

## **Central Saanich Economic Development Advisory Committee (EDAC)**

**Final Report: Nov 28, 2016**

### **Background**

Serving as an advisory group to council, the EDAC's mandate was to advise and assist Council in pursuing the formation of an economic development function for the municipality of Central Saanich. The 15 member EDAC scheduled monthly meetings between June, 2015 and November, 2016. At the present time, the committee is comprised of 12 active members including the council liaison.

### **Processes Undertaken**

The steps undertaken by the committee were as follows:

- Reviewed the terms of reference, elected a chair and distributed a survey questionnaire (similar to a SWAT analysis) prepared by Councilor Cormier.
- Completed the survey, summarized the results, and condensed and prioritized the responses.
- Approved the final priority ranking of the survey and submitted an interim report to Council.
- Examined the purpose and potential roles for a permanent Economic Development Advisory Committee.

In addition, the committee heard a presentation by Mark Crisp of Stantec Consulting on the Keating Business Corridor Analysis and reviewed a demographic profile of the municipality.

### **Priority Ranking Survey Results**

The initial survey results were condensed into 7 categories. Since all categories were deemed to be important, no attempt was made to prioritize them. The categories are:

- Overarching principles of Economic Development in Central Saanich
- Image of our Planning Department for Municipal Processes
- Tourism
- Transportation
- Core Commercial Areas
- Agriculture

- Communications

The results of this were presented to Council Tuesday, October 11. (See detailed results reported in the Minutes of the EDAC meeting of June 9, 2016.)

### **Proposed Next Steps**

The current mandate of this EDAC will end as of December 31, 2016. The committee recommends that:

- Council should change the temporary status of the Economic Development Advisory Committee to a permanent status.
- Membership of the EDAC should be 7-9 members, representing such stakeholders as First Nations, business, agriculture, education, health care, seniors, and others with a stake in the economic development of Central Saanich. A quorum would consist of half of the members plus one.
- The EDAC should meet every other month (6 times per year) with sub committees to meet as needed.
- The Goal of the EDAC would be to promote long-term sustainable economic growth of Central Saanich.

### **Duties and Responsibilities of the EDAC could include:**

1. Serve as a liaison between the local businesses and council, business, service & community groups and regional economic development groups.
2. Update the existing community business profile for ancillary purposes and encourage appropriate symbiotic opportunities that are currently not in Central Saanich.
3. Develop an Ambassador program with a welcome package to attract new businesses and/or help to retain existing businesses.
4. Provide advice to Council's Strategic Planning process concerning proposals that may have regional economic impact.

It was agreed that while economic considerations were a part of other Central Saanich committee's work, EDAC would have a unique role in examining the economic impact of proposals and initiatives on the community as a whole and in relation to the economic, social, and environmental values and principles as set out in the Central Saanich Official Community Plan.