



Town of Sidney - Economic Advisory Committee MINUTES

Thursday, March 11, 2021 – 10:30 am via Zoom

EAC Meetings are video recorded and posted on the Town's website at:

http://www.sidney.ca/Business/Economic_Advisory_Committee.htm

Present: Brad Edgett (Chair), Councillor Peter Wainwright, Annilee Armstrong, David Calveley, Alyssa Gerwing, Stasia Hartley, Deanna Mathewson, Jennifer Michell, Al Smith

Regrets: Randy Humble – CAO, Frank Austin, Rod Hunchak, Doug Walker

Staff: Andrew Hicik – Director of Corporate Services, Paula Kully – recording clerk

1. Call to Order

Meeting called to order by the Chair, B. Edgett at 10:30 a.m.

The Chair introduced Al Smith the new Executive Director of the Chamber of Commerce. Al provided a brief overview of his experience and expressed his excitement about his new role.

2. Review and approval of the Agenda

Moved by A. Gerwing, seconded by D. Mathewson, that the Agenda be approved as presented.

CARRIED

3. Review and approval of the February 11, 2021 Minutes

Moved by D. Calveley, seconded by J. Michell, that the Minutes of the February 11, 2021 meeting be approved as presented.

CARRIED

4. Council Liaison Report

a. EAC Downtown Merchant Vacancy

Council has decided not to fill the vacancy until renewals.

b. Funding of SBIA's proposal

Council approved the funding request from the BIA for the Business Development Manager. The CAO and Mayor will be meeting with the BIA next week to discuss and draft the MOU. Council also agreed to continue providing SIPP funding.

c. Next steps on the OCP review

Council approved funding for an economic development strategy. An approach report will be brought to council and possibly forwarded to this committee for input. The OCP design charrettes were completed at the end of February. Staff are now working on next steps including the potential for stakeholder workshop on economic development.

5. Roundtable Discussion

- **Annilee Armstrong – homebased business:** Not much new. Everyone is waiting for restrictions to lift.
- **Stasia Hartley – service industry:** Excited to report that for 2 days in a row there have been no active outbreaks in any island care communities. Although provincial rates are high, there were only seven new cases on the island yesterday. Her team is registered for their vaccines. All care home residents are eligible for vaccines regardless of their age.
- **Jennifer Michell – West Sidney:** Participated in the charrettes. A lot of focus on the marine sector in the group she was in.
- **David Calveley – resident at large:** Took part in the OCP charrettes. Encouraged everyone to get involved.
- **Deanna Mathewson – hospitality/tourism:** After a strong January the Shaw Ocean Discovery Centre had a soft February. This was partly due to the snowfall during the Family Day Weekend, which normally would have been very busy. March is ahead compared to last year. This is a good indication that local people are supporting the Centre. The ongoing 10-year strategic planning review is underway and they are in the process of developing public input opportunities. Shout out to the BIA for international women’s day video, which highlighted businesses owned and operated by women in the community. Brad advised that more videos would be produced throughout the year focused on businesses.
- **Al Smith – Saanich Peninsula Chamber of Commerce:** Just started this week and is working hard to familiarize himself with the organization and other partners. He is excited to get to work with the community.
- **Alyssa Gerwing – SEAG:** Family Day Weekend was popular but did not see the numbers that are normal. There has been no SEAG meeting since last year and very few events. The museum has received funding from the province and approval from the Town to replace the flooring in the Museum. As a result, the museum will be closed June, July and August.
- **Councillor Wainwright:** North and Central Saanich are also involved in an OCP process. West Sidney is important to comment on in North Saanich. They are also both doing active transportation plans and it is important to comment on this. Grant in aid funding is on Monday’s agenda. The dollar value of requests is about half of last year but is still more than what we have a budget for. The third cannabis application came before council and is open for public comment.
- **Andrew Hicik – Director of Corporate Services Town of Sidney** The budget was approved last week at a 2.7% increase. The starting point for commercial properties was the 10% reduction from last year.
- **Brad Edgett – Sidney BIA:** The approval of the partnership with the town is very important and they are looking forward to working with the Town. Shannon Toogood, the Business Development Manager, will likely be attending EAC meetings to report out and take part in the roundtable. Morgan is working to prepare for things once they get back to normal. VIHA is using the Winspear Centre as an immunization clinic. Winspear is excited to help and be involved.

6. Adjournment

Moved by A. Armstrong, that the meeting be adjourned at 10:57 am.

Chair

Date