

## August 26, 2008 Steering Committee Minutes

**Location:** Sooke Region Museum

**Date:** August 26, 2008

**Time:** 9:30 am -noon

**Present:** Heather Phillips, Rosemary Jorna, John Charles, Arnie Campbell, Wayne Fritz (chair)

**Regrets:** Veronica Diment, Cleo Gardener, Alanda Carver

### 1. Approval of Agenda.

Moved by A. Campbell, Seconded by H. Phillips, Approved.

### 2. Appointment of a Meeting Recorder

John Charles appointed by rotation to be followed by V. Diment.

### 3. Approval of August 19, 2008 Meeting Minutes

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

### 4. Final Review of the Strategic Vision

The Steering Committee reviewed the draft strategic vision on a page-by-page basis and agreed to make the following changes:

-for the covering note:

- add a reference to where one can also phone to get a copy of the strategic vision

-replace "our" with "this" in para 1

-replace "eighteen months ago" with "began in February 2007 to address this problem" in para 2

-delete the quotation marks around "suggested activities" in para 3

-rephrase the last para to read "The Strategic Vision can be used to influence community

decisions and decision makers over the next few years. Your active support of the Strategic

Vision to influence decisions about your community's future is important."

-page 3: change "Opportunity" to "opportunity"

-page 4: add "an" before "agreement" in section 1

-page 5: correct the formatting in section 4

-page 6: add e.g. in para 3

-page 7 section 3: change "Otter Point District" to "Otter Point"

-page 10: change to "property owners" rather than "owners of forest lands"

-page 11: underline STRATEGIES and SUGGESTED ACTIVITIES

-page 11: correct spelling of "incentives"

-for the acknowledgments section on both the strategic vision and the brochure:

-adjust line spacing where possible to allow more acknowledgments

- eliminate naming the type of grant to save space
- use only "SEAPARC"
- add E. Taylor as a steering committee member from Feb. 07 to Sept. 07
- use "JdF Community Trails Society"
- also add the forum speakers if space permits
- simplify descriptions of support provided where possible
- add a date to the strategic vision and brochure

-regarding the logo:

- there was a preference to use the colored logo developed by R. Diment on the Strategic Vision  
(some minor changes were suggested if they could be readily incorporated)
- for the brochure, the preference was to use only a black and white version of the logo

## **5. Review of Production and Circulation Plans for the Strategic Vision**

It was proposed that 160 copies of the Strategic Vision be produced at an estimated cost of \$350-\$400. A fold-over, center stapled document format with heavy weight paper and possibly a hard cover was agreed to. W. Fritz will coordinate the production arrangements.

A. Campbell and R. Jorna have largely completed the development of a computerized mailing list to be used in mailing out a copy of the Strategic vision to key decision makers and community organizations. R. Jorna, J. Charles and W. Fritz will coordinate the mail-out of the Strategic Vision for Monday September 8.

A. Campbell, H. Phillips, C. Gardener and R. Jorna will coordinate public advertising of the Strategic Vision using community bulletin boards.

A. Campbell reported that he and W. Fritz had met with Christian Knoplinger to arrange that the Strategic Vision would be posted on the project website on September 8 and that further work on the website would be done after the 8<sup>th</sup>. The Strategic Vision will also be: distributed via the project communication bulletin, posted on the OPSRRA website, and either distributed or advertised on the websites of the JdF Community Trails Society and the Muir Creek Protection Society.

A. Campbell reviewed a list of media and community group advertisements and contacts that will also be used to publicize the Strategic Vision.

## **6. Final Review of the Brochure**

The Steering Committee reviewed the draft Brochure and agreed on the following changes"

- on the covering note to residents"
  - put in a date for the brochure
  - in para 1: change "our" to "this"
- on the last para: amend to read the same as on the Strategic Vision"
- correct the address for the OPSRRA website

-add a reference to where one can also phone to get a copy of the Strategic Vision

-on page 4: correct the spelling of "aquifers"

-on page 4: change the last bullet to read "preservation and protection of forestlands for forestry,

wildlife and non-timber forest products"

-on page 5: delete the word "paved", change bullet 3 to "improved safety on public roads," and

delete the last bullet.

W. Fritz proposed that 1600 copies of the brochure be produced with about 1520 copies to be mailed out by Canada Post via bulk mail to residents of RR 2, 4 and 7 on September 8, 2008.

Suggested colors for the brochure included: beige, yellow or cream. W. Fritz will coordinate the production and mail distribution of the brochure.

### **7. Next Steering Committee Decisions**

W. Fritz very briefly identified a number of decisions for the steering committee to deal with after the Strategic Vision and Brochure were distributed.

### **8. Next Meeting**

The next meeting was scheduled for September 9, 2008.

### **9. Adjournment**

The meeting was adjourned on a motion from W. Fritz.