



# Citizen Advisory Committee

## AGENDA

Wednesday, February 22, 2017

Governance Review Citizen Advisory Committee

Kirby Room, Saanich Police and Fire Building

760 Vernon Avenue

7:00–9:00 p.m.

1. Approval of Agenda
2. Approval of January 25<sup>th</sup>, 2017 Minutes
3. Correction to Oct 26<sup>th</sup>, 2016 Minutes
4. Guest Speaker – UVIC Prof Deborah Curran re: “Municipal Law 101”
5. Correspondence:
  - Ray Travers on Governance; and
  - Eric Dahli re: EDPA
6. GRCAC Full Launch from February 9th – Review
7. Sirius Strategic Solutions – Review Draft Public Survey
8. Sirius Strategic Solutions – Update on Communications
9. Town Hall Engagement Sessions – Review Venue Arrangements
10. Targeted Engagement Sessions – Next Steps.
11. Round Robin

**\*\* Adjournment \*\***

**Next Meeting:**

Wednesday, March 29th, 2017, 7:00 p.m.  
Kirby Room, Saanich Police and Fire Building  
760 Vernon Avenue

*To ensure a quorum please let the Committee Secretary  
know if you are unable to attend the meeting  
[penny.masse@saanich.ca](mailto:penny.masse@saanich.ca) or 250-475-1775- ext. 3503)*

**MINUTES**  
**GOVERNANCE REVIEW CITIZEN ADVISORY COMMITTEE**  
Held at the Police / Fire Building, Kirby Room, 760 Vernon Avenue  
**Wednesday, January 25, 2017 at 7:00 p.m.**

Chair: John Schmuck

Present: Julian Anderson; Art Beck; Joe Calenda; Matt Gauk, Zig Hancyk, Phil Lancaster; Mano Sandhu; Jim Schneider

Regrets: Caleb Horn; Andrew Medd; Brian Wilkes

Guests: Jennifer Kroeker-Hall and Janice Schmidt, Sirius Strategic Solutions Ltd.

Staff: Penny Masse, Senior Committee Clerk, District of Saanich

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The Chair called the meeting to order at 7:00 p.m. and welcomed the Committee and guests.

**1. APPROVAL OF AGENDA**

**MOVED by P. Lancaster and Seconded by J. Calenda that the agenda be adopted as circulated.**

**CARRIED**

**2. ADOPTION OF MINUTES**

**MOVED by J. Calenda and Seconded by A. Beck "That the minutes of the Governance Review Citizen Advisory Committee meeting held on January 11, 2017 be adopted as circulated."**

**CARRIED**

**3. REVIEW OF SAANICH COUNCIL MEETING OF JANUARY 23, 2017**

- The Chair confirmed that Budget Increase Option No. 2 was approved unanimously by Council on January 23, 2017.
- Delegations of support from GRCAC membership, Saanich Community Association Network (SCAN) and other stakeholder groups were helpful and effective.
- The GRCAC Work Plan will determine and detail interim suggested reporting timelines.

**4. SIRIUS STRATEGIC SOLUTIONS – REVIEW OF FINAL DRAFT WORK PLAN AND FINAL COMMITTEE BUDGET**

- Ms. Kroeker-Hall identified adjustments to the Work Plan, including timeline fine-tuning and tweaking the Engagement Strategy and Consultation Plan; the Final Report to Council remains targeted for October, 2017.
- Next steps include developing more detailed plans for each one of the consultation streams, events and workshops.

- Ad hoc meetings and coffee chats need to be as targeted as possible in order to encourage support and endorsement; this should include stakeholders, seniors, youth, First Nations, and Saanich staff.

#### **5. GRCAC FULL LAUNCH ON FEBRUARY 09, 2017 – REVIEW OF PLANS / ASSIGN DUTIES**

- All GRCAC membership should consider how to best publicize the media / full launch on February 09; all efforts to free media should be investigated and taken advantage of. Social media avenues should be utilized.
- The Saanich Communications office will prepare and broadcast a media release. Media launch documents will also be posted to the GRCAC Saanich webpage.
- Any communication efforts that can be shared should be investigated (i.e.: Chamber of Commerce monthly newsletter).
- It is imperative that word gets out that the engagement and consultation process is underway and input is welcome. Effective scope and coverage is essential.
- A backgrounder will be submitted with the news release. An abbreviated version of the backgrounder can be utilized for newsletter and / or other communication sharing opportunities.

