



**Town of Sidney - Economic Advisory Committee**  
**MINUTES**  
**Friday, January 10, 2020**  
**Arbutus Room, Sidney Town Hall**

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**Present:** Annilee Armstrong, Barbara Cina, David Calveley, Alyssa Gerwing, Stasia Hartley, Rod Hunchak, Natalie King, Deanna Mathewson Chad Rintoul, Doug Walker, Denny Warner

**Regrets:** Jennifer Michell, Frank Austin

**Staff:** Randy Humble, CAO, Andrew Hicik, Director of Finance, Paula Kully, Recording Clerk

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Meeting called to order by Natalie King, Chair at 10:30 am.

**1. Review and approval of the Agenda**

*Moved by D. Mathewson, seconded by D. Calveley, that the agenda be approved with the addition of #5. EAC members' attendance at Chamber of Commerce Tour of Industry.*

**CARRIED**

**2. Review and approval of the November 22, 2019 Minutes**

*Moved by, D. Warner, seconded by A. Gerwing, that the November 22, 2019 Minutes be approved with a correction in the spelling of Stasia Hartley's last name and a note that David Calveley's documents distributed be attached to minutes of the January 10, 2020 minutes.*

**CARRIED**

**3. Presentation by Denny Warner, Saanich Peninsula Chamber of Commerce (attached)**

- Questions/discussion:
  - Volunteers are long-term volunteers
  - Nonprofits are the largest increase of membership. The Chamber is considering doing governance training to assist this sector.
  - The Chamber has 3 permanent employees and engages 1 to 2 summer students.

**4.a. Sidney SWOT Discussion. (Results attached)**

**4.b. Round table Discussion:**

Rod Hunchak - Airport: At the end of April, Swoop will be flying between Winnipeg and Victoria. The flight is seasonal for 5 months during summer. Victoria Distillers will be opening in the lower hold room as part of phase 2. Councillor Rintoul commended the Airport for incorporating local service providers. The large mounds of earth at the end of the runway will be there another one to two years.

Deanna Mathewson – Shaw Ocean Discovery Centre: The Centre saw a very good end of year. Today is the end of the 5-day closure for maintenance. A new retail manager is coming later this month. The Centre is working in conjunction with Beaty Biodiversity Museum from Vancouver on a new exhibit for the spring,

which will focus on Takaya the lone wolf who lives on a small island near Victoria. The centre is also growing sweet kelp in conjunction with Cascadia Seaweed.

Denny Warner – Saanich Peninsula Chamber of Commerce: The Chamber is currently working with the BIA to resolve the taxi issues around town. They have been in discussions with Wilsons Transportation who will be coming back with options and costs.

Stasia Hartley - Homecare. Stasia is the *Breakfast to Remember* Chair, a fundraiser for the Alzheimer's Society to be held at the Empress Hotel on Thursday, February 27. The keynote speaker is Gregory Marshall and the event will have a marine focus. Stasia will be out of town for the February 14 and March 13 meetings. Paula will arrange for her to conference call into the meetings.

Alyssa Gerwing - SEAG has not met yet this year. The Museum will have family day's events in February and the LEGO exhibit is doing well.

Doug Walker - home-based business: Doug is looking forward to the home office workshop being put on by the Chamber.

Annilee Armstrong: nothing to report

Barbara Cina – Bistro Swiss: Business has been good. She has been thinking of parking issues downtown and suggested angle parking could be introduced by reducing Beacon Avenue to one lane or converting the area to pedestrian friendly.

David Calveley – member at large: Just prior to Christmas, David attended a business conference between Vienna and Southern Germany. He reported that everyone knew about this part of the world.

Chad Rintoul – Councillor: South Island Prosperity Project (SIPP) is doing a presentation to Council on Monday regarding funding renewal. He suggested that in the future the EAC may want to invite SIPP to an EAC meeting.

Natalie King – Sidney Pier Hotel/BIA: The BIA is meeting next Wednesday. From the hotel perspective, Haro's and Georgia Café have sold to 10 Acres. They are currently in the process of a major renovation of the restaurant which should reopen mid-March. January has been the slowest January for the hotel in 5 years. Downtown Victoria is the same. Overall, the market is softening around the region, including Vancouver.

