



## Town of Sidney - Economic Advisory Committee MINUTES

**Thursday, February 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](http://www.sidney.ca/Business/Economic_Advisory_Committee.htm)

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**Present:** Brad Edgett (Chair), Councillor Peter Wainwright, Frank Austin, David Calveley, Alyssa Gerwing (arrived at 10:55), Stasia Hartley, Rod Hunchak, Katie Kroeker, Deanna Mathewson, Jennifer Michell, Doug Walker

**Regrets:** Annilee Armstrong

**Guest:** Shannon Toogood, Business Development Manager – Sidney BIA

**Staff:** Randy Humble – CAO, Andrew Hicik – Director of Corporate Services, Paula Kully – recording clerk

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### **1. Meeting called to order by the Chair at 10:34 a.m.**

The Chair opened the meeting by advising that Denny Warner, Executive Director of the Saanich Peninsula Chamber of Commerce has resigned from the Chamber to take a job elsewhere. Chamber President Katie Kroeker is filling in until a new Executive Director is hired. Brad noted the significant contributions Ms. Warner has made to the Economic Advisory Committee and to the community and thanked her for her work and wished her well in her new endeavor.

### **2. Review and approval of the Agenda**

*Moved by S. Hartley, seconded by J. Michell, that the Agenda be approved as presented.*

**CARRIED**

### **3. Review and approval of the January 26, 2021 Minutes**

*Moved by D. Walker, seconded by D. Mathewson that the Minutes of the January 26, 2021 meeting be approved as presented.*

**CARRIED**

### **4. Council Liaison Report**

Councillor Wainwright advised that the two motions put forward by the EAC were discussed at Monday's Council meeting and that Council thanked the Committee for their input and suggestions. He noted that the motion regarding the *Sidney BIA Business Support Initiative – Business Development Manager* had already been referred to budget consideration and that the budget is expected to be approved by the first week of March. Additionally, Council agreed with the second motion to expand the boundaries of the project and the BIA will be asked to do so.

## 5. Presentation by Shannon Toogood, Business Development Manager – Sidney BIA

- Shannon provided an introduction that included that she previously worked for the BIA for approximately three years before completing her master's degree in public administration at UVic and working for the Treasury Board of Canada.
- She has been working on several projects as Business Development Manager including:
  - o Completion of the BCEDA course on business retention and expansion, which has provided a template that she can share with local businesses.
  - o Conducting workshops.
  - o Integrating Executive Pulse software, which has a survey option that could be useful to the EAC as it makes results easy to compile.
  - o Submitted grant applications.
  - o A busy month assisting businesses on applying for grants, subsidies and navigating application processes.
- The BIA has become a member of the Vancouver Island Economic Alliance and is participating in the Island Good licensing program.

## 6. Roundtable Discussion

**Stasia Hartley – service industry:** Currently working on the Breakfast to Remember fundraiser. Homecare continues to be busy. Although the vaccination rollout has been delayed, private homecare agencies are to be part of phase 2. There is still no details on a rollout date.

**Jennifer Michell – West Sidney:** Titan Boats has a new facility being built and they anticipate moving in by April/May. The Canadian government is not putting out tenders at the moment but the international market is good. They expect 2021 to be a difficult year due to the increase in product costs.

**David Calveley – resident at large:** Has had inquiries about doing business on the Island as a result of a webinar he recently gave. Encouraged members to provide input to the OCP review.

**Deanna Mathewson – hospitality/tourism:** After a few busy days at the aquarium, they are revising their crowd control processes. They are looking for a booking reservation system that integrates with website.

**Doug Walker – resident at large:** No changes to report with the people he is working with.

**Rod Hunchak – Victoria Airport Authority:** Currently experiencing the lowest passenger count. Flare airlines is expanding. Service routes will be returning to Victoria in possibly in the spring. VAA is working on integrating rapid testing at the airport. Indications are that post-pandemic this will still be required. Land development proposals are in the works, which may be made public in the next few months. They are significant for the airport as well as the community.

**Katie Kroeker – Saanich Peninsula Chamber of Commerce:** With Denny Warner's resignation, the Chamber is currently recruiting for a new Executive Director. They expect to be interviewing in the next two weeks and hope to have the position filled quickly.

**Frank Austin – marine industry:** is doing well.

**Alyssa Gerwing – SEAG:** Family day weekend will be mostly online. SEAG has not had a meeting since last year. Everyone is adapting as restrictions allow.

**Councillor Wainwright:** Provided a brief review on the budget process. Next meetings are February 16 and March 2. The budget currently includes all external funding requests and would total a 4.5% increase. It is unlikely this will remain the final number as Council works through it. Opportunities for public to comment are still available. He suggested that consideration of renewing our SIPP membership, the BIA funding request, and the proposed economic development strategy might be of interest to EAC members.

**Andrew Hicik – Director of Corporate Services:** Andrew confirmed that the potential budget increase is starting higher than the traditional level of tax increase. Andrew is recommending that tax income should not be too much less as in the long-term, this would lead to a greater tax increase in future years. It is better to phase in an increase over time, as there is a gap to fill due to reduction in taxes last year.

**Randy Humble – CAO:** Randy reiterated the importance of the EAC members participating in the budget deliberation discussions. He recommended watching the presentation to council two weeks ago.

**Brad Edgett – Sidney BIA:** There was a question regarding a delay in the business survey in light of Denny's departure. Brad confirmed that Morgan has reached out to the Chamber and it is not anticipated that there will be delays.

## 7. Adjournment

Moved by Stasia Hartley that the meeting be adjourned at 11:25 am.

  
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Chair, B. Edgett

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March 10, 2021  
Date