

## DEVELOPING A STRATEGIC VISION STEERING COMMITTEE MEETING MINUTES

**Date:** October 9, 2007

**Time:** 9:30 am

**Place:** SEAPARC Boardroom, 2168 Phillips Road, Sooke

**In attendance:** Wayne Fritz (Chair), Heather Phillips, John Charles, Arnie Campbell, Rosemary Jorna

**Regrets:** Cleo Gardner, Alanda Carver, Rosemary Metz, Emma Taylor

1. **Approval of Agenda.** Moved R. Jorna, seconded J. Charles.
2. **Approval of minutes** for September 11, 2007. Moved by H. Phillips, seconded By Rosemary Jorna, subject to corrections identified
3. **Appointment of Recording Secretary** – H. Phillips by rotation, C. Gardner for next meeting.
4. **Review/Discussion of “Economic Development and Community Change Forum”**

General discussion and comments on the forum included:

- Some of the small business owners invited to the forum expected it to focus more on small business development but found it interesting nonetheless.
- Relatively few questions were asked about how to better promote small businesses.
- There was general interest in Mona Brash’s analysis and comment on the Silver Spray development process.
- Nichole Chaland’s focus on developing local businesses and resources to benefit local residents rather than inviting outside investment and exporting profits was very relevant. She provided specific examples and suggested that people could follow up by contacting her or visiting the website for the Canadian Community Economic Development Network at [www.ccednet.rcdec.ca](http://www.ccednet.rcdec.ca).
- Brian White’s presentation was largely oriented to how to respond to the potential changes caused by the Western Forest Products’ land sales, but he did present a broad picture of the tourist potential in the area.
- A common theme among the speakers was the importance of effective community communication and a willingness to talk to and negotiate with key groups.
- A workshop on economic development might allow more focus on small business development issues and strategies.
- The advertising for the forum went well. The colorful large posters developed by Cleo are preferable to the smaller wire and plastic bag posters and should be used for future events.

- Speakers should be identified and confirmed as soon as possible.
- The format of having three speakers followed by a general question-and-answer session worked well and should be continued.
- A forum starting time before 7 p.m. was discussed but rejected given that it would likely discourage working people from attending after regular work hours.

## **5. Reports of Working Sub-Committees**

### **a) Gathering Information Sub-Committee**

H. Phillips reported that the existing background material summaries have been numbered to make locating them easier. She suggested that since the sub-committee is getting a better sense of what background information is most relevant, members should focus on developing a second background sheet for the most relevant documents and a first sheet for those not done yet. Newly located or identified material will be added to the list. The material developed to date can be published on the project website. Material on acts, bylaws and regulations designed to minimize environmental degradation should be gathered for use at the next forum.

Arnie Campbell recommended that material on the Trade Investment and Labour Mobility Treaty be added to the background material list and that the background sheet make use of the TILMA description developed for a recent OPSRRA newsletter. He also reported that he was able to put Warren Littlejohn of Western Forest Products in touch with Tracy Corbett, CRD, so that they could review maps and data with a view to creating more accurate CRD maps.

T. Corbett has been asked to provide some information about residential and business taxes in the Otter Point and Shirley area.

### **b) Funding Sub-Committee**

W. Fritz reported that we spent approximately \$900 on the second forum for advertising, publicity, invitations and speaker honorariums.

Total expenditures to date for the two forums and miscellaneous project expenses are approximately \$1605.

A. Campbell received a reply to his letter requesting BC Healthy Communities to reconsider our application should there be funding left over from 2007. The reply indicated that we could resubmit our application after 1 March 2008 for the 2008 grant applications. A. Campbell invited Kerry Klein, the local representative for BC Healthy Communities, to attend the second forum.

W. Fritz noted that a decision from Vancity about the project grant application would likely be made by early November 2007.

The use of the Fire Hall at the last Forum was donated.

J. Charles mentioned that the Juan de Fuca Parks and Recreation Commission had \$700 left over in its budget and was considering how to spend it.

