

**District of Squamish
OCP Community Advisory Committee
MEETING NOTES**



Meeting: Monday, January 11, 2016, 18:30

Location: Council Chambers, Municipal Hall
37955 Second Avenue

Public Attendees:

Lisa Ames
Deanna Bell
Christina Bergin
Karen Cook
John Hawkings
Grant McRadu
Toran Savjard

Council:

Councillor Karen Elliott

Staff:

Christina Moore
Gary Buxton
Matt Gunn
Sarah McJannet

Absent / Regrets:

Jonas Velaniskis
Shannon White
Mayor Patricia Heintzman
Kristine Good

Consultants:

Vince Verlaan (Modus)
Dan Wilson (WCS)

NOTES:

1. Introductions

The group did brief introductions for the benefit of Mr. Savjard.

2. Adoption of Agenda

The meeting convened at 18:40 p.m. The agenda was adopted as presented.

3. Project Update

Vince Verlaan and Christina Moore provided a brief project update and the activities undertaken to date, mostly around outreach from District staff. Backgrounders have been prepared, and the ambassadors have been hired and their activities planned. Questionnaire #1 has been publicly released. Advertising in the Squamish Chief has been done. Collateral / swag (T shirts, stickers etc.) have been prepared. Post cards and posters have been prepared and are being placed and distributed. A Facebook event has been prepared for the January 28th. event and there are already over 30 RSVP's. Individual Facebook users need to share the event to spread the invitations further. Committee members have been provided an email already, and it was requested that it be shared with their networks to increase the spread around the information.

The Committee asked if the event was family friendly. Ms. Moore confirmed that it would be. The Committee asked about response to the questionnaire. There was no update yet on how many people have responded to the questionnaire. The questionnaire deadline is February 8. It also has an option for an email sign up, so there is an opportunity to create a network to continue to connect with people.

An engagement summary will be prepared after the January 28th. event, to summarize all that has been heard to date. Phase 2 is still scheduled for April 2016.

4. Communications & Engagement Strategy

Mr. Verlaan provided a brief overview. The Strategy has been previously sent to Committee members. It is a living document that will alter over time. The Strategy seeks general connections, and also distinct subsets:

- Squamish Nation
- Youth
- Seniors

Staff confirmed that emails had been sent to both dog and business license applicants. Online and newspaper advertising would also be continuing. Councillors Kent and Elliott are also doing a video to help promote the whole process. The video will be posted in the District's Facebook page.

The Committee asked about consultation with the Squamish Nation. Connection with the Squamish Nation would likely be started at the Council to Nation level. A joint Council to Nation meeting is being prepared. The Committee asked about connections to the ethnic communities. This was addressed in discussion on the ambassadors.

The Committee asked about additional connections for youth. Vince Verlaan noted that there was a desire to do this, but there are often logistical issues with getting structured time in schools between existing curriculum issues and programs. Lisa Aames and Christina Bergin both noted that they had connections, and that they may be able to see if they might be able to make connections in the schools. Vince Verlaan noted that a lunch time event might be more feasible, to replicate some of the events from the 28th event at a lunch time slot. Dan Savjard noted that a similar event at Coast Mountain Academy.

5. Project Ambassadors

Dan Wilson gave an update on ambassadors. They will be going out into the community to increase the process profile, increase input and promote the January 28th event as well as collecting an email contact list. Two were planned initially, and three have been hired following the last committee meeting. One ambassador has good connections into the South Asian community. Staff have not yet been able to recruit an ambassador from the Squamish Nation. Training was done on January 11th.

Would be working at grocery stores, Brennan Park and other high profile locations such as the mall. Brennan Park has a youth night and an ambassador would be there to connect with the youth demographic. Ambassadors would also be targeting the Senior's Centre and seniors event, as well as the Sikh temple. The Committee noted that some of the store choices could be reconsidered, to reach popular stores. The Committee noted that the soccer fields may provide an opportunity. Focus was primarily a weekend focus, and then late afternoons and evenings during the week. Other locations had particular times that would be attended (e.g. Tuesday lunch time at the Senior's Centre).

The Committee provided a number of suggestions as to where the ambassadors could be employed. Staff noted that there was not unlimited (50) hours to employ ambassadors, and that hours would need to be traded where possible, instead of just adding hours.

The Committee asked if the ambassador's input would be able to be cross referenced with when and where the information was collected. Staff noted that most of the effort is driving people to fill the survey out online. Only a few would be entering a survey response on the tablets that they have. It may be that possible to distinguish the source of the information when entered via an ambassador's tablet.

6. Integrating Policy Work

Sarah McJannet provided an overview and a list of policy work undertaken since the last OCP was completed. Some of the work is currently underway, such as the integrated flood hazard management plan. All of these items will need to be embedded and synthesized in the new OCP document. They all represent work that has already been undertaken or is underway and should be incorporated in the new OCP. The document will be made available to the public, but is likely of little interest. Questions on these items at the 28th meeting should be directed to staff.

7. Event Plan & Preparation

Vince Verlaan circulated a plan for the 28th. event, for comment by the Committee. Mr. Verlaan noted that it was likely too long and would need shortening.

The event purpose is to promote awareness, provide context and awareness and gather input for later use for policy development, and allow for an early exchange of views between citizens. It would be a drop in format, allowing people to participate at their leisure. People will have the option to provide quick format, and also to provide more in depth responses. It is intended to provide a variety of options to engage.

Mr. Verlaan recommended that the "Scrawl Wall" and "Stations for Select Topics" would be some of the options that could be dropped. The Committee asked how long most people would attend. Mr. Verlaan noted that people would spend about an hour, and that other than the "Backgrounders" station, most could be accomplished within an hour.

The Committee suggested that "Station for Select Topics" could be dropped as it might be too in depth for this stage of the input process. There was some concern expressed with the "Scrawl Wall" might become a venting session that was not forward looking. Mr. Verlaan suggested that this sort of input could be achieved through other ways. There was general agreement that the "Station for Select Topics" station could be dropped in favour of the other stations already proposed.

The Committee asked about the Community Health station. Ms. McJannet noted that Vancouver Coastal Health would provide a health snapshot for the community and some informational trends at the station. The information would also try to demonstrate the connection between an OCP and issues of community health.

The Committee asked if the kids' station would be actively monitored. Staff noted that this station would be manned as long as there was sufficient staff at the evening. The Committee also suggested a "Vision Tree" for children.

The Committee asked about staffing of the stations. Vince Verlann noted that “Community Mapping” and “Taste of Dialogue” would need to be manned by Modus staff, but the remainder could be staffed by Committee members and District staff. It appeared that about 15 people (minimum) would be needed. Modus would modify the program, and then send it out to the Committee with time slots to be filled via email. Modus would be able provide training prior to the event.

The Committee suggested that the introductory panels at the event include an example of how input has resulted in past policy changes. Staff said they would try and include such an example.

8. Next Meeting

The survey closes on February 8, 2016. The next meeting date was scheduled for Monday February 29, 2016 at 18:30 in Council Chambers.

The meeting terminated at 20:35.