

## **DEVELOPING A STRATEGIC VISION STEERING COMMITTEE MEETING**

### **MINUTES**

Date: May 22, 2007

Time: 9:30 am

Place: SEAPARC Boardroom

In attendance: Wayne Fritz, Heather Phillips, Arnie Campbell, Alanda Carver, Emma Taylor, Rosemary Jorna, John Charles

Regrets: Liz Peterson

1. Approval of Agenda – no additions
2. Approval of April 24, 2007 Minutes – moved by A. Campbell, seconded by A. Carver
3. Appointment of Recording Secretary (Emma Taylor)
4. Reports of Working Sub-Committees
  - a) Gathering Information – A. Campbell, H. Phillips, J. Charles
    - Arnie has updated the original bibliography compiled by Heather. Twenty-two reports have been summarized and there are 10 more outstanding.
    - John has inquired about getting census data but has received nothing to date. It was suggested that Kelly Daniels may be able to help with obtaining local demographic data but he is currently on holidays. Heather suggested the school district might have useful info.
    - John will attend the BC private forest landowners meeting and see if he can get any other relevant info. Arnie will acquire more maps of the area.
    - Next steps: to finish summarizing the documents; to identify trends and recommendations never followed up on; to identify theme areas to pursue at the next meeting.
  - b) Funding – W. Fritz, E. Taylor, R. Jorna
    - The Economic Development Commission recommended making a \$2,000 grant to support the economic development aspects of the vision project with the condition their contribution is publicly acknowledged and they receive a copy of the final report. Their recommendation is now at the CRD board for final approval.
    - Funding application letters to developers and forest companies were sent out. A letter to Western Forest Products will be hand delivered on May 28<sup>th</sup> when Arnie, Wayne, Emma and John have a meeting with Warren Littlejohn, Operational Engineer. No replies to the funding application letters have been received to date.
    - An initial funding request letter to the Real Estate Foundation of

BC has been completed. Emma has asked for any final comments before she finalizes the letter. If the initial letter is accepted, we would then be asked to prepare an expanded application.

- A funding application to Van City is being prepared by Wayne. The submission deadline is July 4<sup>th</sup>. As it requires outlining specific events, it was suggested that we will be required to make some planning choices about specific themes to focus on. .
- The OPSRRA Board has approved releasing \$300 for the vision project at this time.
- There was some discussion about the best method to deal with reimbursements for vision project expenses. It was agreed to keep all receipts and indicate on the receipt what the expenses were for. It is difficult to reimburse printer cartridge expenses but in some cases this is a legitimate expense. For example, Arnie does the majority of printing so he should be reimbursed for these expenses. Everyone should keep track of all expenses. We should also consider keeping track of our volunteer hours as this may be important to include in our final reports. There was also some discussion about keeping receipts/expenses separate for each project and funding source.

c) Publicity/Communications – A. Campbell, A. Carver

- An article for the Rural Observer will go into the June issue. Alanda has prepared the article which includes general background about the strategic vision project. The submission deadline is June 4<sup>th</sup>. She will send the draft around for comments.
- Once this article is prepared, it may also be of use with the Sooke News Mirror and other newspapers.
- Arnie is preparing the second information bulletin for e-mail circulation. It describes project activities since the first bulletin including EDC funding, website development, meeting with the CRD about their Regional Growth Strategy and the first public information forum planned for June 19<sup>th</sup>. He will circulate a draft for comment.
- The website url jdffuture is available from islandnet. However, Alanda did not purchase it as we should still examine other options. We could hire someone to build the website and then determine who would host the site. Sandy Barta has volunteered to help out with this. Arnie will ask Sandy if she can publish info onto the site if Alanda prepares the format.
- Two new people from Shirley have asked to be added to the circulation list for the information bulletin.
- A topic postponed for later discussion is what should we call the larger consortium group. Ideas include: potential supporters,

interested parties, consortium, advisory committee, etc.

## 5. Planning Update for Information Forum on Rural Land Use

- The information forum will be on June 19<sup>th</sup>, 7:30 – 9:30pm at Otter Point Fire hall.
- Seventy people is the capacity limit for the hall. Kenny Jones has agreed to open up the Otter Point Firehall for us. We will need to clarify the cost of using the Firehall (usually \$25).
- Emma will prepare a document to be sent to the speakers (Deb Curran -SmartGrowth BC; John Ranns - Metchosin; Bruce Lemire-Elmore - BC Landowners Association). The document will explain the purpose of the forum, identify guiding questions we would like them to address, and ask for their bio, presentation title and description, audio/visual requirements and any expenses needing coverage. The information from the speakers should be received by Tuesday May 29<sup>th</sup>. That information will then be shared among the speakers and used to develop advertisements for the forum.
- Some of the guiding questions that were discussed include: what is the definition of rural values; what zoning choices preserve rural values; what legal planning is possible in rural areas; what options do we have; what are essential elements of a healthy rural community; what are the economic and environmental costs of different development models; who has a say in decision-making etc.
- The forum will be an opportunity for sharing information and not a workshop for problem solving. That comes later.
- We still need to get a moderator for the evening. Arnie will carry out that task if necessary but would prefer to find someone else who has a good understanding of the local area.
- How are we going to record the event? Emma can supply video and recording equipment. Arnie suggested hiring someone to take notes. This still needs to be decided.
- Wayne will prepare a handout for the event including the agenda on one side and an outline of the JDF structure of land use decision-making on back.
- We should also provide a suggestion box at the event to get input about future topics the vision group should consider and provide a sign up sheet for anyone interested in receiving our bulletin.
- A number of publicity issues around the information forum were discussed. Deadlines for ads for the information forum in the Sooke News Mirror are June 1<sup>st</sup> and June 8<sup>th</sup>. Arnie will include information about the forum in the forthcoming information bulletin and OPSRRA newsletter. Alanda will send out information through the Muir Creek Protection Society e-mail listing.

Rosemary will do the same through the JdF Community Trails Society. Heather and Rosemary will make signs. Posters can be put on OPSRRA community bulletin boards. Emma estimated the cost of doing a mailout flyer would be \$160 plus about \$50 for printing. A 3x5 Mirror ad costs about \$140. We still need to decide what will be the most effective methods of advertising. Wayne and Arnie will organize publicity.

6. Next Steps/Next Meeting Dates

- Next meeting June 26<sup>th</sup>, 9:30-11:30am at SEAPARC.

Attachments

A – Minutes of April 24, 2007 Meeting

B – Funding Letter to Private Corporations

C – Letter of Inquiry to Real Estate Foundation of BC