#### **6. SIRIUS STRATEGIC SOLUTIONS – REVIEW GRCAC ENGAGEMENT STRATEGY AND COMMUNICATIONS PLAN**

- Ms. Kroeker-Hall gave an overview of the Engagement Strategy and Communications Plan and noted that this will be the concept document that will drive consultation and public engagement; it is a framework that will provide the guiding language as education materials are created.
- Ms. Schmidt gave an overview of the IAP2 Public Participation Spectrum course she attended and confirmed the public engagement scope of the GRCAC is on the right track. The intent is to inform and encourage the public to make decisions and includes five integral steps: Inform, Consult, Involve, Collaborate and Empower. While informing, consulting and involving the public forms part of the GRCAC mandate, collaboration and empowerment are the ultimate roles of the GRCAC and Sirius Strategic Solutions and final decisions are the responsibility of Council.
- Public consultation should engage people who want to be involved and attract target audiences. Key messages and the language used will be important in communications (i.e.: survey / backgrounder / hard launch documents). Expectations and outcomes should be focused and realistic.
- Printing services will need to be sourced for posters, information boards, and documents.
- The Saanich Communications office will coordinate information (i.e.: survey) to be posted to the Saanich website as well as social media outlets.
- All GRCAC members are encouraged to utilize social media (share / like / retweet) to help distribute public engagement information. This is an excellent way to spread the word economically and tie key messages back to the community.
- The email address that will be promoted on all written materials has been established as [saanichgovernancereview@shaw.ca](mailto:saanichgovernancereview@shaw.ca).
- Facebook Live or Forum could be considered as a doorway to digital environments.

## **7. TOWN HALL ENGAGEMENT SESSIONS – REVIEW VENUE ARRANGMENTS**

- The Town Hall meeting scheduled for May 06, 2017 (1:00 p.m. to 3:00 p.m.) still does not have a confirmed venue. Ms. Masse will continue to work on securing a suitable venue.

## **8. PROVINCIAL STUDY – REVIEW LATEST UPDATE**

- It was noted that the Provincial study is a service review that will not include formal recommendations; however, partnerships and joint agreements will be cited. Public engagement should include discussions about the Capital Regional District, this could inform part of the final recommendations to Council.

## **9. ROUND ROBIN**

- The Chair noted he is scheduled to present at the March 03, 2017 Saanich Community Association Network meeting.
- Ms. Sandhu noted she will be out of country from February 11 to February 25, 2017.
- The Chair encouraged all GRCAC members to indicate their preferred level of involvement in all future decisions and meetings and to consider any future guest speakers that may be of interest to the group.

## **ADJOURNMENT**

**MOVED by J. Calenda and Seconded by Z. Hancyk that the regular meeting of the GRCAC be adjourned at 8:17 p.m.**

**CARRIED**

The next scheduled meeting date is Wednesday, February 22, 2017 at 7:00 p.m. and will be held in the Kirby Room, Fire and Police Building, 760 Vernon Avenue.

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John Schmuck, CHAIR  
Governance Review Citizen Advisory Committee (GRCAC)

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Penny Masse, Senior Committee Clerk

**MINUTES**  
**GOVERNANCE REVIEW CITIZEN ADVISORY COMMITTEE**  
Held at the Police / Fire Building, Kirby Room, 760 Vernon Avenue  
**Wednesday, October 26, 2016 at 7:00 p.m.**

Chair: John Schmuck

Present: Julian Anderson; Art Beck; Joe Calenda; Matt Gauk; Phil Lancaster; Andrew Medd; Mano Sandhu; Jim Schneider; Brian Wilkes

Regrets: Caleb Horn; Zig Hancyk

Guests: Jennifer Kroeker-Hall and Janice Schmidt, Sirius Strategic Solutions Ltd.

Staff: Penny Masse, Senior Committee Clerk, District of Saanich

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The Chair called the meeting to order at 7:00 p.m. and welcomed the Committee and guests.

**1. APPROVAL OF AGENDA**

**MOVED by J. Calenda and Seconded by P. Lancaster that the agenda be adopted as circulated.**

**CARRIED**

**2. ADOPTION OF MINUTES**

**MOVED by M. Sandhu and Seconded by A. Beck: "That the minutes of the Governance Review Citizen Advisory Committee meeting September 28, 2016 be adopted as circulated."**

**CARRIED**

**MOVED by J. Calenda and Seconded by P. Lancaster: "That the minutes of the Governance Review Citizen Advisory Committee meeting held October 12, 2016 be adopted as amended."**

**CARRIED**

**3. INTRODUCTION – JENNIFER KROEKER-HALL AND JANICE SCHMIDT, SIRIUS STRATEGIC SOLUTIONS**

- Ms. Kroeker-Hall and Ms. Schmidt gave an overview of their experience including provincial and municipal levels of government, Crown Corporations, and management consulting. Public policy research and assessment, along with organizational and governmental review, public engagement and outreach development program experience was highlighted.

