



Town of Sidney - Economic Advisory Committee
AGENDA
Friday, November 22, 2019 – 10:30 am to 12:00 noon
Arbutus Room, Sidney Town Hall

1. Review and approval of the Agenda
2. Election of Chair and Vice Chair
3. Review and approval of the October 31, 2019 Minutes
4. Review of list of recommendations and actions of the former EDC (attached)
5. Round table – Update of sector events & initiatives
6. Adjournment



Town of Sidney - Economic Advisory Committee

MINUTES

Thursday, October 31, 2019 – 10:30 am

Arbutus Room, Sidney Town Hall

Present: Mayor Cliff McNeil-Smith, Councillor Chad Rintoul, Councillor Peter Wainwright, Annilee Armstrong, Frank Austin, David Calveley, Barbara Cina, Alyssa Gerwing, Stasia Hartley, Rob Hunchak, Natalie King, Deanna Mathewson, Jennifer Michell, Denny Warner

Staff: Randy Humble (CAO), Andrew Hicik (CFO), Paula Kully (recording clerk)

Meeting began at 10:31 am

1. Welcome by Mayor

Mayor Cliff McNeil-Smith opened the meeting by thanking all the committee members for volunteering their time and expertise.

2. Committee Member Introductions

Round table introductions from all committee members, Council and staff present.

3. Overview of the EAC

- a. Primary objectives (as outlined in ToR)
 - The Mayor provided a brief overview of the primary objectives of the EAC as outlined in the Terms of Reference.
 - Information sharing amongst the various organizations represented will be a primary focus to begin with. The Sidney Events Advisory Group (SEAG) was noted as a successful model.
 - Council may refer items to the EAC through resolution.
 - The Mayor provided an overview of the economic development fund established by Council.
 - **Frank Austin requested a list of recommendations and actions of the former EDC.**
- b. Council's expectations: the Mayor advised that Council does not have any specific expectations at this time.

4. Meeting Procedures

- As a select committee, the EAC will follow the guidelines laid out in the Town's meeting procedures policy for committees.
- Minutes of Meetings will not be verbatim but rather, record decisions by resolution. They may also include a "Record of Decisions", which is a list of bullets of important discussion points as identified by the committee.

- Committee member reports should be submitted to the recording clerk prior to the meeting for inclusion in the final minutes.
- Overview of contacts with media by CAO: The recommendation is to have the Chair or Vice Chair refer media requests to the Town.
- Conflict of interest: It is recommend that if a member is not sure about a potential conflict of interest, they should come to the CAO or Council Liaison.

5. Draft Meeting Schedule

- Meeting schedule may change at the discretion of the Chair.
- The Council Liaison will Chair the next meeting until after the Chair is elected.

6. Election of Chair & Vice Chair

- Postponed until next meeting to give members an opportunity to consider and get to know each other better.

7. Roundtable Discussion – Information sharing among different business sectors and organizations

- Members provided a brief overview of their experience.

8. Adjournment at 11:49 am

Next meeting - November 22 at 10:30 am



**Town of Sidney
Economic Development Commission
Project Review 2017 to 2018**

2017

- Finalized a 2017 – 2018 Strategy/Work Plan.
- Established Eco-Counters at four locations in the SBIA area. A semi-permanent unit was installed at Tanner’s Books on June 6, 2017 with a mobile unit being placed at Waterlily Shoes on the same day. Two additional mobile units were placed at Toast Café and the 7-11 on July 27. The Sidney BIA manages the eco counters, which record and provide details on foot traffic patterns in the downtown core.
- Produced a Downtown Retail GAP Study in December 2017 prepared by Urbanics Consultants.
- Enhanced the business section of the Town’s website to make it more user friendly to new and existing business.
- The business registry was expanded in 2017/2018 to include the West side and Harbour Road.
- Developed a video targeted on business retention and attraction.
- Confirmed Council approval of an EduTech sub-committee of the EDC with the intention that the EDC will assist with the organizing of the event.

2018

- Established sub-committees: communications, metrics, transportation, EduTech.
- Creation of EDC website within the Town’s website. This included reorganizing business section, adding relevant information and integrating “Town Folio” statistics.
- Commercial vacancy review: survey completed quarterly. Vacancies consistently less than 4%.
- Research Shoppers Shuttle:
 - Transfer shoppers from west end of town to a series of stops along Beacon Avenue
 - Leverage available spots at Mary Winspear and the new Employee parking lot

- Similar to services provided in El Paseo, California using electric vehicles
- Restricted by type of vehicle that can be used on BC gazetted roadways
- Work in progress with goal to launch pilot in 2019

- Employee Parking lot project: ensure parking lot is well advertised and communicated to local business.
- Eco-counter deployment:
 - Active devices strategically located around the downtown core
 - Measure 'feet on the street' via non-invasive infrared signatures
 - Enables the town and commercial realtors to determine the 'sweet spots'
 - Enables Sidney Events group to assess success of various events along the Beacon Corridor

- Edu-tech Conference re- launched Feb. 15th after a 20 year hiatus with focus on introducing students to prospective employers on the Peninsula. Students could find what skillsets are required while businesses define what exciting careers are available. The event saw 19 Vendors and over 200 students. At events like EduTech, students can explore technologies hands on, and interact with employers in a way that just might spark a brand new life path.

- Two members attended the BCEDA conference in Kelowna.

- Transportation: Working with MLA office and BC Transit to effect change in region.

- Established next steps for 2019:
 - Continue with Shoppers shuttle initiative (cost/benefit analysis needed based on Class 4 drivers per ICBC)
 - Update website with geo-referenced content ala Penticton (Est: \$15K)
 - Engage Urbanics to refine and update data in gap analysis report (Est: \$3000)
 - Support SBIA in establishing an EDO pilot project
 - Support and re-launch Edu-tech fair (Estimated grant of \$2500)
 - Leverage relative strengths of EDC, SBIA, SPCoC, SNSIG and SIPP
 - Promote West Sidney and Harbor road as Centers of Innovation