

British Columbia Food and BioProducts Technology
& Commercialization Network



BC Agri-food
Innovation
&
Commercialization
Network

Minutes
Working Group Meeting #4
May 6, 2009
2:00 – 3:00 pm

Attendees

Nico Human (NH) – Chair
Robin Smith, (RS)
Candice Appleby (CA)
Richard Hallman, (RH)

Rebecca Robertson (RR)
Debbie Hellbach (DH) - Minutes
Margaret Daskis (MD)

Regrets

Ron Wasik, RJW Consulting, Andy Dolberg, (AD), Greg Edgelow, (GE), Paula Brown (PB)

1. Welcome
2. Review of agenda

RS have to leave @ 2:30 pm, RH has to leave at 2:45 pm.

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

3. Review of minutes

“Motion to adopt April 30, 2009 minutes”, Moved MD; Seconded, RR; Carried.

4. Subcommittee reports

NH requested that one motion be made to accept all subcommittee reports. DH has included information from the project proposal.

- **Administration**

RR reported that the RFP for Management Consulting firm is completed and that she and NH are circulating it to the 2 companies identified by subcommittee members and a 3rd company that RR selected from the Canadian Association of Management Consultants directory. Meyers Norris Penney, Association Management Consultants and Kenmuir and Company) RS requested a copy of the RFP – RR will send it to him. RH questioned why the RFP was not being posted publically, RR explained that due it being a relatively small project and the short time frame we have the subcommittee decided to target only 3 firms.

- **Marketing and communication**

RR reported the RFP to hire marketing and advertising agency is complete and will be sent out to Shervin Communications, First Base Services and Junxion Strategy. .

- **Resource database**

RR reported that the subcommittee is waiting to hear back from RH regarding the Web platform project before developing a workplan. RH reported that he is pulling together a stakeholder meeting next week. RH will provide information on this meeting and the overall project to the Resource Database Sub-committee. RH

recommended that we wait to hear back from him before proceeding with a workplan.

RH reported that there is more money available for the web platform project through the business risk management portion of the Growing Forward Agreement. RH. DH provided an analogy to help understand the projects better. The Web platform project is to build a highway that anyone can use. Our project is to gather information specific to our audience (Agri and Aqua culture value chain) Our entity would use the highway to disseminate information to our target audiences. We will be able to put our own identity and would be responsible for maintenance of the information on our portion of the highway. RH explained that the intent is to create a Wiki type product that would allow our users to enter their own information. Quality control would be our responsibility. MD asked if we would be responsible for the cost of building the “on ramp” to the highway, RH indicated that yes we probably would be.

Motion to adopt subcommittee reports RH, Seconded MD, Carried

5. Project Advisory Group – Discovery Parks BC enquiry

The working group decided that we should be more actively communicating the project. Perhaps a newsletter in the future. DH is to respond to Discovery Parks and advise them that we will keep the lines of communication open. RH indicated that they will also be getting information on this project through their association with his Agri-Food Advisory Committee.

See also other business regarding opportunity to have a face to face meeting with our advisory committee at the BCIC Agri-Food Roundtable.

6. Other business

June 17, 2009, BC Innovation Council (BCIC) Agri-Food Roundtable, Wosk Centre, Vancouver. RH reported that BCIC will be inviting all Agri-Food stakeholders to their roundtable. One of the outcomes of this meeting will be the needs assessment for the web platform. DH asked if there would be a possibility of convening our Advisory committee at this meeting? RH indicated that this could be a possibility. RR is to follow up. RH is to provide information regard this event to DH for circulation to the working group.

7. Next meeting

Wednesday, May 20th, 2 pm

Teleconference Coordinates

1-866-596-5277

Conference ID 7293483

Motion to close the meeting, RR; Seconded, RH. Carried.