Andrew Hicik advised that the 2020 budget is being presented to Council and the public on January 20th.

**5. Tour of Industry. EAC members to attend the January 31 event:**

- David Calveley
- Stasia Hartley
- Natalie King

**4. Adjournment**

Meeting adjourned at 11:57 am



Saanich Peninsula  
**Chamber of Commerce**



# Presentation to Sidney Economic Advisory Committee

January 10, 2020

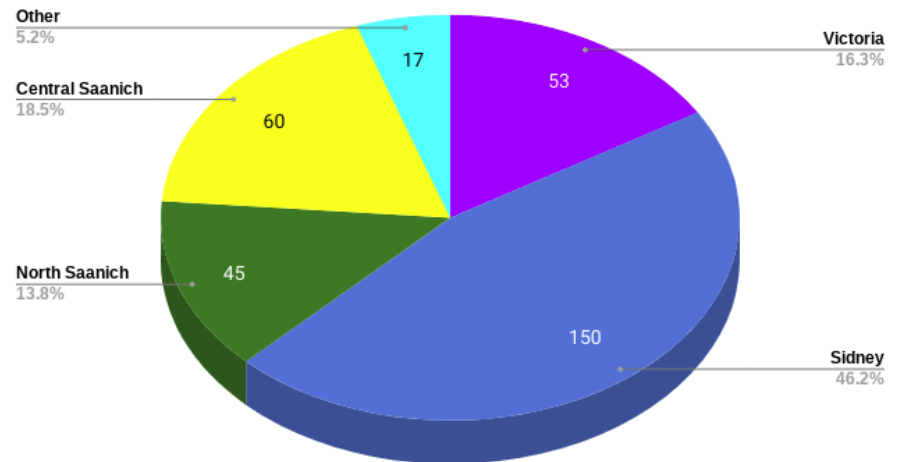
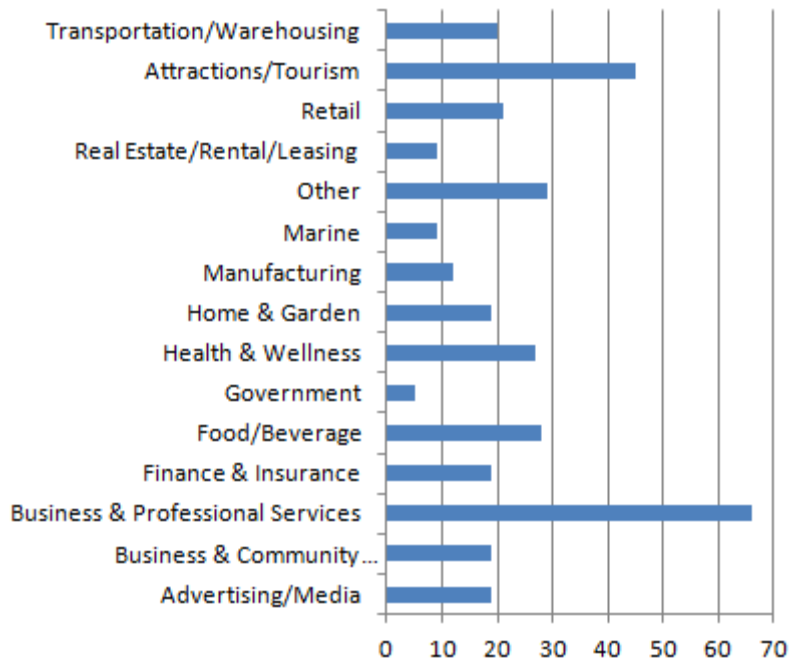
# History of the Saanich Peninsula Chamber of Commerce

- We were organized 108 years ago in 1912 as the Sidney Board of Trade
- In 1947 we incorporated as the Sidney and North Saanich Chamber of Commerce
- In 1983 we expanded to include the District of Central Saanich & became the Saanich Peninsula Chamber of Commerce

