

RURAL ISLANDS ECONOMIC PARTNERSHIP

COVID-19 RESPONSE & RECOVERY WEBINAR – OUTCOMES – April 23, 2020

Today's WEBINAR will include updates from **Cortes, Pender and Quadra Islands**

- Key challenges each Island is facing
- Recent actions taken to support island economic response and recovery
- Most effective communication tools being utilized
- Advocacy and/or coordination with local government
- Share a personal reflection or 'good news' story

Plus, **Virtual Tourism Roundtable**, presentation on **Assessing the Digital Economy, Advocacy Update** and an update about the **INFO HUB and Islands Gift Directory Launch**.

A. Adam McKenty– Cortes Island Community Economic Development Commission

- Loss of tourism season
- CERB is assisting tremendously
- Many businesses have been flatlined
- Have been organizing calls with outside experts, most recently with Tourism Vancouver Island
- General community organizing work, community investment co-operative developed, business development and training series,
- Using survey monkey, conducting surveys
- Community Zoom town halls to provide updates which have been broadcast on local radio station, advertised on cortesland.com, three conducted so far,
- Working with Regional Director and Staff to co-ordinate response on Cortes Island
- Good news story – pandemic has accelerated work that was already underway

B. Ian Elliott – Pender Island Community Economic Sustainability Community Commission

- Complete slowdown of entire local economy, coping has been a challenge for the community, tourism has been impacted, real estate and construction less so, post office open with lots of mail coming through, Island Savings operating 2 days per week only, retired community staying home as much as possible
- Go Fund Me to raise bridge funding for local business
- Developing economic recovery plan
- Community resource centre has been resource hub
- Direct call centre for personal shopper and other services
- Individual outreach
- Liaising with partner groups and agencies
- Good news story – a number of businesses have adjusted their models to continue to service the community

C. Mark Lasby – Quadra Island --Discover Islands Chamber of Commerce

- Chamber represents Quadra and Cortes
- District EOC has been set up
- TechHatchery has build COVID 19 website and offers Zoom webinars on a variety of topics, weekly Zoom session for Quadra businesses, has put in a proposal for residents to create 11,000 face shields but have experienced difficulties
- Only communication tool available is email
- Local regional government communicates through FB
- Good news stories – through Zoom meetings people are leaving panic and into future plans in order to thrive, also possibility of jobs making face shields

D. Virtual Tourism Roundtable

- Virtual experiences – bring sites and sounds of your community to visitors
- Need access to internet but it should not be complicated
- Needs to be collaborative, holistic and integrated
- Work on the long view – 5 years out
- Work with who we are and what we have
- Ideas
 - i. Island farm cooking classes
 - ii. Nettles in your kitchen classes, recipes, field gathering
 - iii. Live broadcasts of yoga classes
 - iv. Felting kits and classes
 - v. Foraging for mushrooms
 - vi. Disc golf skills via YouTube
 - vii. Virtual wine tasting
 - viii. Picnic box of island products to enjoy at home
 - ix. Gulf Islands park reserve
 - x. Trail walks
 - xi. Farm tours
 - xii.endless
- Can we formalize this through a shared channel?
- Look for opportunities to monetize the experiences
- Virtual tourism could remain after COVID is behind us
https://www.destinationbc.ca/content/uploads/2020/04/031_VirtualExperience_FINAL.pdf
- People can send ideas to info@ruralislandspartnership.ca
- Early adopters will be Islanders with an appetite for social media
- Destination BC has a guide about Virtual Tourism

E. Accessing the Digital Economy as a Recovery Tool – Graham Truax, Innovation Island

- www.innovationisland.ca www.innovationisland.ca/der3
- Program is focused on helping businesses to enter or expand in the digital economy and involves three groups working together:
 - i. Businesses that need help
 - ii. Service providers that can help
 - iii. Subject matter experts
- Innovation Island is facilitating these relationships

F. Advocacy Update – Jessica Harkema Chamber of Commerce Salt Spring Island

- Working on hospitality and tourism industry, non-profits, looking for government funding to support paid staff
- Elizabeth May is corresponding with Chamber and local businesses almost daily
- Producing an advocacy letter template and process, regional approach, letter writing campaign
- Surveyed Salt Spring Island, results were not too surprising, most of impact in tourism and hospitality sectors
- Advocating for businesses

G. Info Hub – Francine Carlin, CEDC-RIEP

- Live on <https://hub.ruralislandpartnership.ca>
- Being updated 3x per week
- Please send new info
- Gift Certificate Campaign moving forward
 - i. Soft launch set for May 1
 - ii. www.comeback.ca/yourisland

