



MINUTES
Town of Sidney - Economic Advisory Committee
Tuesday, January 26, 2021
Held via Zoom Videoconferencing

Present: Brad Edgett, Councillor Peter Wainwright, Annilee Armstrong (10:49), Frank Austin, David Calveley, Alyssa Gerwing, Stasia Hartley, Rod Hunchak, Deanna Mathewson (10:49), Doug Walker

Regrets: Jennifer Michell, Denny Warner

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

1. Call to Order

Meeting called to order by Councillor Peter Wainwright in the Chair at 10:30 am.
Councillor Wainwright provided a Territorial Acknowledgment.

2. Review and approval of the Agenda

Moved by B. Edgett, seconded by D. Walker, that the Agenda be approved with the addition of late item #7 Council Referral.

CARRIED

3. Election of new Chair for 2021

- *Councillor Wainwright called for nominations or expressions of interest for Chair of the Economic Advisory Committee.*
- *D. Calveley nominated B. Edgett.*
- *B. Edgett accepted the nomination.*
- *Councillor Wainwright made a second call, a third call and a final call.*
- ***Brad Edgett was declared Chair by acclamation.***

B. Edgett took the Chair and the meeting continued.

4. Election of new Vice Chair for 2021

- *B. Edgett called for nominations for Vice Chair.*
- *D. Walker nominated D. Calveley as Vice Chair.*
- *D. Calveley accepted the nomination.*
- *B. Edgett made a second call, a third call and a final call.*
- ***David Calveley was declared Vice Chair by acclamation.***

5. Review and approval of the November 27, 2020 Minutes

Moved by, A. Gerwing, seconded by F. Austin, that the Minutes of November 27, 2020 be approved as distributed.

CARRIED

6. Introduction and update from new Council Liaison, Peter Wainwright

Councillor Wainwright introduced himself as the new Council Liaison to the EAC and provided a brief introduction. He has served seven terms on council and has a background in professional services consulting.

7. Late Item – Council Referral: Proposal for Sidney BIA Business Support Initiative – Business Development Manager

Councillor Wainwright provided an overview of the presentation to Council by Brad Edgett, Chair of the Sidney BIA and Morgan Shaw, Executive Director and points raised during Council’s discussion of the proposal.

D. Calveley, Vice Chair took over the Chair and B. Edgett provided a presentation and answered questions from the Committee. He explained that as a result of the pandemic, the BIA members have been asking for support in regards to business development and recovery. In response, the BIA Board decided to create business development manager position to assist business. Shannon Toogood was hired to fill this position as she has worked with the BIA in the past and is familiar with the organization and community. Since that time, she and Morgan have been responding to businesses outside of the BIA membership who are also seeking support. The BIA approached the Town to work with the BIA in this regard and provide \$30,000 for the position and \$30,000 for operations and initiatives for a total of \$60,000. This would allow Shannon to reach out to all businesses in Sidney.

B. Edgett left the meeting

Discussion:

- In general, all EAC members support the initiative and feel it will provide benefit the overall Sidney business community.
- The main concerns include:
 - o Oversight of the initiative – it was suggested that the Business Development Manager report to the EAC and attend EAC meetings and that the EAC would in turn report to Council.
 - o Fairness to businesses that are not BIA members – it was suggested that the proposal be revised to include deliverables.

Moved by D. Calveley, seconded by F. Austin, that the EAC see merit in supporting the Sidney Business Improvement Area Society’s funding proposal on an interim basis of 12 months with a re-evaluation after 6 months.

CARRIED

Moved by D. Walker, seconded by D. Calveley, that consideration be given to expanding the deliverables of the Sidney Business Improvement Area Society’s funding proposal, particularly in respect to businesses outside the BIA area and that oversight be provided by the EAC.

CARRIED

B. Edgett returned to the Chair.

8. Roundtable Discussion

- F. Austin: marine business is still under lockdown but is doing ok.
- D. Walker: some homebased business are doing very well, while others in the travel, tourism personal services are struggling.
- D. Calveley: attended an excellent presentation at Sidney Breakfast Club about the marine industry from SIPP. Recently provided a webinar for an international group of CEOs from Mexico. If anyone is interested in seeing it, David will share the video.
- A. Gerwing: there are not many events happening. Family day is shifting to online and details will be provided shortly.
- S. Hartley: homecare industry is busy. The annual Breakfast to Remember will be virtual and will feature guest speaker Colonel Chris Hadfield on March 4.
- R. Hunchak: the situation with the airport is very dismal. The land leases are keeping the airport going. They are close to signing two new leases within the next couple of months that will provide new jobs. The VAA will be issuing an announcement about the Rick Hanson award they recently won and they are still looking into rapid testing at the airport.
- A. Armstrong: talking to homebased business who feel there is a disconnect with home and downtown businesses. They are happy that BIA proposal will address this. Annilee will forward suggestions to Morgan.
- D. Mathewson: the Aquarium has seen a fair number of visitors from out of province. They had a weekend that was on par with a January weekend last year. The Board is kicking off a 10-year strategic planning session. Canada summer jobs grant applications this year are difficult, as they aren't sure what they will be able to do during the summer.
- R. Humble: update on the construction industry, which is doing well. The past year building permit values were \$75 million, which eclipsed last year by \$25 million. This was mainly due to multi-family residential / mixed use building. The real-estate market in Sidney is booming as well. Sidney continues to be an attractive place to live.
- A. Hicik: the budget presentation is on Monday, February 1st with the first consideration by Council on February 16. Final deliberations are March 2. The Safe Restart Grant will help offset cuts in business tax.
- B. Edgett: Morgan is currently compiling the holiday season stats. Overall, some businesses had a robust season. Brad will report to the EAC once final date is compiled. The Mary Winspear Centre is doing little to nothing. They are looking to see what happens on February 6 with provincial restrictions and hoping to get back to where they were before in regards to arts and entertainment.

Meeting dates are changed to the second Thursday of the month at 10:30 am. The next meeting will be Thursday, February 11 at 10:30.

9. Adjournment

D. Walker moved to adjourn the meeting at 12:02 pm.