



British Columbia Food and BioProducts Technology & Commercialization Network

Minutes
Working Group Meeting #3
April 20, 2009
2:00 – 3:00 pm

Attendees

Nelson Barsi, (NB)	Candice Appleby (CA)
Andy Dolberg, (AD) (left @ 2:35 pm)	Paula Brown (PB)
Nico Human (NH) – Chair	Richard Hallman, (RH)
Greg Edgelow, (GE)	Rebecca Robertson (RR)
Robin Smith, BCFPA (left @ 2:45 pm)	Debbie Hellbach (DH) - Minutes
Margaret Daskis (MD)	

1. Welcome

2. Review of agenda

AD and RS have to leave @ 2:30 pm, move Administration and Resource Database items up first.

“Motion to adopt agenda”, Moved, GE; Seconded, RS; Carried.

3. Review of minutes

“Motion to adopt April 7, 2009 minutes”, Moved NB; Seconded, GE; Carried.

4. Subcommittee reports

• Administration

- RR circulated the modified Information Sheet – Growing Forward funding

Discussion: *as per the recommendation of the admin subcommittee the modified information sheet was accepted for posting*

- Committee members discussed where GF funding should be “parked”. RS suggested Ardcorp, a separate entity of the BC Agriculture Council may be a place to park the money. (AD is able to provide more info regarding Ardcorp.) DH is to take the Ardcorp suggestion to BCMAL and report back to the Working Group. There was further discussion regarding GF funding, all agreed that the best course of action is to forge ahead and make sure we are able to respond to MAL’s request for recommendations for terms of reference/criteria for hiring a champion and administrative support by the end of May 2009.

- RR reported that she is working on the draft RFP towards hiring a management consulting firm. RS questioned if this firm is to do a business plan for the centre. DH clarified that all that is required at this point is the identification & implementation of a governance model, establishment of a board of directors and the terms of reference for

the centre secretariat (ie. Senior manager and admin support)

Resource database

RR gave overview of the subcommittees activities. An IT expert has advised that we need to engage the services of an experienced business analyst. A number of other related initiatives have been identified. RR will be working with Mario Anda, BCMAL, to identify synergies with his web platform project he is working on. RH volunteered to help. RS requested clarification on this portion of the project; he understood that we were just doing an inventory of what was available. Other members advised that there are existing inventories available that have to be reviewed and that it is necessary to know where and how the data will be stored once collected.

Motion to accept resource database report, RS; Seconded, NB. Carried

- **Marketing and communication**

RR reported that NH is working on a draft announcement for the name competition. RR is working on RFP to hire marketing and advertising agency.

Motion to accept marketing and communication report, PB; Seconded, MD. Carried

5. Project advisory Group - Status

There was lots of discussion regarding how to best re-engage the advisory committee that was struck for the feasibility study and listed in this project proposal. General agreement is that it has to be a face to face meeting. Marketing and communication pieces developed through this project can be used to draw them in. DH advised that reconvening industry/academic and government advisory committee(s) is part of the Growing Forward work plan.

6. Other business

NH reported that Harvey Sasaki, Assistant Deputy Minister, ADM, Strategic Industry Development Division, BC MAL has offered to meet regarding the Innovation Portion of Growing Forward. NH will keep the Working Group posted.

7. Next meeting

Wednesday, May 6th, 2 pm

Teleconference Coordinates

1-866-596-5277

Conference ID 7293483

Motion to close the meeting, MD; Seconded, PB. Carried.