

APPROVED MINUTES

Mayor's West End Community Advisory Committee
January 6, 2011, 5:30 -8:30 pm at Vancouver City Hall

In attendance: Christine Ackermann, Marlann Cooper, Jim Deva, Michelle Fortin, Rob Hines, Lena Hozaima, Tiko Kerr, Dean Malone, Cherie Payne, Carol Reardon, Kevin Quinlan (Mayor's Office)

Absent: Don Allison, Tony Clark, Michelle Fortin, Councillor Stevenson, Councillor Reimer

1) December 9, 2010 Minutes

The minutes from the December 9, 2010 meeting were approved.

2) Developer Meetings & Preliminary Feedback for Mayor's Office

Debrief:

Five architects/developers with proposals and/or applications under review at the city met with the Committee in December 2010 and provided overviews of proposed projects in the West End. The Committee asked each to provide an overview of the consultation initiatives undertaken for each project, a description of the feedback provided by members of the community, and how this feedback had been incorporated into revisions for the project going forward.

Committee members discussed whether there was initial/preliminary feedback they could provide to the Mayor's Office regarding the effectiveness of the existing consultation process.

Action Items:

- Rob Hines to begin collecting suggested recommendations from Committee
- Kevin Quinlan to circulate a copy of a previous memo to council drafted by planners regarding the opportunities and limitations of earlier notification to community about proposed development projects
- Committee members to review current regulations and compare this with what the architects/developers outlined as the process they undertook

3) Work Planning – Community Engagement to Develop Priority Lists

Committee members identified the following target audiences for feedback and input into a working list of the community priorities for the future of the West End:

- i. renters (81% of West End are renters)
- ii. youth (50% of young adults under 39)
- iii. seniors (over 65)

- iv. families/children (aged 0-14)
- v. immigrants/new to Vancouver (14% of city's new arrivals)
- vi. owners
- vii. walkers (40%)
- viii. residents for whom English is a second language
- ix. ESL *students*
- x. LBGT community groups
- xi. small business owners/shop fronts (West End BIA)
- xii. heritage community experts/groups

Committee members brainstormed tactics for how best to reach those audiences that had not yet been consulted through previous community group and City Hall consultation processes on this issue. Opportunities discussed included:

- i. online questionnaire
- ii. text survey (robo survey)
- iii. outreach to existing community group meetings/forums
- iv. outreach to administrators and Trustees in the school system
- v. Car-Free Day/Davie day/festivals
- vi. community centre system
- vii. outreach to administrators at day care centres
- viii. library system
- ix. new WEMAC website (budget)
- x. use of canvassers

Committee members discussed what level of engagement is needed to collect sufficient feedback from individuals and community groups in the West End.

Action Items:

Christine Ackermann, Rob Hines, and Cherie Payne to meet as a sub-committee and develop a draft community engagement plan for review by the larger Committee.

4) Communications and Spokesperson

This item was postponed due to lack of time.

5) Next Meeting

January 20th from 5:30 - 7:30

February 3 from 5:30 - 7:30

Renters

Action: Cherie to consult Andrea re: engaging expert on how to develop the tools/types of questions

- i. Cherie to send draft to Rob and Christine a first draft plan of engagement plan (this tactic assigned to this audience/stakeholder)
- ii. materials needed
- iii. budget needed
- iv. Cherie to find slide on what the development process is

Action: Cherie to develop messaging for the WCC Board about our mandate, what we're trying to achieve, and how we want to partner with them/what level of cooperation we're looking for (budget for kit)

- i. Mandate of Committee (want to know what their suggestions/advice is for how we cooperate with their existing structures)
- ii. Distilled info of planning process (link to development process here)
- iii. Goal of consultations (what's in it for them/value we're providing)
- iv. Email draft to group; request feedback on content; get Staff support for design
- v. Action: Cherie to circulate the audiences and tactics developed today
- vi. Goal: to use this with WCC, Ommunity, YMCA now and other stakeholders later

Next Meetings:

- i. Thursday 5:30-7:30 - January 20th
 - a. spokesperson
 - b. review kit
 - c. briefing from Community Services
- ii. Thursday 5:30 - February 3rd
 - a. Discuss outreach engagement plans that were developed by Cherie, Christine, Rob
 - b. Develop survey tool, using feedback from Community Services briefing

Action: Lena (February 1st Board Meeting)to coordinate getting on agenda using WCC as a key drop off centre/centre of engagement

Action: Christine: Ommunity re existing group meetings taking place

Action: Rob to coordinate touching base with YMCA