

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

**Date:** June 26, 2007

**Time:** 9:30 am

**Place:** SEAPARC Boardroom

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

Visitors: Jane Munro and Max Kuo, representatives from Shirley on the JDF Governance Committee

Regrets: Alanda Carver and Liz Petersen (who is regretfully resigning from the Steering Committee because of conflicting commitments)

1. Approval of the Agenda  
W. Fritz moved that Agenda Item 6 be renamed "Themes and Events." Seconded by E. Taylor
2. Approval of May 22, 2007, Meeting Minutes  
Moved by A. Campbell. Seconded by J. Charles
3. Appointment of Recording Secretary  
Rosemary Jorna appointed by rotation, with Alanda Carver scheduled for the July 24 meeting. Draft minutes are to be circulated soon after the meeting for 3 days for comments or corrections before being finalized.
4. Review of Public Information Forum on Rural Land Use:  
The forum was held on June 19, 2007. Guest speakers were: Deborah Curran – Principles for Smart Rural Growth; John Ranns –The Metchosin Experience; Bruce Lemire Elmore – Is It Possible to be Smart, Rural and Fair? There were over 77 persons in attendance at the Forum, and 40 new names were added to the list of people wishing to be kept informed by e-mail.
  - a) General Comments from around the Table:
    - The meeting was well chaired thanks to A. Campbell, Moderator
    - Mayor Ranns had a very interesting approach, emphasizing that that Mechosin's OCP and the philosophy outlined in it are the keys to shaping the municipality's land use. However, the Shirley and Otter Point OCPs lack a similar philosophical approach. The CRD planners took the view that such an approach did not belong in the OCPs.
    - Deborah Curran made the point that the OCP is a community's "wish philosophy" and its zoning bylaw is the tool for carrying it out. Once the

zoning bylaw is in place, the community shouldn't allow too many variations from it or their wishes will be lost. It is likely time to review the existing the Otter Point and Shirley OCPs and "tweak" them to more fully reflect community goals and values.

- The strategic vision document being developed can help in developing a vision/ philosophy for the next OCP revisions.
- An OCP and zoning bylaw do not have to be separate; the proposed Resource Lands OCP has related zoning bylaws contained within it.
- The current Otter Point OCP, with its policies for settlement containment areas, may be an important tool for managing small lot development pressures.
- More time for questions and answers at the forum would have been helpful. The forum introduced some new planning ideas.
- There was a good diversity of speakers. It will be a challenge to maintain the level of future speakers, as this group was well spoken and interesting.
- There is an appetite for these events in the community. The forum attracted a wide range of people with diverse interests.
- Mayor Ranns likely got the strongest positive response from the audience.
- D. Curran and J. Ranns both pointed out that unincorporated areas have little control over their future development, since community wishes are easily ignored/over-ridden by the CRD and/or the province. Municipal governments have much stronger powers.
- D. Curran pointed out that, in Canada, zoning standards are a "gift" from the government because individual owners have no constitutionally protected property rights.
- Arnie said that Deborah Curran spoke to him after the meeting and indicated that we can contact her for further information/follow-up on legal issues around municipal incorporation.
- There are more commonalities among the speakers than was first apparent. All mentioned creating smaller lots in return for protected public greenspaces.

#### b) Discussion of Forum Logistics Issues

- While 100 forum agendas were printed, about 50 were left over after the forum. Not all of them were used in the forum. Consequently, neither was the background information printed on the back of the agenda fully circulated. It would have been useful to mention during the forum that background information was being provided on the back of the agenda. The head table did not get agendas. For the next forum, it would be useful to assign someone specifically to distribute agendas.
- The sandwich boards advertising the forum were effective. Some advertising redundancy is needed to remind people to attend.
- Eight people attended from Shirley. Future publicity should be more effectively directed at Shirley residents. Sandwich boards could go up near the Shirley Fire Hall. John Charles said making more sandwich boards is not a problem for him. Notices could be placed not only on the four

community bulletin boards in Shirley, but also at Jacob's Creek and in Jordan River mailboxes.

