

## **DEVELOPING A STRATEGIC VISION FOR OTTER POINT, SHIRLEY & JORADN RIVER - STEERING COMMITTEE MEETING MINUTES:**

**Location:** Sooke Region Museum, 2070 Philips Rd., Sooke.

**Date:** 19 August 2008.

**Time:** 9:30 a.m. to Noon.

**In Attendance:** Wayne Fritz (Chair), John Charles, Rosemary Jorna, Veronica Diment & Arnie Campbell

**Regrets:** Cleo Gardener , Heather Phillips, A. Carver

### **1. Approval of the Agenda:**

Motion to approve the agenda. Moved by V.Diment; Seconded by R. Jorna. Carried.

### **2. Appointment of the Recorder:**

A. Campbell to be followed by J. Charles

### **3. Approval of the Minutes of the August 13<sup>th</sup> meeting:**

Motion to approve the minutes of the August 13<sup>th</sup>, 2008 meeting moved by V. Diment; Seconded by J. Charles. Carried.

### **4. General Review/Discussion of Strategic Vision Document:**

Numerous editing comments were agreed to. V. Diment and A. Campbell will meet t to revise the document and arrange to circulate it ahead of the next meeting.

### **5. Discussion/Decisions re Production and Circulation of Strategic Vision:**

#### **5.1 Covering Letter:**

There are two cover letters: one is a general one that will be the face page on the strategic vision document and the other is the letter that will be sent with the final report to the identified elected officials, commissions, organizations, service providers and others. The draft letter that will be the face page for the strategic vision document was discussed. Numerous changes were suggested. W. Fritz to redraft to include a revised disclaimer statement to the effect that while there was general agreement from the community on the goals and strategies, the "suggested activities" were not arrived at collectively, were based upon a range of ideas and may express different points-of-view. Do previous members of the Steering Committee want their names on the final document? W. Fritz to contact L. Petersen and A. Campbell to contact E. Taylor.

Cover letter to accompany the printed version discussed. Numerous changes suggested. A. Campbell to edit and circulate ahead of the next meeting.

## 5.2 Distribution:

Where is the strategic vision document going to be distributed? Circulation of final report has 3 goals: to inform the community; to inform and influence decision makers; to inform other community groups. It was agreed that the Strategic Vision would be posted to the Vision Project and OPSRRA web sites; sent to the Vision mailing list; and that a request will be made to other community organizations such as JDFCT and MCPS to send it along to their membership. There will be 100 printed copies available to be sent to decision-makers, etc. and others requesting a printed copy. There was agreement to place a cover letter on the printed version but not on the electronic version. There was agreement to place a bibliography on the electronic version but not on the printed version.

The Strategic Vision should be ready to be put into circulation by Friday, September 5th. Work to be done:

- Finish collecting names and addresses – R. Jorna & A. Campbell
- Look into using mail merge – V. Diment
- Look into computer generated labeling – R. Jorna
- Format – W. Fritz to check with R. Diment
- Printing – W. Fritz to check costs for 100 copies
- Work party to stuff & send printed copy – W. Fritz

## 5.3 Web Site:

There was discussion re moving the content on the Vision web site to another location. Two options: create a new web site or locate everything on the OPSRRA site and create a link. Whatever option is decided upon it needs to be operational by September 8th.

W. Fritz to pursue previous offer by web designer to help make a new site which could be also be used to post comments about progress with the implementation of strategies, post pictures, etc. If this is not possible, A. Campbell will arrange for the OPSRRA link.

## 6. General Discussion/Decisions re Brochure:

There was agreement that a brochure should be used to inform the community that the project is completed and what the highlights are. It is important to use the brochure to promote community participation and the need to see action on the vision – especially with an election coming. The final brochure needs to look somewhat different (have a different layout/colour/etc) from the one used for the 2nd draft. It will also need some and updated. W. Fritz, J. Charles & V. Diment to prepare draft for next meeting.

## 7. Next Planning Steps

There was a brief discussion about following-up on the vision project. One idea was to maybe hold a community forum or community meeting in the New Year?

**8. Next Meeting:**

Tuesday, August 26th @ 9:30 a.m. @ Sooke Region Museum.

**9. Adjournment:**

Motion to adjourn @ 11:40 a.m. by R. Jorna. Carried.