H. Q & A + Additional Updates

- Next Webinar set for Thursday, May 7 3-4 pm
- Rural updates
- Roundtable topics – ideas welcome – info@ruralislandpartnership.ca

RIEP WEBINAR - APRIL 23 – CHAT NOTES:

- 14:58:25 From Jknutson : Hi there, Jeff Knutson, Branch Manager of Island Savings on SSI
- 14:58:38 From Holly MacDonald : Hi it's Holly - I'm the Vice Chair with Salt Spring Community Economic Development Commission
- 14:58:39 From Mary Ruth Snyder : Mary Ruth Snyder - Executive Director - Campbell River & District Chamber of Commerce
- 14:58:45 From Jeff Munroe : RIEF Board and representing Malcolm Island as well
- 14:58:48 From Marjorie : Hi everyone. I am Marjorie Giroux from Malcolm
- 14:58:57 From Rob Pingle : Hello, Rob Pingle Salt Spring Tuesday Farmers Market Coordinator
- 14:59:06 From Randy Cunningham : Randy Cunningham - Southern Gulf Islands Tourism Partnership and CEDC
- 14:59:08 From Jacqueline East : Hi! Jacqueline East with Southern Gulf Islands Tourism Partnership
- 14:59:17 From Mark Lasby - Quadra : Mark Lasby - Quadra Island - Discovery Islands Chamber of Commerce Secretary
- 14:59:22 From Marjorie : Malcolm Island and the Sointula Resource Centre Society.
- 14:59:47 From Karin Lengger : Karin here. I'll be the note taker today.
- 14:59:47 From Stefanie Cepeda : Hi, Stefanie Cepeda from the Ministry of Jobs, Economic Development and Competitiveness
- 15:00:43 From Carol Perry's iPad : Carol Perry on Quadra Island
- 15:01:19 From Graham Truax : Graham Truax from Innovation Island - RE: DER3 Program, <https://innovationisland.ca/der3/>
- 15:01:27 From Jessica Harkema : Jessica Harkema, ED Salt spring Island Chamber of Commerce
- 15:01:27 From Colleen : Hi everyone, good afternoon. Colleen McCormick here from Connected Communities, Ministry of CITZ services
- 15:01:35 From Kittypoons's iPhone (2) : Helen Platts - Bowen Island - CEDO
- 15:01:36 From Jennifer Hufnagel : Hi it's Jennifer from Innovation Island - DER3 Program -
- 15:02:00 From Adam McKenty : Hi everyone, Adam McKenty here from Cortes Community Economic Development Association
- 15:02:11 From Michael B : Hello all -Michael Burridge -Western Economic Diversification Canada.
- 15:02:12 From Lisa Pedscalny : Hi all! Lisa from Innovation Island DER3 Program - Comox

15:11:26 From Kittypooks's iPhone (2) : they've been having Zoom Town Halls at Bowen too

15:11:47 From Natasha Vaz : hi there. Bowen Island.

15:19:07 From Carmen Amberson : sorry about the typing ☹ just a question: can I please be sent an invitation to the weekly quadra meet up. Thank you!

15:21:53 From Marjorie : would love to hear more about the town halls

15:23:55 From Stef Shortt - Bowen Island : Municipality, CEDC Staff Liaison.

15:24:03 From Stef Shortt - Bowen Island : Thank you for hosting.

15:24:12 From Natasha Vaz : Natasha Vaz. nutritionist on Bowen island and CEDC member.

15:24:37 From Carmen Amberson : The wild typer (sorry!) Carmen Amberson Gowlland Harbour Resort, Quadra Island

15:25:24 From BHOREL : Hello everyone. This is Bridget Horel with the Rural Development Unit in the BC Ministry of Forest Lands Natural Resource Operations and Rural Development. I work with communities on North Vancouver Island and Sunshine Coast. My colleagues Cheryl McLay and Wendy Koh are also Regional Managers in the area. If you are not sure which Regional Manager covers your community, you can connect with me - bridget.horel@gov.bc.ca

15:29:49 From Stefanie Cepeda : My kids have enjoyed the Cicinnati Zoo tour Facebook live videos. Cool way to build a connection with future in-person customers

15:33:12 From Katie Dentry- Saturna CRD Liaison : I wonder if Gulf Islands National Park Reserve would consider filming some of their interpretive programs and putting them on their website.

15:33:28 From Katie Dentry- Saturna CRD Liaison : Wildlife cams would also be possible.

15:33:41 From Marjorie : Hanson island

15:33:42 From Helen Platts : I've been taking people for virtual trail walks around Bowen

15:33:47 From Marjorie : Orca Lab

15:33:50 From Natasha Vaz : I have some experience in setting up online events if anyone needs a sounding board.