- The overall budget for the forum was about \$500. (See below for a more detailed breakdown.)
- There was general agreement on the need to spend money on advertising to attract people to attend forums or workshops.
- Emma and Wayne will talk to post office officials to find out how many of the 1395 households that the post office distributes flyers to for the Otter Point and Shirley area are actually in Otter Point and Shirley (particularly as an estimated 30% of households don't accept flyer mail). The 2001 Census reported 600 households in Otter Point and 250 in Shirley. However, the Otter Point Fire Chief indicates that there are 725 households in Otter Point. Getting current demographic information for Otter Point and Shirley is problematic.
- Arnie noted that persons attending the Forum were asked to indicate their agreement with and/or to add to a list of planning themes, which are important for our communities. The following results were obtained.

Rural Land Use: 35  
Environment: 31  
Governance: 26  
Recreation: 20  
Economic Development: 18  
Taxation: 17  
Community Services: 16  
Other Transportation: 11  
Traffic Management: 5  
Water: 3.  
Sustainable Business: 1

## 5. Reports of Working Sub-Committees

### a) Gathering Information - A.Campbell, H. Phillips, J. Charles

- Twenty-six summaries of background reports/studies have been compiled. There are seven still pending.
- Arnie recommended contacting the CRD to find out what information they can provide for to the project. J. Charles and A. Campbell will contact Kelly Daniels to obtain key 2006 census data. All committee members are encouraged to forward suggestions to John and Arnie about useful project information to collect, e.g., number of households, population characteristics, number of household/property owners, number of renters, number of businesses, number of development permits.
- H. Phillips, J. Charles and A. Campbell will meet over the summer to review compiled studies and to identify trends, information gaps, past recommendations never acted on, and key planning issues for the project.

### b) Funding – W. Fritz, E. Taylor, R. Jorna

- Wayne reported that, to date, \$3,000 has been obtained in funding support for the project. This consists of a \$1000 start-up grant from Eric Lund and a \$2000 grant from the JDF Economic Development Commission. Public acknowledgment of the support and submission of a final report on the economic development aspects of the project are conditions to receiving the money. A June 27 decision is pending for a \$5000 grant application to the Real Estate Foundation of British Columbia. It looks positive, so thanks go to Emma who led the drafting of the submission.
- Wayne is the lead writer on a grant funding application to Vancity Credit Union for \$2,500. It has a July 3 submission deadline; a decision is expected within 15 weeks.
- Letters asking for funds were sent to local developers and forest companies. Blair Robinson of Totangi Forestry Ltd. is interested in talking about the project. A. Campbell recently met with Kerry McGourlick, Chief Forester of Western Forest Products, who was aware of the letter asking for project funding.
- Mount Equipment Co-op and BC Healthy Communities may also be sources for project funding. July 15 is the deadline for submissions to BC Healthy Communities.

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

- Alanda has secured the domain name jdffutures.org for a project website address. Island Net is connecting the site to the Muir Creek Protection Society account, so it will cost our project only \$4.95 per month. Alanda should be able to start creating the website this week. Sandy Barta is available to help.
- Alanda and Arnie submitted a story on the Rural Land Use Forum to the *Rural Observer* on June 4<sup>th</sup>.
- The *Sooke News Mirror* was given the agenda and background information on the Rural Land Use Forum but did not attend.
- *Monday Magazine* contacted Arnie in early June about a story it is doing on rural lands. An agenda and background information were sent to the magazine regarding the Rural Land Use Forum. No one from the magazine attended the forum, but it was mentioned in a feature story on the development of rural lands
- Forty-five names were added to the e-mail distribution list for the Vision Information Bulletin. About 100 addresses are currently on the list. Wayne asked if the list could be segmented into two groups: those interested in an advisory capacity role, and those interested primarily in being kept informed. It can be done.
- Arnie and Wayne sent a letter to the editor of the *Sooke News Mirror* dealing with past and future governance planning efforts.

