach	Qualicum Beach Airport -Fuel Spill Containment at Aircraft Refuelling Pumps	\$ 15,000.00	\$ 15,000.00					✓		✓			
Spring 2012 Sub-total		\$ 43,700.00	\$ 31,950.00										
FALL 2012				E	F	G	H	Q	P				
Mid-Island Bluegrass Society	Mid-Island Bluegrass Festival 2013	\$ 8,000.00	Denied (RDN paid for electrical upgrade out of operational budget)										
Oceanside Community Arts Council	Marketing the Arts in Oceanside	\$ 5,000.00	Denied	✓	✓	✓	✓	✓	✓				
Lighthouse Country Business Association	Lighthouse Country Village Signs	\$ 5,000.00	Deferred until conclusion of PQBTA re-branding				✓						
North Island Wildlife Recovery Centre	Public Picnic and Rest Area	\$ 14,112.00	Denied		✓								
Qualicum Beach Historical and Museum Society	Museum Analysis/ Feasibility Study for Proposed Expansion	\$ 8,000.00	Denied	✓	✓	✓	✓	✓	✓				
Qualicum Beach Chamber of Commerce	Commerce Ambassador Program (Phase II)	\$ 6,750.00	Deferred to Spring 2013	✓	✓	✓	✓	✓	✓				
Lighthouse Country Business Association	LCBA Trade Show	\$ 3,000.00	\$ 3,000.00				✓						
FALL 2012 Sub-Total		\$ 49,862.00	\$ 3,000.00										
2012 Grand Total			\$ 34,950.00										

2013

SPRING

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas					
				E	F	G	H	Q	P
Arrowsmith Agricultural Association	Coombs Centennial Fair Celebration	\$ 3,000.00	\$ 3,000.00	✓	✓	✓	✓	✓	✓
Innovation Island Technology Association	Digital Qualicum	\$ 5,000.00	\$ 4,000.00					✓	✓

Lighthouse Country Business Association	Lighthouse Country Village Signs	\$	5,000.00	\$	5,000.00				✓		
Nanoose Community Services	Nanoose Community Signage Program	\$	19,000.00	\$	5,000.00	✓					
Oceanside Community Arts Council	MacMillan Arts Centre Centennial Project	\$	5,000.00	\$	5,000.00	✓	✓	✓	✓	✓	✓
Town of Qualicum Beach	Qualicum Beach Airport – Communications Upgrade	\$	15,000.00	\$	15,000.00					✓	
Oceanside Community Arts Council	Oceanside Community Arts Festival	\$	3,250.00		Denied	✓	✓	✓	✓	✓	✓
Downtown Parksville Business Association	Of Course Parksville Downtown has free Wi-Fi	\$	9,000.00		Denied						✓
Resort Drive Events	Party on the Drive	\$	4,300.00		Denied						✓
SunPump Heating Institute	SunPump Industry Launch	\$	13,735.00		Denied	✓	✓	✓	✓	✓	✓
Spring 2013 Sub-Total		\$	82,285.00	\$	37,000.00						
FALL						E	F	G	H	Q	P
Parksville and District Chamber of Commerce	Oceanside Initiatives – – Community Information/ Business Attraction Marketing Strategy	\$	10,000.00	\$	10,000.00	✓	✓	✓	✓	✓	✓
Qualicum Beach Chamber of Commerce	Digital Arts Studio Pilot Project	\$	7,500.00	\$	5,000.00	✓	✓	✓	✓	✓	✓
North Island Wildlife Recovery Association	Gazebo	\$	10,000.00		Denied				✓		
Fall 2013 Sub-Total		\$	27,500.00	\$	15,000.00						
2013 Grand Total				\$	52,000.00						

2014

SPRING

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas							
				E	F	G	H	Q	P		
Oceanside Community Arts Council	Youth Music Drop-In Program and Business of Music	\$	5,000.00	Denied	✓	✓	✓	✓	✓	✓	
Vancouver Island North Film Commission	Building Capacity to Attract the Film and Media Industry	\$	10,000.00	\$	10,000.00	✓	✓	✓	✓	✓	
For the Love of Parrots Refuge Society	The Lavender Cottage	\$	12,005.00	Denied		✓					
Parksville Curling Club	Roof Repair of Curling Rink	\$	15,000.00	Denied						✓	
Innovation Island Technology Association	Start-up 101 – Training Seminar	\$	5,000.00	\$	5,000.00					✓	✓
Arrowsmith Agricultural Association	Arrowsmith Recreation Hall: Septic System	\$	15,000.00	Denied		✓					
Parksville Qualicum Beach Tourism			\$	10,000.00							
											Paid through CWF

