



WEST END MAYOR'S ADVISORY COMMITTEE

MINUTES

MAY 12, 2011

A meeting of the West End Mayor's Advisory Committee was held on Thursday, May 12, 2011, at 6:35 pm, in the Business Centre Meeting Room, Second Floor, Vancouver City Hall.

- PRESENT:** Dean Malone, Co-Chair
Christine Ackermann
Jim Deva
Michelle Fortin
Rob Hines
Lena Hozaima
Duncan Wlodarczak
- ABSENT:** Donald Allison (Leave of Absence)
Marlann Cooper (Leave of Absence)
Cherie Payne (Leave of Absence)
- ALSO PRESENT:** Michael Gordon, Senior Planner, Central Area Planning Branch
Kevin Quinlan, Executive Assistant to the Mayor
- ALSO ABSENT:** Councillor Andrea Reimer, Co-Chair
Councillor Tim Stevenson
- RECORDER:** Lori Isfeld, Meeting Coordinator, City Clerks Office

Approval of Minutes

The Minutes of the meeting held on April 28, 2011, were approved with an amendment to correct the spelling of Christine Ackermann's name.

Leave of Absence Requests

The Committee approved leaves of absence for Donald Allison, Marlann Cooper and Cherie Payne for this meeting.

1. Round of Check-Ins

The meeting commenced with a round of check-ins.

2. Activity One: Priority List

(a) *Survey Update*

Kevin Quinlan, Executive Assistant to the Mayor, provided an update on communications. He advised that the website updates and logo have been finalized and that the web address remains as vancouver.ca/westend. He further noted that the Community Priorities Survey is ready and that the Committee needed to decide when to go live and on a closing date. The Committee further discussed communications, outreach and advertising options.

MOVED by Duncan Wlodarczak
SECONDED by Rob Hines

THAT the West End Mayor's Advisory Committee's Community Priorities Survey go live on Friday, May 13, 2011, and have a closing date June 10, 2011.

CARRIED UNANIMOUSLY

(b) *Assignment of Outreach Duties*

Dean Malone, Co-Chair, distributed a spreadsheet of organizations and outreach activities (*on file*). Committee members discussed outreach strategies and assigned themselves to the various organizations and activities which include creating an outreach email template, arranging a survey pick-up and drop-off site, and setting up a an outreach shift schedule for Committee members.

Kevin Quinlan agreed to draft a press release and to provide a media list to member Michelle Fortin and to also contact his usual media and newspaper editors. He also agreed to periodically send out survey stats to the Committee. He advised the revised poster and postcards would be ready by the following Wednesday and it was agreed to print 500 posters and 2,500 postcards.

During the discussion on outreach, Co-Chair Malone noted he will respond in writing to a concerned community group, and that the response will be circulated to the Committee.

3. Activity Two: Development Proposals

Michael Gordon, Senior Planner, Central Area Planning Branch, provided updates on the following development proposals:

- *1030 Denman Street*
The conversion of the hotel rooms to rental apartments was approved at a Public Hearing on April 21, 2011.
- *1754 - 1772 Pendrell Street*
The developer has submitted a new proposal with a slimmer 20-storey (190 foot) tower, 26 affordable rental apartments are provided on site.

- *1307 - 1335 Burrard Street*
Open House has been held, Public Hearing not yet scheduled.
- *1600 Beach Avenue and 1651 Harwood Street*
Urban Design Panel review on June 15, 2011, and Public Open House on May 31, 2011.
- *1305-1335 Burrard Street and 1009 Harwood Street*
Public open house was held February 11. No further updates at this time.
- *1401 Comox Street*
Rezoning staff have not received a new submission for this project from the applicant and remains on hold from July 2010.

4. Activity Three: Process Recommendations

MOVED by Rob Hines

SECONDED by Christine Ackermann

THAT a WEMAC Subcommittee consisting of Co-Chair Dean Malone, Lena Hozaima, Duncan Wlodarczak and Michelle Fortin be established to begin work on the section of the WEMAC report which will be providing recommendations to the Mayor on broader processes related to development applications.

CARRIED UNANIMOUSLY

The Subcommittee agreed to provide a draft report at the June 2, 2011, meeting.

5. Update - Next Community Plan Meeting

Christine Ackermann reported on the "Next Community Plan" meeting she attended regarding the City's review of the community planning process. She noted staff have been asked to report back on the workload issues that would arise in working on three community plans at once.

6. Update - City Initiatives

Kevin Quinlan provided an update on City initiatives regarding housing and homelessness and noted details are available on the City's website. He suggested the information be shared as part of the Committee's outreach.

7. Other Business

The Committee agreed to hold informal workshop meetings on Wednesday, May 25, 2011, to review early results of the survey and begin work on the report, and on Monday, June 13, 2011, after the close of the survey and to continue work on the report.

Next Regular Meeting:

DATE: Thursday, June 2, 2011
TIME: 6:30 pm
PLACE: Business Centre Meeting Room
Second Floor, Vancouver City Hall

The Committee adjourned at 8:50 pm

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