

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