

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

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.
- 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.

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

Penny Masse, Senior Committee Clerk