

## Developing a Strategic Vision Steering Committee Meeting Minutes

**Place:** Sooke Region Museum

**Date:** August 5, 2008

**Time:** 9:30am – noon

**Present:** Wayne Fritz, Arnie Campbell, John Charles, Heather Phillips, Rosemary Jorna, Cleo Gardener

**Regrets:** Veronica Diment, A. Carver

### **Chair remarks:**

W. Fritz commented that much work has been done to date by the steering committee but as the final draft of the strategic vision should be completed and distributed by the end of August, the project is approaching the "beginning of the end."

### 1) **Approval of Agenda**

Moved by A. Campbell, seconded R. Jorna, Approved.

### 2) **Appointment of Recording Secretary**

Cleo Gardener by rotation, next meeting R. Jorna

### 3) **Approval of July Minutes**

Moved by H. Phillips, seconded by J. Charles, Approved.

### 4) **Discussion of Condensed Report (brochure) and the Detailed Final Report**

W. Fritz commented that as both reports were referred to as a second draft on the website, there may be some confusion over the language used to describe the two reports and it would be useful discuss how they would be used in the future. Round table discussion ensued.

H. Phillips stated that two formats is her preference, with the longer version going to agencies. R. Jorna was in agreement. A. Campbell suggested that a larger version (perhaps a 11 x 17) with a one page insert be used and that we get some help to compress and format the final full report. J. Charles stressed that the priority should be to get out the final report to the people we are trying to influence and that some agencies may want the more detailed information and that perhaps there could be a highlight sheet. C. Gardener stated that her understanding was that all decision-making agencies would get the whole report. W. Fritz stated that he thinks it is important to also keep a link with the public through a brochure that gets mailed out. R. Jorna commented that finalizing the strategic vision should be given priority. A. Campbell stated that a goal might be to have the public mailer out by mid-September.

### 5) **Review Feedback, Finalize the Brochure**

W. Fritz commented that the introductory material on page 1 will need to be updated and redone. C. Gardener commented that the strategic vision statement seems to have left out the "Quality of Life" aims that were prevalent in the workshops and seek to create a balance, especially between economic development and the environment. C. Gardener proposed that that the wording "and open to development" be added to that part of the strategic vision dealing with "Our property was affordable". This was supported unanimously. Further discussion of the brochure was then postponed to deal with agenda item 6.

## **6) Review Feedback and Finalize the Detailed Strategic Vision Report**

A. Campbell reported that new people provided feedback on the second draft and he has received many positive comments and phone calls from the public about the professional level of the report. A. Campbell passed out a listing of the responses received and asked for comments that other committee members have heard from the public.

H. Phillips reported that some community members have asked that the speed limit from Gordon's Beach through Blueberry Flats be reduced and commented that safe cycling signs would be useful. C. Gardener forwarded community concerns over racing on the highway from Gordon's Beach to Blueberry Flats. C. Gardener forwarded community concerns over racing on the highway from Gordon's Beach to Blueberry Flats and also that safe cycling signs would be useful. A. Campbell suggested that some follow up on West Coast Road highway safety with the provincially based safety team might be in order. One person suggested that the culvert at King Creek be cleared, for salmon stream health. R. Jorna stated that obtaining high speed Internet is very important to home based businesses in Shirley. W. Fritz stated that some expressed to him that information should be simplified, even further. He also noted that there have been recurring technical difficulties in formatting the tables and that this has led to much effort and frustration. We may want to seek more skilled guidance to see that these problems are resolved. A. Campbell commented that Sandy Barta has figured most of it out and may be able to help us. A. Campbell stresses that priority be given to finalizing the detailed strategic vision document. W. Fritz concurred, saying that decisions about the mailer can be dealt with later. J. Charles offered to approach Royal Roads University if help is needed to assist with making copies of the report or to help with any further research. He suggested that a disclaimer should be included in the report to clarify responsibility for the report. H. Phillips asked what will stay in the report, as sometimes community wishes are at cross purposes (e.g. some residents support a village centre but some residents state that they do not want one). A. Campbell asked if there will be a bibliography, footnotes, etc. W. Fritz suggested that there be a bibliography but no footnotes. R. Jorna referred to earlier discussions when it had been decided that we were to explore placing the report and supporting documents in the Sooke Library and to leave further discussion until the report is complete.

Rather than have the full steering committee further review and edit the current detailed strategic vision, it was agreed that H. Phillips, V. Diment and C. Gardener would do this in light of the public feedback received and various suggestions made. The draft will be circulated to steering committee members before the next meeting.

## **7) Follow-up Planning**

### **a) Production of the Finalized Strategic Vision**

See above

### **b) Circulation of Final Document**

A. Campbell asked for suggestions for additional names of groups and individuals to add to the list to receive the report. Suggestions included: U. of Victoria, Sooke Region Museum, Royal Roads, JDREA, the three voting members of the JDREA CRD Board, Tracy Corbett, JDF Electoral Area planning person, VIHA, etc. R. Jorna suggested that the report be circulated to some agencies via CD discs to cut costs.

### **c) Reports to Project Funders**

W. Fritz had circulated from the event documentation sub committee a draft outline for a report to the project funders. It was concluded that a simpler report (covering letter, project budget and the finalized strategic vision) would be adequate.

**d) Presentation of Strategic Vision**

A. Campbell, along with other volunteering steering committee members, will be available to present the report to many of the receiving organizations. An offer to make a presentation will be included in the covering letter when the strategic vision is distributed to the various groups and agencies.

**e) 1st Community Workshop Summary**

H. Phillips suggested that the team one material, especially the values part of the workshop, should be part of the project record. W. Fritz indicated that it could be included in a final project report if the steering committee wished to do so.

**f) Project Website**

W. Fritz indicated that he and A. Campbell were trying to meet with A. Carver to discuss how the project website could be updated and maintained in some form as an information site as the strategic vision was finalized. H. Phillips inquired if the JDF Futures website site can be independent of the Muir Creek website. A. Campbell informed the committee that the website can be independent but managing it requires time and expertise.

**g) Future role of the Steering Committee**

W. Fritz noted that as the project winds down over the next few weeks, some thought should be given at future meetings about dealing with the project materials and disbanding of the steering committee, perhaps by Christmas.

**8) Sub-committee Reports**

**a) Gathering information**

H. Phillips asked what should be done with the information collected as the subcommittee had stopped most of its work some weeks ago. There was general discussion about how the material might be used or made available for community use.

**b) Funding**

A. Campbell reported that the current project funding balance is about \$2630.00 with one more advertising bill still to come in. W. Fritz indicated that the cost of producing and mailing out the brochure was less than expected.

**c) Publicity/ Communications**

A. Campbell reported that both the Sooke News Mirror and the Times Colonist provided free mention of the second draft. H. Phillips asked the committee to contact V. Diment to confirm the status of a planned picnic which might be used as a launch for the Vision report as V. Diment was not present discuss it.

**9) Next Meetings**

Wednesday- August 13, 2008, and Tuesday- August 19, 2008.

**10) Adjournment**

At 12:10 pm W. Fritz moved for adjournment, R. Jorna, seconded.

