

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

Minutes for Wednesday July 2, 2008

Present: J. Charles, A. Campbell, V. Diment, R. Jorna, C. Gardener, W. Fritz

Regrets: H. Phillips, A. Carver

1. Approval of Agenda:  
Moved by A. Campbell; seconded by Veronica Diment; Approved
2. Recording Secretary –V. Diment by rotation.
3. Approval of June 3, 2008 Steering Committee Meeting Minutes:  
Moved by A. Campbell; seconded by Cleo Gardener; Approved
4. Feedback on the "First Draft of A Strategic Vision for Otter Point, Shirley and Jordan River  
A. Campbell reviewed the 12 questionnaires/replies received to date. Additional replies are expected over the next few days. The steering committee needs to decide how to incorporate the feedback material into the First Draft document.
5. General Discussion/Decisions regarding revisions for the "Second Draft"
  - The 2<sup>nd</sup> draft must be ready by mid-July if we are to obtain initial feedback on it by the end of July. . The comments received on the 1<sup>st</sup> draft were generally positive, with suggestions to edit, shorten and consolidate information. Overall, the feedback did not challenge the proposed goals.
  - The steering committee could break into small groups to each edit sections of the document, share their work by e-mail and meet next week to assess progress. The objective would be to have a better integrated stand-alone second draft document. Changes should reflect both community consensus and committee support.
  - Concerns were expressed that the format of the first draft is too repetitive and that the feedback questionnaire must be more concise. Ideas are needed as to how to reach more people and get more participation. .
  - A new 2<sup>nd</sup> draft is needed. Get on with it - a lot of editing is needed.
  - Two areas are not currently covered in draft one: transportation issues and the concerns of youth. A teacher was approached to involve grade 11-12 EMS students but the project was not carried out.
  - There was huge effort made to send out the first draft to the public and few replies were received. Repeating the same process with the second draft is not an effective way to get more input.
  - The minimal cost of producing and distributing by mail a 14 page "no gloss" final document is estimated to be in the \$2900-\$3300 range. Further funding will be required to take this approach. The Sooke Regional Museum has offered to help with the preliminary design of the final report through the assistance of summer co-op students.

- The second draft should be more concise (2-3 pages) and very similar in format to the final project report. The Victoria Vision brochure could be used as a model.
  - A revised version of copy of the " first draft" should be developed and made available online or upon request. Circulating a copy to all households is just too expensive.
  - What do we most want to do: to produce information for decision makers or just get publicity? It should not be our aim to send lengthy and detailed information to every resident.
  - There are two goals, to produce a report and get a copy to every resident and to decision makers
  - A handout from the Saanich Civic League was reviewed. The league identified 10 core community values of community which were compared with the platforms of candidate running in local elections. It has led to changes in local governance.
  - We need a small flyer for community analysis of values and a wider document to influence decision makers.
  - At what point is there enough community comment? Is there any purpose to reviewing draft 1 and changing it into a slightly modified draft two? We need to inform people of community consensus in a condensed version.
  - A question to answer yet is: what are the core values, goals and strategies?
  - Draft 2 should consist of a Vision Statement with 10 top issues identified by the community. There is no need to do a community mail out. It can be placed on the website with clear deadline for final comment.
  - Proposal: Develop a short second draft and ask residents for final comment on it. It should include a vision statement and key issues. The final print will be produced report for targeted decision makers and will consist of : 4-6 pages similar to draft 2 but more 'produced" with photos .A revised draft one will be done to be placed on the website as a base document.
  - Decision –Each steering committee member is to identify top ten issues and send them by Friday pm to writers Wayne and Veronica who will consolidate them for the next meeting.
6. Update from the Ad Hoc Subcommittee on the Family Photo Project  
Nothing new to report.
7. Preliminary Cost Estimates for the Production and Circulation of the finalized Draft  
See cost estimated mentioned above.
8. Reports of Working Sub-committees
- a) Gathering Information  
Nothing new to report.
  - b) Funding  
BC Healthy communities indicated that it was not able to provide project funding.

The current project balance will be approximately \$3200 after remaining bills are paid.

- c) Publicity/Communications – An advertisement of the second draft will be developed for the Sooke News Mirror. An information piece about the second draft will go out with the Kemp Lake water billings to about 250 homes in July. Arnie is on the agenda at the July 9 Shirley Community Association meeting to talk about the strategic vision project. It is important to also begin planning to meet with key organizations once the final report is completed in August (e.g. offer to speak to local organizations, get on the agenda for CRD meetings for parks planning and so on.) Arnie will develop a list of such follow-up initiatives to review at the next meeting.
  - d) Event Documentation – W. Fritz, R. Jorna, H. Phillips remove all notices
9. Next Meeting – Tues. July 8, 2008 @ 9:30 location TBA
10. Adjourn
- Moved by W. Fritz, seconded by C. Gardener