

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