15:34:09 From Stefanie Cepeda : Hamilton has a great site to support shopping local. This page is a great example of local virtual tourism streaming classes. <https://hometownhub.ca/streaming-services/>

15:34:45 From Mary Ruth Snyder : San Diego Zoo tour is wonderful! As is the San Diego Art Gallery's virtual collections tour...

15:34:57 From Natasha Vaz : also open to collaborate on cooking classes from a nutritionist and cooking point of view. also open as a sounding board if anyone wants to implement cooking classes from their home.

- 15:35:03 From Jacqueline East :
https://www.destinationbc.ca/content/uploads/2020/04/031_VirtualExperience_FINAL.pdf
- 15:35:08 From Jennifer Hufnagel : Wine tours.....
- 15:35:12 From Helen Platts : Also, if people are makers behind the scenes of their process and making are really popular. I get asked for these all the time as part of my soap business
- 15:35:23 From Mary Ruth Snyder : <https://royalbcmuseum.bc.ca/visit/exhibitions/online-exhibitions>
- 15:35:37 From Helen Platts : It connects people to the products
- 15:36:56 From Mary Ruth Snyder : I believe Tourism VI is working on scenarios to promote 'Staycations' as well as Tourism BC.
- 15:37:03 From Natasha Vaz : Eventbrite allows you create events by donation. very secure platform.
- 15:37:11 From Carmen Amberson : My husband and I have created a Instagram account of all the different meals we are cooking, with special emphasis oh the use of pantry items, reusing leftovers, substitutes for specific ingredients in recipe
- 15:37:53 From Natasha Vaz : count me in !!!!
- 15:37:56 From Natasha Vaz : lol
- 15:38:26 From Jacqueline East : I just participated in a friend's book launch. Organized through Evenbrite and delivered via zoom.
- 15:40:37 From Natasha Vaz : yes you can put the event link in the follow up email after they pay.
- 15:41:33 From Holly MacDonald : I thought this was a fun idea too:
<https://www.cbc.ca/news/canada/british-columbia/community/join-us-for-the-cbc-vancouver-digital-scavenger-hunt-1.5536456>
- 15:42:29 From Katie Dentry- Saturna CRD Liaison : Different, but related: our local non-profits have had to cancel most of their major fundraisers. These events draw many visitors to our islands. Some aspects of these events, such as raffles and auctions, could be replicated online. Perhaps the proceeds could be split between the organization and the local artists themselves.
- 15:44:39 From Jacqueline East : <https://winebc.com/wine-bc-events>
- 15:46:35 From Jacqueline East : The Showcase BC program provides immediate support to BC musicians who have been affected by the COVID-19 pandemic.
<https://www.creativebc.com/programs/showcase-bc>
- 15:48:20 From Jennifer Hufnagel : www.innovationisland.ca/der3
- 15:52:07 From Graham Truax : Thank You everyone!

15:57:24 From Adam McKenty : Question regarding owner operator businesses we haven't been able to find a clear answer for so far: for those running businesses with reduced but still existing revenues, does the \$1k CERB income limit apply to gross or net?

15:58:04 From Jennifer Hufnagel please email me at jennifer@innovationisland.ca answer any questions you have on the Digital Economy Response Program - DER3 program. Thanks everyone.

15:58:39 From Mary Ruth Snyder : Please join us this evening at 6pm for a conversation with MLA & BC Minister Claire Trevena: <https://www.techatchery.ca/events/cr-session-10-ga-with-mla-claire-trevena>

16:00:04 From Jessica Harkema : We haven't found that information either. I would assume gross as income and expenses do not necessarily fall in the same period. Also we had some business owners who managed to write their income down to 0 last year and still qualified for CERB with the \$5000 minimum income for 2019.

I always suggest - ask your accountant, ask the CRA, and apply to see if you qualify.

It's also important to note that it's no income for 14 consecutive days. That leaves a lot of flexibility on making income.

16:02:07 From Adam McKenty : Good points Jessica. Thanks.

16:03:07 From Holly MacDonald : Thanks everyone

16:03:13 From Katie Dentry- Saturna CRD Liaison : Thanks all. Good work

16:03:17 From Michael B : Thanks, everyone

16:03:23 From Adam McKenty : Could you share the time of day of the next webinar

16:03:43 From Francine Carlin : May 7 is next webinar

16:03:53 From Marjorie : Grateful to connect with other island dwellers.

Thank you for hosting and sharing.

16:04:01 From Jennifer Hufnagel : Thanks everyone!

16:04:04 From Adam McKenty : Thanks!

16:04:06 From BHOREL : Thank you.