

## Strategic Vision Steering Committee Minutes

**Location:** Sooke Region Museum, 2070 Phillips Road, Sooke BC V9Z 0Y3

**Date:** July 14, 2008

**Time:** 9:40 a.m. to 12:20

**Present:** Wayne Fritz (Chair), Heather Phillips (Recorder), Arnie Campbell, John Charles, Cleo Gardener, Veronica Diment, Rosemary Jorna.

**Chair's remarks:** W. Fritz announced that V. Diment would join the meeting after 11:00.

**1. Agenda:** amended spelling "Gardener" and item 4 feed back from "A. Campbell, H. Phillips, and V. Diment" Adopted as amended: J. Charles/A. Campbell

**2. Appointment of Recorder:** H. Phillips to be followed by C. Gardener.

**3. Approval of July 8, 2008 Minutes:** R. Jorna/A. Campbell.

### **4. Review of the Consolidated Feedback on the "First Draft"**

W. Fritz reviewed decisions from 8 July meeting where objectives for this 14 July meeting were set. Steering Committee members were to prepare two types of document for circulation to the public in July, both with a deadline for public comment 1 August.

The document referred to as Consolidated Feedback on the "First Draft" is meant to incorporate suggestions and comments from the public. This document will be available at the website. The document referred to in the Agenda as the "Second Draft" will be a brochure which presents the prioritized goals and key strategies to the public. The plan is to mail the brochure for delivery on 18 July.

A. Campbell reported that he and V. Diment had consolidated the comments but because of formatting problems the resulting document could not be printed. Also, because H. Phillips has been out of province, and she also had problems with the formatting, her work has not been consolidated.

It was agreed that the Consolidated Feedback document will not be posted on the website until all Steering Committee members have had an opportunity to review the material and comment on it through email. For this reason, posting this document on-line may not be possible until 21 July.

There was discussion on updating the consolidated feedback document but it was agreed that nothing should be posted until all members of the Steering Committee have had an opportunity to review and comment on the new material.

It was further agreed background information and information from the Public Forums will be incorporated in the final on-line document when members of the Steering Committee have prepared and reviewed such information at subsequent meetings.

J. Charles recommended a disclaimer be added to the finalized documents to the effect that the work of the Steering Committee is done in good faith and to the best of our ability but may not be free from errors.

Action: H. Phillips will email her material to A. Campbell and V. Diment. V. Diment will ask R. Diment to assist with formatting. The resulting consolidated document will be sent to Steering Committee members as soon as possible with the aim of having the finalized document posted on-line no later than 21 July.

### **5. Review /Decisions on the Second Draft**

W. Fritz prepared this second draft based on selection of material and discussions on 8 July. V. and R. Diment helped with formatting the material to a brochure and selecting a sample logo forwarded after the 19 April workshop.

After discussion, Steering Committee members agreed on wording and on new material to be added. The aim is to present the public with a set of main goals and key strategies.

There was general agreement that the public should be asked to comment and make suggestions on a logo. V. Diment pointed out that people who respond to the logo may not be interested in the written material so including the logo for comment may broaden the range of responses.

W. Fritz also did the research to have the brochure printed and mailed. Westside Inst-a-Print, 2811 Jacklin Road, will print and fold 1550 brochures for approximately \$200. Committee members agreed on yellow paper. If the printer does not bundle brochures for mailing, W. Fritz will ask for help to get them ready to go to the post office on 16 July. Mailing cost will be about \$250 with some brochures delivered in Sooke District because of the mail delivery routes.

### **6. Circulation of the Second Draft**

The brochure and information about the brochure will also be circulated electronically similar to the First Draft. A. Campbell will send out an Information Bulletin with a copy. R. Jorna will send a copy to JdF CTS members, Kate Woods will be asked to send to Muir Creek Protection Society members and so on. It was agreed that forum speakers will receive copies.

A. Campbell and C. Gardener prepared a press release which will go to the Sooke News Mirror, the Times Colonist and the CBC with possible coverage in The Tyee and Monday Magazine.

J. Charles asked that information be sent to Dr. Keith Martin, MP. A. Campbell noted that John Horgan, MLA, had covered the Strategic Vision project in his July newsletter.

### **7. Follow-up Planning for the Final Report**

A. Campbell noted that he has a list of 36 agencies and individuals to send the final report. He asked for further suggestions to be sent to him. Because of the potential number of meetings where a Steering Committee member may be asked to present the report, A. Campbell will start contacting agencies in August to schedule presentations in September.

## **8. Update from the Ad Hoc Subcommittee on the Family Photo Project.**

No response from the community before 14 July. Deadline was 30 June.

Conclusion: a good idea that didn't happen.

## **9. Reports of Working Sub-committees**

a) Gathering Information. H. Phillips noted that notes from the sub-committee meeting of 18 June have been circulated. Events have overtaken some plans outlined. Discussion of how background material is used and documented can take place in August.

b) Funding. W. Fritz noted that there is still approximately \$3,280 in the account.

c) Publicity/Communications. R. Jorna will prepare frames for posters with paper supplied by J. Charles. H. Phillips, C. Gardener and A. Campbell will help put posters up. J. Charles noted that the Community Notice Board on West Coast Road near Wells O'Weary is down. A. Campbell and J. Charles will fix it.

A. Campbell noted that there were about 12 people of diverse ages at the July 9 meeting of the Shirley Community Association when he did a presentation on the First Draft. Feedback was very positive.

Elida Peers has offered the services of students at the Sooke Region Museum to help with the design of the Final (Brochure) Report.

V. Diment noted that the Community Picnic at Malahat Farm scheduled for 1 September will be a great opportunity to launch the Final Report. Planning for this event includes securing two port-a-potties.

d) Event Documentation. W. Fritz, R. Jorna and H. Phillips will review material collected with the aim of including relevant comments in the Final Report.

**10. Next Meeting** Tuesday, August 5, 2008 at Sooke Region Museum. W. Fritz will book the meeting space.

**11. Adjourn** A. Campbell/V. Diment 12:20