

AGENDA FOR THE REGULAR
NANAIMO ECONOMIC DEVELOPMENT COMMISSION MEETING
TO BE HELD IN THE BOARD ROOM, CITY HALL,
ON THURSDAY, 2010-JUN-17, COMMENCING AT 3:00 P.M.

1. **CALL THE REGULAR NANAIMO ECONOMIC DEVELOPMENT COMMISSION MEETING TO ORDER:**
2. **INTRODUCTION OF LATE ITEMS:**
3. **ADOPTION OF AGENDA:**
4. **ADOPTION OF MINUTES:** *Pg. 3-5*
 - (a) Minutes of the Regular Nanaimo Economic Development Commission Meeting held in the Board Room, City Hall, on Thursday, 2010-MAY-20 at 3:00 p.m.
5. **PRESENTATIONS:**
6. **DELEGATIONS PERTAINING TO AGENDA ITEMS: (10 MINUTES)**
7. **CHAIR'S REPORT:**
 - (a) Information re: Hoverflight company
 - (b) Follow up to inaugural meeting – prioritize list of initiatives
 - Commuter train
 - Passenger ferry between downtown Nanaimo and downtown Vancouver
 - Hotel attraction
 - Identifying available incentives for SMEs in different sectors
 - Business retention and expansion
 - Market Nanaimo's competitive advantages
 - Improve broadband connectivity
 - Ensure suitable building space for technology companies
 - Partner with Snuneymuxw First Nation on future opportunities
 - Expand aboriginal tourism opportunities on Newcastle Island
 - Create a more cooperative approach to tourism, and reduce silos
 - Help Nanaimo/Vancouver Island become more self-sufficient
 - Build on Nanaimo as a gateway to Vancouver Island
 - Help seek out capital and investors for SMEs
 - Better market Nanaimo to international markets
 - Properly manage coastal resources
 - Maintain support for the housing/construction industry

8. **ECONOMIC DEVELOPMENT DEPARTMENT STAFF UPDATE:**
9. **OTHER BUSINESS:**
10. **DELEGATIONS PERTAINING TO ITEMS NOT ON THE AGENDA:
(10 MINUTES)**
11. **QUESTION PERIOD:** *(Agenda Items Only)*
12. **ADJOURNMENT:**

MINUTES OF THE REGULAR NANAIMO
ECONOMIC DEVELOPMENT COMMISSION MEETING
HELD IN THE BOARD ROOM, CITY HALL,
ON THURSDAY, 2010-MAY-20 COMMENCING AT 3:00 P.M.

PRESENT: Mayor J. R. Ruttan, Chair

Members: Councillor D. K. Johnstone
Councillor M. W. Unger
Chief Douglas White
B. Bennie
J. Green
R. Grey
A.J. Hustins
T. Knight
J. Pink
G. Scobie
D. Slowski

Absent: Chief Douglas White
R. Nilson
M. Jenkins

Staff: A. C. Kenning, City Manager
I. Howat, Director of Legislative Services
A. Manhas, Research & Information Analyst
K. Ferland, Economic Development Coordinator
J. Ford, Destination Marketing Coordinator
E. Williams, Manager, Sports Tourism & Outdoor Events

1. CALL THE OPEN MEETING TO ORDER:

The Regular Nanaimo Economic Development Commission Meeting was called to order at 3:00 p.m.

2. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted. The motion carried unanimously.

3. ADOPTION OF MINUTES:

It was moved and seconded that the Minutes of the Regular Economic Development Commission Meeting held in the Board Room, City Hall on Monday, 2010-APR-15 at 3:00 p.m. be adopted as amended. The motion carried unanimously.

4. CHAIR'S REPORT:

(a) Economic Development Strategy Review (EDCD Consulting)

The Commission accepted the outlined approach to developing a new economic development strategy, as presented by EDCD Consulting. The following milestones were outlined in the project overview:

Phase 1: Project Set-Up

- Introduce team
- Define project expectations and goals
- Launch project website
- Develop online survey
- Collect data and review previous work
- Meet with Nanaimo team
- Develop list of focus groups
- Investment Readiness Assessment

Phase 2: Community Analysis

- Demographic & economic trend analysis
- Economic base analysis
- Labour force analysis
- Analysis of target sector/market industries
- Launch of public and business survey
- Focus groups

Phase 3: Strategic Plan Development

- Review and analyze consultation & survey
- Draft economic development plan
- Draft implementation plan
- Prepare financial estimates and timelines for each

Phase 4: Launch Activities

- Present strategy to the advisory group
- Present strategy to council (if required)

5. ADJOURNMENT:

It was moved and seconded at 4:32 p.m. that the meeting terminate. The motion carried unanimously.

C H A I R

CERTIFIED CORRECT:

DIRECTOR,
LEGISLATIVE SERVICES