
District of Lantzville
REPORT TO COUNCIL

Regular Council Agenda Item
July 24, 2017

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AUTHOR: Ronald Campbell, CAO
SUBJECT: Economic Development Strategic Plan and Community Branding
Select Committee Terms of Reference & Grant Applications

RECOMMENDATIONS

THAT Council approves the terms of reference for the Economic Development Strategic Plan and Community Branding Select Committee; AND FURTHER THAT Council appoints [*insert one Council member name*] to represent Council on the committee; AND FURTHER THAT Council authorizes staff to advertise for the other committee representatives as outlined in the terms of reference; AND FURTHER THAT staff provide all applications to Council at a closed meeting for Council's review and appointment to the select committee.

THAT Council authorizes staff to submit applications to the Island Coastal Economic Trust for grant funding for the economic development strategic plan and to the BC Rural Dividend Program for the Community Branding project and for funding for a temporary Economic Development Officer. *

*Note: the next intake for this grant funding is in the fall if the program is still provincially funded.

ALTERNATIVES

THAT Council amends the Economic Development Strategic Plan and Community Branding Select Committee terms of reference by [*insert description of changes*].

THAT Council not establish a select committee for the economic development strategic plan and community branding project.

THAT the Economic Development Strategic Plan and Community Branding Select Committee, once appointed, develop their terms of reference for Council's consideration.

ATTACHMENT(S)

1. Proposed Economic Development Strategic Plan and Community Branding Select Committee terms of reference.

PURPOSE

For Council to consider the establishment of a select committee for the economic development strategic planning and community branding project, approval of a terms of reference, and applying for grant funding.

BACKGROUND

During its strategic planning process Council identified the need for an economic development strategic plan and community branding as strategic priorities. Both of these initiatives were referred to the Chief Administrative Officer once recruited as priorities for implementation.

DISCUSSION

The new Chief Administrative Officer commenced employment with the District on April 10, 2017. At Council's June 5, 2017 Committee of the Whole meeting, Council discussed the deliverables expected from each of the initiatives. As well, consideration was given to the benefits/drawbacks of combining the two projects into one. The general consensus was that due to the extensive public consultation and outreach for the ongoing Official Community Plan update and Water Master Plan that: it would be unreasonable to initiate two new separate initiatives requiring extensive public involvement and therefore prudent to combine the two projects. In addition, it was felt that combining the two would be less expensive and it was likely that a consulting firm would be able to undertake both projects. The establishment of a select committee for the economic development strategic plan and community branding project would provide valuable public input for the consultant and would be of assistance to Council and staff throughout the project.

FINANCIAL IMPLICATIONS

Council included \$57,500 in the 2017 budget for the Economic Development Strategy and \$25,000 in the 2017 budget for Community Branding. It is anticipated that \$30,000 may be realized from an Island Coastal Economic Trust grant. In addition, there is potential funding from the BC Rural Dividend Program for community branding and funding for a temporary Economic Development Officer.

COMMUNICATION STRATEGY

Will be provided as part of the successful proponent's proposal.


STRATEGIC PLAN ALIGNMENT

These are two of Council's Strategic Priorities.

SUMMARY

The development of an economic development strategy and community branding are two of Council's Strategic Priorities. If Council wishes to establish a select committee to provide public input and assistance through the process of development of these priority projects, it would be timely to consider establishment of the committee now and its terms of reference. It would also be timely to authorize staff to apply for grants available to assist the District in the development of an economic development strategy and community branding.

Respectfully submitted,



Ronald Campbell, CLGM
Chief Administrative Officer

Reviewed By:

Chief Administrative Officer		Director of Financial Services		Director of Public Works		Director of Corporate Administration	
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Economic Development Strategic Plan and Community Branding Select Committee Terms of Reference

1. Committee Purpose

1.1. The purpose of the Economic Development Strategic Plan and Community Branding Committee is to:

- provide the consultant(s) with periodic input and feedback during the economic development strategic planning and community branding process;
- assist staff and the consultant(s) with reviewing information provided by the consultant;
- advise Council on matters relating to the development of an economic development and community branding strategy in accordance with the terms of reference.

2. Duties

- 2.1. Assist staff in the selection of the consultant(s) for recommendation to Council.
- 2.2. Provide advice and input into the consultation processes. (Community outreach, workshops, charrettes, interviews, stakeholder meetings, etc.)
- 2.3. Assist the consultant(s) in setting priorities within the approved Consultant(s)' Scope of Work.
- 2.4. Generally, provide assistance and support to the consultant(s) in achieving the outcomes established in the approved Consultant(s)' Scope of Work.
- 2.5. Working with staff to ensure that the strategic planning process achieves its objectives within its time frames and budget.

3. Membership and Term

3.1. The Committee is comprised of seven voting members appointed by Council, as follows:

- One member of Council.
- One member from the Village Core commercial sector.
- One member from the industrial park.
- Three community residents of the District of Lantzville.
- One member from the development community.

3.2. Consultant. (Non-voting)

3.3. One staff member appointed by the Chief Administrative Officer. (Non-voting)

3.4. Other staff members, as required. (Non-voting)

3.5. The Committee shall, at the first meeting, appoint from its members a Chairperson and alternate who shall preside at all meetings.

3.6. The Committee will serve until Council has adopted the economic development and community branding strategic plans, or as determined by Council.

4. Operations of the Committee

4.1. Meeting Schedule

- 4.1.1. The Committee shall meet, as a minimum, on the first Tuesday of each month, or as required.
- 4.1.2. Committee meeting will commence at 6:00 pm in the District Council Chambers.
- 4.1.3. The order of business will be as established by the appointed staff member.

4.2. Minutes and Agendas

- 4.2.1. Agendas will be prepared and distributed to the Committee members by the staff member at least three days prior to the Committee meeting.
- 4.2.2. A committee clerk as appointed by the Director of Corporate Administration will take minutes. Draft minutes will be placed on the next Committee meeting agenda. Once Committee minutes are adopted they will be placed on the next Council meeting agenda for receipt.
- 4.2.3. Any recommendations requiring Council approval will be submitted to Council in the report/recommendation format prepared by the appointed staff member.

4.3. Procedure

- 4.3.1. The Committee rules of procedure will be those set out in the Council Procedure Bylaw.

4.4. Scope

- 4.4.1. The Committee will only consider matters pertaining to the approved Consultant(s)' Scope of Work or matters referred to it by Council, and the Chief Administrative Officer.

4.5. Time Limits

- 4.5.1. Committee meetings shall not exceed two hours in duration, unless the time is extended by unanimous vote of the Committee.

5. Authority

- 5.1. The Committee does not have the authority to financially encumber the Council in any way.
- 5.2. The Committee does not have the authority to directly change bylaws or policies.
- 5.3. The Committee does not have the authority to direct the work of staff.