Association	Regional Mobile Trail and Tour	\$	15,000.00	pending partnership funding (paid in March 2015)	✓	✓	✓	✓	✓	✓
Spring 2014 Sub-Total		\$	77,005.00	\$	25,000.00					
FALL					E	F	G	H	Q	P
Central Vancouver Island Job Opportunities Building Society	BladeRunners' pilot youth employment program for RDN North	\$	9,889.75	\$	9,889.75	✓	✓		✓	✓
Parksville Downtown Business Association	FUNicular for Downtown Parksville (Feasibility Study)	\$	7,500.00		Denied					✓
CycloTourismBC	CycloTourism Regional Engagement Program for Businesses	\$	15,000.00		Denied	✓	✓	✓	✓	✓
Parksville Curling Club	2014 Junior Curling Championships	\$	3,500.00		Denied					✓
Lighthouse Country Business Association	LCBA - Website	\$	4,000.00	\$	2,000.00			✓		
Fall 2014 Sub-Total		\$	39,889.75	\$	11,889.75					
2014 SUM				\$	36,889.75					

2015

Spring

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas							
				E	F	G	H	Q	P		
Coombs Farmers Institute	Farmers Feed Families	\$	4,000.00	\$	4,000.00	✓	✓	✓	✓	✓	✓
Central Vancouver Island Job Opportunities Building Society	BladeRunners' youth employment program Construction Sector	\$	10,000.00	\$	10,000.00	✓	✓	✓	✓	✓	✓
Oceanside Women's Business Network	Beehive Networking Event	\$	2,500.00	\$	2,000.00	✓	✓	✓	✓	✓	✓
Parksville and District Chamber of Commerce	Regional Business Walks	\$	10,000.00	\$	5,000.00	✓	✓	✓	✓	✓	✓
											pending partnership funding (paid in November 2015)
Town of Qualicum Beach	Qualicum Beach Airport Business Plan	\$	15,000.00	\$	15,000.00					✓	
Qualicum Beach Chamber of Commerce	Economic Impact of Summer Events (Study)	\$	6,371.51	\$	6,371.51					✓	
Spring 2015 Sub-Total		\$	47,871.51	\$	42,371.51						
Fall 2015					E	F	G	H	Q	P	
Qualicum Beach Community, Education and Wellness Society	Vision 2020 Market Development Roadmap	\$	6,000.00	\$	6,000.00	✓	✓	✓	✓	✓	✓
Qualicum Beach Downtown Business Association	Website and Mobile Responsive Design Project		5510.25		5510.25					✓	
Fall 2015 Sub-Total		\$	11,510.25	\$	11,510.25						
2015 Grand Total				\$	53,881.76						

2016

Spring

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas					
				E	F	G	H	Q	P
Central Vancouver Island Job Opportunities Building Society	BladeRunners' youth employment program Landscape/ Construction Sector	\$ 10,000.00	\$ 10,000.00	✓	✓	✓	✓	✓	✓
Coombs Farmers Institute	Mid-Island Growers Guide	\$ 6,500.00	\$ 6,500.00	✓	✓	✓	✓	✓	✓
Parksville and District Historical Society	Parksville Museum Digital Exhibition and Tour	\$ 6,284.02	0	✓	✓	✓	✓		✓
Island North Film Commission	Film Sector Development	\$ 8,400.00	\$ 8,400.00	✓	✓	✓	✓	✓	✓
Oceanside Community Arts Council	Tidal Treasures	\$ 10,500.00	\$ 5,000.00	✓	✓	✓	✓	✓	✓
Lighthouse Country Business Association	Bowser Village Service and Attraction Signage	\$ 3,000.00	\$ 3,000.00				✓		
Spring 2016 Sub-Total		\$ 44,684.02	\$ 32,900.00						

Fall 2016

Applicant	Project Title	Amount Requested	Amount Received	Benefitting Areas					
				E	F	G	H	Q	P
Parksville and District Historical Society	Parksville Museum Heritage Building (2) Ramp Instalations	\$ 3,480.00	0	✓	✓	✓	✓		✓
Town of Qualicum Beach	Old Fire Hall Renovation for Regional Industrial Growth	\$ 19,932.00	0	✓	✓	✓	✓	✓	✓
Town of Qualicum Beach	Develop Airport Land Use Design Concepts	\$ 10,000.00	10,000	✓	✓	✓	✓	✓	✓
Qualicum Beach Historical and Museum Society	Qualicum Beach Museum Powerhouse-Discovery Centre Interactive Display	\$ 4,000.00	4,000					✓	
Parksville and District Historical Society	Parksville Museum Digital Heritage Exhibition	\$ 5,799.23	5,000	✓	✓	✓	✓		✓
Fall 2016 Sub-Total		\$ 43,211.23	\$ 19,000.00						

2016 Grand Total \$ 51,900.00