**4. SIRIUS STRATEGIC SOLUTIONS – DRAFT WORK PLAN**

- The draft Work Plan (V1.0) was discussed, the following was noted:
  - This is a good opportunity to analyze what outcomes are expected; approaches, methods, logistics and timelines need to be agreed upon.

- Communication planning is key; the better prepared they are to go to the broader public, the better results will be. It is important to be fully prepared for questions from the general public.
- Public consultation will occur in the New Year and spring of 2017.
- Engaging the community on options and solutions developed through analysis will be key for the final report to Council. Community and stakeholder buy-in is essential.
- Surveys will be important in gaining an understanding of the level of knowledge the general public has regarding local government issues; if the surveys are crafted in a way to make the responder appreciate the importance of the outcome, there may be more participation. Legalese should be kept to a minimum, issues need to be relatable.
- Survey responses will highlight general public opinion regardless of the responders' intimate knowledge of governance.
- The interim report to Council will present another opportunity to educate the public.
- Community Associations will assist with identifying harder to reach individuals or groups. Once internal scoping is underway the external launch will begin the public process.
- An evaluation framework can be built into the process to track achievements and accomplishments.
- The hard launch will include a press release, media event and the distribution of educational material to the public; mid-January is the target. Soft launch includes targeted interviews with stakeholder groups, Saanich staff and Community Associations; this will get underway immediately. These meetings will be informal and attendance will be managed by the Chair and Vice Chair.
- The ultimate performance measure will be the final recommendations made to Council.
- A continued connection to the Provincial study and consultant Dale Wall should be fostered and encouraged.

#### **5. ESTABLISH LIAISON PROTOCOL BETWEEN THE GRCAC AND SIRIUS STRATEGIC SOLUTIONS**

- Progress reports and consultation summary reports on outcomes and information gathered to date will be generated and distributed.
- Direction to Sirius Strategic Solutions should be funneled through the Chair.
- Revised Work Plans, identified by version number, will be available to the Committee; a Consultation Plan will also be forthcoming.

#### **6. 2017 MEETING SCHEDULE – LAST WEDNESDAY OF THE MONTH TO NOVEMBER, 2017**

- November 30, 2016 will be the last regular GRCAC meeting of the year.
- Invitations to all regular and working group GRCAC meetings for 2017 will be sent to all Committee members.
- Two meetings will be scheduled for January, 2017 to ensure a hard launch is possible for mid-January.

**7. ESTABLISH GRCAC GENERAL INFORMATION AND ENQUIRIES EMAIL – [info.graccac@saanich.ca](mailto:info.graccac@saanich.ca) – CONSENSUS ON AUTO RESPONSE AND EMAIL ADDRESS**

- Consensus on a main contact email address: [info.governancereview@saanich.ca](mailto:info.governancereview@saanich.ca).
- Email will be vetted through the Chair; standard responses should be formulated.

**8. PUBLIC INPUT AT MEETINGS – HOW THE GRCAC SHOULD HANDLE GOING FORWARD**

- Precedence for public input at GRCAC meetings must be carefully considered; regular meetings may not be the best forum to gain the most out of input, and it should be carefully managed.

**9. SHARON HVOZDANSKI – SAANICH DIRECTOR OF PLANNING AT NOVEMBER GRCAC MEETING – REVIEW ISSUES PRESENTED BY CASEY EDGE VRBA**

- Ms. Hvozanski has confirmed her attendance to the November 30<sup>th</sup> meeting.

**ADJOURNMENT**

**MOVED by J. Calenda and Seconded by M. Gauk that the regular meeting of the GRCAC be adjourned at 8:09 p.m.**

**CARRIED**

The next scheduled meeting date is Wednesday, November 30, 2016 at 7:00 p.m. and will be held in the Kirby Room, Fire and Police Building, 760 Vernon Avenue.

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John Schmuck, CHAIR  
Governance Review Citizen Advisory Committee (GRCAC)

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Penny Masse, Senior Committee Clerk  
District of Saanich