



ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

TERMS OF REFERENCE

Background

The Community Protective Services and Facilities Committee (CPS&FC) mandate currently includes economic development, tourism promotion, community group liaison, education and public health/welfare.

In general, the primary goal of economic development is Improving the economic well-being of the community and region through job creation and retention, tax base enhancements and the improvement of quality of life and policies and programs enacted by government and other entities to meet broad economic objectives, to provide community infrastructure and to improve the business climate through special efforts (e.g. business finance, marketing, neighbourhood development, business retention and expansion, technology transfer and real estate development).

Economic Development should:

- Not duplicate existing advisory committees roles e.g. PAC and AAC and external organizations work in the community and region
- Address health, social and environmental well being of community, e.g. health initiatives originating from presentations by paramedics
- Enhance arts and culture – e.g. music in the park
- Utilize volunteer groups to augment limited resources – e.g. complete research, determine grant availability
- Identify marketing opportunities for existing business areas
- Involve outreach to businesses via surveys; an EDAC could then identify issues and elevate to Council
- Include Official Community Plan updates specifically related to economic development e.g. taxation
- be anything relevant to District that is related to economic activity
- Improve long-term sustainable economic well being of community and region
- Be anything to put efforts toward job creation
- Promote collaborative partnerships at a local, regional and provincial level

The relationship of the Economic Development Advisory Committee (EDAC) to the Community Protective Services and Facilities Committee (CPS&FC) is that the CPS&FC's mandate currently includes

economic development, tourism promotion, community group liaison, education, and public health/welfare.

Mandate

The one-year mandate of the Economic Development Advisory Committee (EDAC) is to advise and assist Council in pursuing the formation of an economic development function for the municipality and to concurrently advise and assist Council in carrying out the corporation's strategic plan by providing guidance in the development and monitoring of the Corporation's economic development initiatives.

As Council agrees on priorities for the District, EDAC would work on applicable projects related to economic development identified in the District's Strategic Plan (e.g. currently, growth containment servicing, Saanichton Village Plan, etc.) and any other priority projects referred to EDAC by Council.

Membership

Membership shall consist of a Council liaison and alternate and the following stakeholders:

- Agriculture and farming, industrial, tourism, hospitality, retail and service, housing (seniors, affordable, social) sectors
- Health care
- Commercial and home-based businesses and community associations from Saanichton, Brentwood Bay and Keating areas;
- Provincial, federal, First Nations, local government (Council appoint a liaison with alternate), regional governments
- Economic development agencies/associations
- Community residents (two at large members)
- Marketing sector
- Schools/post secondary institutions
- Social and environmental NGOs
- Real estate market
- Arts and culture sector

For the organizations/groups identified in the above areas, Council would invite stakeholders to sit on EDAC the first year to gauge strengths, weakness and opportunities using indicators such as the Victoria Foundation (Vital Signs) and the Greater Victoria Development Council (e.g. data regarding businesses open, closed annually) to assist in identifying projects, and confirm who stakeholders should be.

Consideration will have to be given to a geographic representative balance on EDAC, and to the size of the Committee.

Members of staff, including staff from the Administration department, shall provide administrative support.

Duties and Responsibilities

The committee is being formed for one year to provide input to Council on the potential shape of a future economic development function for Central Saanich while concurrently providing comment to Council on items referred to them during their one year. To assist in determining the future of an economic development function for Central Saanich, the Committee may wish to provide input and advice to Council regarding the following questions:

1. What is the relationship of an EDAC to land use planning, community enhancement, social and environmental wellbeing?
2. What is the relationship of an EDAC to Peninsula Agricultural Committee (PAC), the Agricultural Area Plan and the local Agricultural Advisory Committee?
3. What are the goals and objectives of an Economic Development Advisory Committee (EDAC) in Central Saanich? And how will we measure and recognize results?
4. What is the lifetime, duration and meeting frequency of this Committee?
5. How much will it cost to operate this Committee (staff time and resources)?

In addition, the Council of the District of Central Saanich may refer to the committee items related to its Strategic Plan including:

- Revitalization and infrastructure opportunities
- Keating business area zoning
- Land use policy development – C1+ zoning amendments; Saanichton Village development guidelines
- Infill densification
- Regional growth strategy
- Other items as referred to the Committee by Council from time to time

EDAC may provide input and make recommendations to Council regarding initiatives which are not necessarily within their mandate

Meetings

- a. The Committee will meet monthly from September to June, with additional meetings at the call of the Chair. The rules of order shall be the same as those outlined for local government in the *Community Charter, Local Government Act* and Robert's Rules of Order.
- b. A quorum consists of five (5) members of the committee.
- c. A Chair shall be elected at the first meeting of the committee.

Status and Authority

The committee is an advisory group of Council only.