## 6. Themes and Events: Next Steps

### a) Expenditures to Date

- The costs incurred to date for the steering committee and its first event – the Rural Land Use Forum – were reviewed for guidance/lessons with respect to expenses related to future steering committee activities and information forums.
- \$25-speaker expenses
- \$27-speakers gifts (honey jars)
- \$221- printing flyers for Post Office distribution
- \$160-distribution of flyers by the Post Office
- \$60- advertisement in the Sooke News Mirror
- \$10- refreshments for community meeting with Kelly Daniels of the CRD
- \$88- printer cartridge, office supplies & stamps

Approximately \$373.75 is left from the initial \$1000 start-up grant. J. Charles moved that OPSRRA be asked to release more money to cover current project expenses. Emma Taylor seconded it. Passed.

#### b) Related Governance Developments

- Arnie reported that Malahat has been approached to join an incorporation study with Shawinigan Lake, Cobble Hill and Bamberton. Incorporation is being viewed as a way to deal with issues around managing development and securing potable water. John Stewardson (Malahat representative to the JDF Governance Committee and the Land Use Committee) thinks that the province is looking favourably at incorporation. Similar concerns are also present in Otter Point and Shirley. Arnie further reported that the two Otter Point representatives on the JDF Governance Committee are Al Wickham and Ken Douch.
- Jane Munro and Max Kuo gave an update on governance developments in Shirley. A group of seven people has been established to represent Shirley on the JDF Governance Committee. They have established a rotating chair system, and the chair at the time represents them at governance committee meetings. They view their primary tasks as research and education, both to learn about governance options and to determine what Shirley wishes to do. Jane read an e-mail she had sent to Dr. Bud Hall, University of Victoria Office for Community Based Research, which outlined the development pressures Shirley is facing and asked for assistance as to how the community can deal with them. Whether and how the university can assist is currently not clear. Wayne noted that both Shirley and Otter Point face similar development pressures and welcomed Jane and Max to continue attending these meetings and sharing information.

#### c) Planning Next Steps

- Wayne indicated that the steering committee had successfully managed its first public event and it now needs to plan the next steps. He proposed that, funding permitting, the steering committee consider planning two more information forums before Christmas, the first to focus on economic development and community services and the second to focus on

environmental protection and governance. In 2008, the steering committee should consider two small workshops and one large community workshop as key tools to develop the strategic vision.

General comments included:

- As our funding to date has come for economic development, this should be the focus of our next event.
- A meeting of home-based businesses could be organized to ask what is needed to be successful, what works, what does not. It was noted that the current draft zoning bylaw is already very supportive of home-based businesses.
- A process to examine future community needs (secure water supply, gas stations, grocery stores, fire protection, etc.) associated with expanding housing developments may be a different way to approach economic development issues.
- The visioning project has to address the increasing need for community services as the population grows (e.g., impacts on water supply, trails and parks, fire and police services).
- The goals/choices that the community makes in economic development have clear impacts on all other planning areas
- Water supply and security are areas of broad community concern.
- The CRD Regional Growth Strategy is a protector of renewable resources
- Currently forest companies are not making money at forestry so they are turning to land sales instead, which dramatically changes the local economy.
- What is the provincial government's vision for southern Vancouver Island? Does it mesh with the CRD's vision?
- The potential effect of TILMA on local government and local community planning was raised. The UBCM meets in late September and will be a source for information/action on TILMA.

7. Next Meeting Date:

July 24 at 9:30 am, at a location to be determined.

W. Fritz gave all steering committee members some homework, namely to think about how to blend their ideas into specific proposals for information forums before Christmas and for subsequent workshop events through which the public can learn about, discuss and decide on their strategic community goals and strategies.

8. Adjourn

J. Charles moved to adjourn the meeting at 12:15. Seconded by J. Munroe.