# A Sample of our Activities

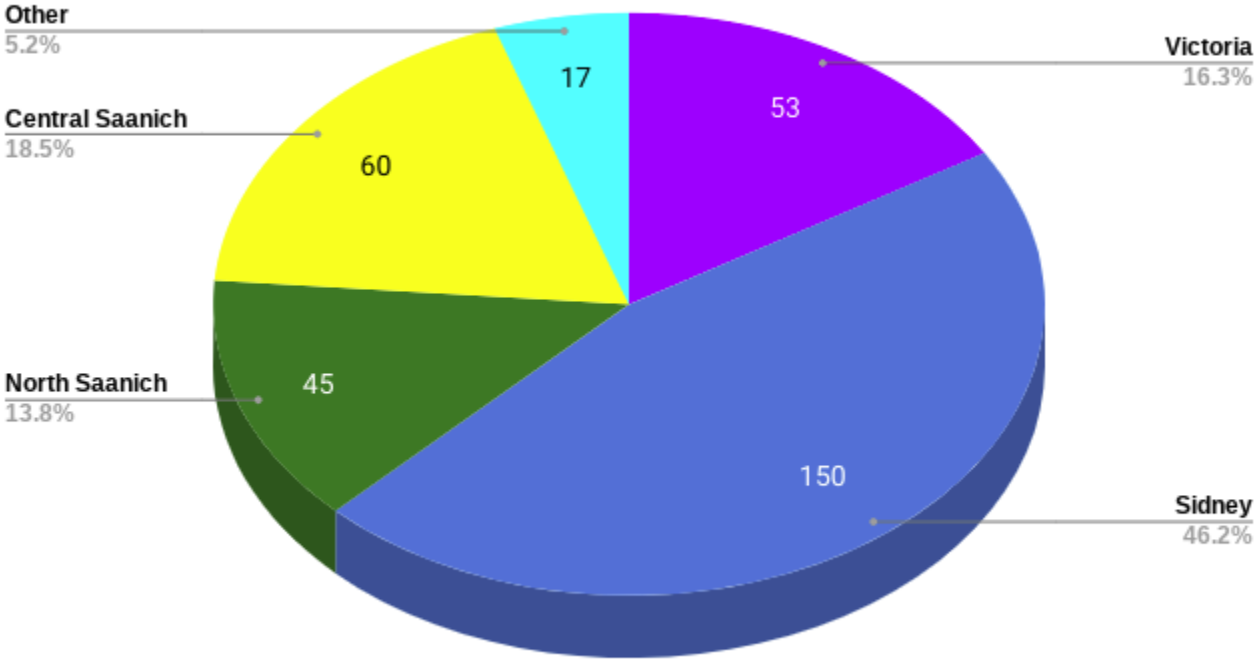
- Flat Map
- New resident packages
- Tour of Industry
- Networking/events
- Crystal Awards for Business Excellence
- Liaise with other Peninsula organizations
- Mayors' Breakfast
- Member discounts, advertising and promotion
- Outdoor kiosk advertising
- Visitor information
- Highway signage
- New business/relocation assistance
- Truck stop
- Advocacy
- Community event promotion
- SNSIG now the Chamber's Peninsula Industry Committee
- YETI and HOW
- Assisting DCS with Keating Business District Implementation Plan

# Membership by Sector




Membership rates have been steadily increasing -we currently have 333 members.

# Membership by Region



# Information Centre History

- In 1985 mobile home moved to site to house the Information Centre & Chamber office
  - Chamber moved office to Sidney in 1991
  - Info Centre renovated 1992 & 1997
  - Info Centre closed in 2013
  - Renovated in 2015, Chamber office relocated back to Pat Bay location and Centre re-opened
  - 2017 Town of Sidney issues RFP for delivery of Visitor Services at Sidney Centre. Chamber does not bid as Pat Bay was not identified as a delivery location
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- 2017-present Chamber focuses on offering information about the Saanich Peninsula to visitors



# The Fun



# Questions?