### **c) Publicity Sub-Committee**

See item 6

### **d) Event Documentation Sub-Committee**

W. Fritz reported that summary notes on the speakers' presentations and the question and answer session had been prepared for the "Rural Land Use Forum." These notes were subsequently circulated to the three speakers for their review. Deborah Curran approved the notes. Bruce Lemire-Elmore suggested some changes. Mayor Ranns has not responded to date. The finalized summary notes will be placed on the project website.

W. Fritz, R. Jorna, E. Taylor and H. Phillips took notes during the "Economic Development and Community Change Forum" and are transcribing their notes. H. Phillips said she would like to join the Event Documentation Sub-Committee and was welcomed to do so. H. Phillips recommended that photographs taken during the forums also be included in the event documentation. .

## **6. Planning for the Next Public Information Forum**

There was general discussion about the next public information forum, and the following decisions were made:

- **Title:** WATER- ENVIRONMENT-CHANGE
- **Date:** November 27, 2007, with December 2, 2007, as backup.
- **Location:** Otter Point Fire Hall – W. Fritz to confirm the availability of the hall.
- **Speakers:** Three topics were agreed upon, and potential speakers were identified and discussed.
  - a) Possibly an engineer or biologist specializing in water and watershed management who could speak on environmental mapping and using/developing regulatory standards to protect watersheds and potable water sources. H. Phillips will contact the Greater Victoria Water Watch Coalition, British Columbia Water and Waste Association to confirm a speaker.
  - b) Possibly an environmental or community planner specializing in environmental management who could speak about identifying, mapping and protecting key environmental features through local government bylaws. A. Campbell will contact the CRD to confirm a speaker.
  - c) Possibly a consultant or municipal planner who could speak about the pros, cons and uses of mandatory building standards to minimize environmental impacts and energy use. A. Campbell will contact an Island consulting firm to confirm a speaker. W. Fritz will contact a community planner if a backup speaker is required.

### **General Questions for the Forum**

The following general questions to pose with the forum were agreed upon.

- What is the purpose of environmental regulation?
- How are residential growth, economic development and environmental regulation connected?
- What planning and regulatory tools do other rural municipalities and regional districts use to manage and protect their water supply and natural environment?
- What measures should Otter Point and Shirley residents seek to protect their water sources and natural environment?

## **Publicity/Communications**

A. Campbell indicated that communication and advertising initiatives for the forthcoming forum are expected to include:

- advertising in the *Sooke News Mirror*
- advertising in the *Rural Observer* (A motion was made that, depending on the deadline and publishing date of the next edition of the *Rural Observer*, the third information forum will be advertised in the *Rural Observer* at a cost of approximately \$35 – moved W. Fritz, seconded H. Phillips.)
- posting of information sheets on community bulletin boards in Otter Point and Shirley/Jordan River
- mailout of flyers in the Otter Point and Shirley/Jordan River areas
- invitations to key groups (JDFEA Land Use Committee, CRD) and the media (CBC, C-FAX, *Monday Magazine*, *Sooke News Mirror*)
- sandwich boards for street advertising in Otter Point and Shirley/Jordan River (John to make additional boards for use with Cleo's design.)

### **Event Documentation:**

The event documentation sub-committee will bring back a plan at the next steering committee meeting.

## **7. Meeting with the Advisory Committee**

A. Campbell noted that a meeting with the project advisory committee would be useful as a way to: obtain feedback about project activities to date, obtain new ideas, make sure people feel heard, and continue recruiting supporters for the project. It was agreed to discuss this further at the next Steering Committee meeting.

## **8. General Discussion of Next Steps**

W. Fritz reviewed a draft project budget and schedule, noting that three public information forums are currently planned for 2007 while an additional forum and three workshops are tentatively planned for 2008 if available funds permit. There was a preliminary consensus that the first two workshops should be small, narrowly focused, "by invitation" events, while the last workshop should build on the two smaller workshops and be open to all who wished to participate. W. Fritz will bring a revised schedule and related budget for continued discussion at the next meeting.

**9. Next Meeting:** November 6, 2007 at 9:30 am at SEAPARC. E. Taylor is to book the room.

**10. Adjournment:** R. Jorna moved, J. Charles seconded, meeting adjourned at 12:00 noon.

R. Jorna indicated that she would not be able to attend the next meeting.