

**District of Squamish
OCP Community Advisory Committee**



Wednesday December 9, 2015, 6:30 p.m.

Location: Council Chambers, Muni Hall
37955 Second Ave.

Public Attendees:

Lisa Ames
Deanna Bell
Christina Bergin
Karen Cook
John Hawkings
Grant McRadu
Kristine Good

Council:

Councillor Karen Elliott

Staff:

Jonas Velaniskis

Vince Verlaan - Modus
Dan Wilson – Whistler Sustainability Centre

Absent / Regrets:

Mayor Patricia Heintzman
Patricia Kost
Shannon White

Meeting Notes:

1. Adoption of Agenda; review of revised “issues and stakeholders” document

The agenda was adopted with item 6 (Squamish Nation engagement) moved up. Small wording changes have been made to the stakeholder and issues document.

2. Project Soft Launch & Initial Communications

Modus went over project process and where it is at currently, which is on schedule with the initial proposal. Soft launch on December 3rd was successful. Posters are being distributed and project postcards will be available in January. Members suggested that t-shirt back logo size could be expanded. Suggested the use of bicycle bells and fake tattoos as promo material and door prizes. Committee wanted to know what the promo and communication budget is for the project.

3. Issue Backgrounders and Policy Integration

Backgrounders have been drafted and will be distributed to members next week (week of December 14th). Members should respond with general comments (did we miss anything big) by December 18th. A suggestion was made to include a backgrounder on recreational assets and access in and around Squamish. Staff will work with a committee member (John H.) in coordinating content for this backgrounder. Staff are also working on clarifying the document that contains all of the plans and strategies that will be incorporated into the OCP. This has been addressed to some degree through the forthcoming backgrounders.

4. Initial Stakeholder Interviews

WCS provided a summary of the 40 interviews recently undertaken with various stakeholder groups. Most interviews were in-person. Stakeholders were highly interested and ready to engage. General interview trends: a need to respect past engagement initiatives, such as the

Branding process. Issues and insights that came to the top: Squamish First Nation acknowledgement, Industrial stakeholder sensitivity to residential growth, Recreation access in and beyond District boundaries, Recreation/tourism assets reaching capacity. A suggestion was made that the FAQs should include why we are doing an OCP review now. This will also be addressed in the backgrounders. WCS will connect with SFN staff to discuss committee ideas.

5. Connecting with Squamish First Nation

Engagement with Nation members was discussed and the best way to reach those members. SFN staff have advised of appropriate ways to reach members. Need to determine: appropriate messaging for engaging with Nation members, resources that will be allocated for this task. Having a SFN ambassador came out of discussion as a good tool for engagement. Engaging through public schools will also engage Nation's youth, this may lead to better opportunities to engage with parents as well. Engaging with the Elders could also be a good opportunity.

6. Project Ambassadors

A number of Quest University students have submitted applications for the Ambassador position. So far only two ambassadors have been budgeted for with 25 hours each. Committee expressed interest in hiring ambassadors that can connect with the Squamish Nation as well as South Asian culture and populations. Staff will look at the budget to see what is possible.

There was discussion on events in January where the OCP January event could be promoted: January 18 at Brennan Park, Brackendale Eagle Festival, Farmers market at Squamish Elementary School, Gondola related events, January Chamber lunch, and social gathering venues. Members inquired if postcards could be expedited for early distribution.

7. Project Launch – Survey and Event

WCS presented on the survey (TBD). Once developed, survey will be circulated to Committee. Community Forum date set for Jan 28th, 6pm-9pm with presentations at 7 and 8; WCRHP; Role of committee members was discussed. There was consensus that members should take an active role in facilitating parts of the event so that it is community driven. Committee will raise awareness before the event.

Staff will need to update Council on the project before the hard launch and January event. Likely January 5th. Committee suggested that Council could wear OCP promo t-shirts at the Council meeting closest to the January event as a way to promote the launch.

Staff will make sure that posters are distributed around the community.

8. Committee Tasks

Next meeting will be held on January 11th, at 6:30p.m. The aim of the meeting will focus on getting ready for the January event.

The meeting terminated at exactly 08:30 p.m.