

**MINUTES
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**

Held at Saanich Municipal Hall, Committee Room 2 and via MS Teams
770 Vernon Avenue

Thursday, November 21, 2024 at 5:36 p.m.

Present: Councillor Zac de Vries (Chair), Jesse O'Neill-Bains, Patrick Marshall, Raymond Chan, Robert Wickson (via Teams), Rachid Ouache (via Teams), Tim Petropoulos and Victoria Shannon

Staff: Mitchell Edgar, Economic Development Manager and Colton Whittaker, Committee Clerk

Guests: Kristi Fairholm Mader, Director, Innovation and Initiatives, Scale Collaborative

Regrets: Amber Hockin, Jason Arruda and Richard Michaels

ADOPTION OF MINUTES

MOVED by R. Chan and Seconded by J. O'Neill-Bains: "That the Minutes of the September 26, 2024 Economic Development Advisory Committee meeting be adopted as circulated"

CARRIED

SCALE COLLABORATIVE

The Director, Innovation and Initiatives from Scale Collaborative gave a presentation (PowerPoint on file), and the following was noted in response to questions and during committee discussion:

- Scale Collaborative's vision is a thriving, connected, and financially resilient social change sector, and the organization consists of the following initiatives: Thriving Non-Profits, Scale Consulting, Thrive Impact Fund, and Scale Institute.
- Significant shifts are happening, prompting questions about what municipalities can do to create an enabling environment for non-profits and social enterprises to thrive.
- Financial independence for non-profits shifts their focus from funders to serving the community better.
- Scale Collaborative partners with and receives funding from community foundations, credit unions, governments, and other organizations.
- Scale Collaborative works to address gaps in the non-profit sector to support organizational success.
- The Dock venue in downtown Victoria, owned by Scale Collaborative, is a revenue-generating operation that serves the community.
- Scale Collaborative's initiatives are expanding across Canada.

- Success in the social, cultural, and arts sectors often relies on effective management structures and a willingness to pursue funding.
- The development of Thriving Non-Profits focused on ensuring long-term sustainability.
- Scale Collaborative offers recommendations on building capacity in property management, income generation, communications strategies, and operational sophistication for non-profits and social enterprises.
- There has been a noticeable shift in for-profit businesses incorporating social aspects into their operations.
- Scale Collaborative works with approximately 130 organizations annually.
- Global uncertainties are increasing the demand for non-profit services.
- An upcoming transition of wealth presents opportunities for non-profits to attract legacy investments and strengthen their financial resilience.
- Increased financial capacity allows organizations to better weather economic challenges.
- Scale Collaborative is working to eliminate the notion that the economy is divided into money-making and social-good sectors, fostering collaboration between the two.

***The Director, Innovation and Initiatives from Scale Collaborative exited the meeting at 6:41 p.m.

ECONOMIC DEVELOPMENT UPDATE

The Economic Development Manager gave a verbal update on the ongoing Economic Development initiatives. The following was noted:

- An Economic Development Coordinator has been hired.
- The new Economic Development Coordinator will focus on business retention and expansion, as well as building engagement with the local business community through content marketing, web, social media, and other initiatives.
- The District of Saanich is a member of the Vancouver Island South Film and Media Commission.
- Implementation of a Customer Relationship Management (CRM) system is underway to support economic development.
- The new CRM will support the business visitation program in Saanich.
- The Circular Economy Accelerator is a new program by the Synergy Foundation and Saanich has committed to signing up 14 businesses in 2024/2025.
- Identifying parcels suitable for hotel development in Saanich is included in the District's Economic Development Strategy.
- Starting December 1st, Saanich will become a member of the Intelligent Community Forum (ICF).
- ICF membership includes participation in the Community Accelerator program, which offers a series of online seminars about intelligent communities.

The following was noted in response to questions and during committee discussion:

- CRMs are valuable for preparing reports and providing metrics to demonstrate impact.
- The committee expressed interest in receiving more information about the online ICF seminars as they become available.

- Participation in initiatives like ICF presents an opportunity for Saanich to demonstrate leadership in innovation and sustainability.
- A backgrounder on intelligent communities is being developed.
- The next Top 21 Communities event for ICF will take place in Hamilton, Ontario.
- The 2026 Worldwide Summit for ICF will be hosted in Columbus, Ohio.
- A community profile for the District of Saanich is expected to appear on the ICF website within the next month.
- Committee members were encouraged to contact the chair with ideas for future meeting items.

ADJOURNMENT

The meeting adjourned at 7:23 p.m.

Councillor Zac de Vries, Chair

I hereby certify these Minutes are accurate.

Colton Whittaker, Committee Clerk