



EXECUTIVE DIRECTOR'S REPORT **2010 and the First Half of 2011**

Regional District

A certain amount of time has been required in communicating with, and providing information to, the Comox Valley Regional District in advance of establishing the present five-year agreement.

DICEEC – Denman Works!

We have also maintained a close relationship with our sibling organization on Denman Island as it has gone through its evolution from DICEEC to its present configuration as Denman Works.

Support for businesses

HICEEC has continued its regular education program for small businesses by holding workshops on business planning, taxation and communications design.

Support for work force

During the time that the Job Shop was closed, HICEEC provided support for Hornby residents to connect with services in the Comox Valley. HICEEC joined with HIES and the Creative Employment Access Society to get the Job Shop service re-established on Hornby. We partnered with HIES, through the Literacy Outreach Coordinator, to provide a workshop on Financial Literacy for low income households and an on-Island Food Safe course for people pursuing employment in the service sector.

Support for tourism

HICEEC conducted and supported promotional activities through several in 2010 including in partnership with the Hornby Denman Tourist Services Society. This year we hired a local person to assist this Society in preparing the Visitors' Guide so that increased costs were not passed on to local businesses. We took the lead, in conjunction with the Tourist Services Society, Denman Works and the Growers and Producers Alliance to prepare a proposal for Tourism BC for a Community Tourism Foundations Program for Hornby and Denman to help us plan, coordinate and market tourism that is appropriate to our islands.

Support for food and farming

In 2010, HICEEC worked with Denman Works and local farmers to establish the Hornby and Denman Growers and Producers Alliance and has continued to support this new and active organization. In particular, we hosted a successful and well-attended Forum on the Future of Food and Farming, involving local and guest resource people, and provided a report which identified and prioritized possible actions.

Community support

HICEEC has also provided support to the non-profit sector of Hornby Island's economy. This has included organizing a Board Development workshop to help improve governance and a meeting of non-profit staff to share perspectives and ideas. We provided funding to the Farmers Market to help establish the power shed to support food vendors and to the Arts Council for reprinting its valuable Studio Guide.

Community marketing

The services provided by realHornby continue to be updated and expanded. In addition to the website, which is an invaluable way for our core market – the people who have established a connection to the Island – to be aware of events, products and services, we maintained a community information table at the Farmers' Market and expanded the distribution list for our quarterly newsletter.

Micro-credit

HICEEC has researched options for micro credit and explored these with the Union Bay Credit Union which has agreed to be involved in an outlined proposal. This proposal has been shared with potentially interested parties on Hornby and Denman. In the fall, we hope to kick-start this project with a presentation by a member of the Galiano Community Loan Fund Society which is now up and running.

Community trades and services area

HICEEC also prepared a discussion paper on establishing a community trades and services area on Hornby Island. There was little response so this concept has been put on hold until there is a critical mass of interest.

Vancouver Island Economic Summit

The Executive Director attended the Vancouver Island Economic Summit which provided an opportunity to network and become aware of regional issues and initiatives. This event provided encouraging confirmation that we are on the right track with our priorities and activities and emphasized the value of acting as participants in the regional economy.

General activities

HICEEC provided information to the community through the electronic “Economic Enhancement News” and articles in the First Edition as well as specific information relevant targeted to business and organizations regarding opportunities and funding programs. We maintained the Island Rideshare program and the ED participated in advocacy with respect to BC Ferries.

Strategic Plan

In 2010 staff and board developed a five-year strategic plan which includes goals, objectives and strategies. This now needs to be updated with actions to implement the goals to guide the work programs for the coming years.

Prepared by Tony Law – May 2011