



DISTRICT OF SOOKE
Committee of the Whole Minutes
Meeting held January 18, 2016
at 7:00 pm in
Council Chamber, 2225 Otter Point Road

COUNCIL PRESENT

Acting Mayor Kerrie Reay
Councillor Bev Berger
Councillor Rick Kasper
Councillor Ebony Logins
Councillor Brenda Parkinson
Councillor Kevin Pearson

STAFF PRESENT

Teresa Sullivan, Chief Administrative Officer
Bonnie Sprinkling, Corporate Officer
Brent Blackhall, Deputy Director of Finance
Tina Hansen, Corporate Assistant

ABSENT: Mayor Maja Tait

1. **Call to Order**

The meeting was called to order at 7:01 p.m.

2. **Approval of Agenda**

MOVED to approve the agenda as circulated.

CARRIED

3. **Presentation: Sooke Region Chamber of Commerce Operational Plan 2016**

Kerry Cavers, President Sooke Region Chamber of Commerce provided a powerpoint presentation and overview of the Chamber's Operational Plan for 2016. Ms. Cavers reported that the 2016 Board of Directors is comprised of twelve engaged individuals that have expertise in the areas of real estate, education, architecture, technology, hospitality, tourism, marketing and manufacturing. They believe that Sooke has a lot to offer to its residents and visitors in terms of its natural beauty and its unique character and they want to see the community thrive.

Ms. Cavers overviewed the Sooke Region Chamber of Commerce' 2016 strategies that fall under the following economic development categories:

- Improve efficiency of existing firms
- Improve ability to retain and capture dollars:
- Attract new basic employers
- Encourage business formation
- Increase Provincial and local funding

The strategies include business education, shared services, a loyalty rewards program to the "Better Buy Sooke" campaign, and events such as "Sooke-tastic" and Sooke Sunday Car Lot. Ms. Cavers advised that the Chamber has one Director dedicated to seek out provincial and local funding for Sooke. Ms. Cavers reviewed a number of other planned projects and initiatives advising that it is important to continue to promote the Sooke brand "Wild by Nature" both within the community and elsewhere. The Chamber

looks forward to working with community stakeholders including the District of Sooke with its Operational Plan for 2016.

The Committee took the opportunity to thank Ms. Cavers for her presentation and thanked the Executive members for attending the meeting.

Council discussion:

- The Committee noted the exciting program put together by the Chamber for the upcoming year
- The Committee noted the importance of Sooke's fishing industry and the benefit to holding events such as the Salmon Festival and the Sooke Salt Water Series to bring in tourism dollars in particular during the slow season
- Discussion as to the Chamber working with local business to create/improve store fronts
- Discussion as to the Chamber's Resident Re-location package which provides information on Sooke to help draw people to the community

4. **Royal Roads University Developing a Destination Framework Project for Downtown Sooke: Summary Report**

Council discussion:

- Discussion as to the importance of the Royal Roads University Summary Report and its contents; well thought-out information and ideas have been provided by the students
- Look at discussing the information in the Report and incorporating some things into Council's Strategic Plan; look at a way of moving forward with some of the ideas
- Look at using the Report and including it as a resource during the review of the District's Official Community Plan
- Having the Chief Administrative Officer review the Royal Roads University Report to see how items in the document could fit in with Council's Strategic Plan

Teresa Sullivan reported that she plans to get the stakeholder community together in the near future in order to broaden the scope and grow momentum as everyone has the interest of the community at heart and wants to see the town core developed. In order to do this we need to engage our stakeholders.

5. **Public Input: Current Issues**

Ellen Lewers, Sooke resident addressed the Committee and asked Council to remember the Vision and Guiding Principles in the District's *Official Community Plan* and not to lose sight of the Vision when incorporating the information into a plan. Ms. Lewers also advised that the community stakeholders are the residents of Sooke and businesses and we need to include everyone.

Dr. Steve Grundy, Vice President of Academics Royal Roads University commented as to the Royal Roads University Summary Report. Mr. Grundy advised that Mr. White and the University students are hoping to make the report more solid and are keen on pursuing the project and working with the District to make it real.

6. **Adjournment**

The meeting was adjourned at 7:28 p.m.

Certified Correct:

Kerrie Reay
Acting Mayor

Tina Hansen
Deputy Corporate Officer