

**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER
COMMUNITY ENGAGEMENT COMMITTEE MEETING MINUTES
MUNICIPAL HALL
THURSDAY, JULY 8, 2021**

Committee Members: E. McHarg (Vice-Chair), and J. Roote; and Councillors B. Soprovich, S. Thompson, and M. Wong (Chair) attended the meeting via electronic communication facilities. Absent: L. Cameron, L. Carver, and J. Webbe.

Staff: D. Powers, Director of Community Relations & Communications; A. Mafi, Communications & Engagement Manager; and K. Andrzejczuk, Committee Clerk, attended the meeting via electronic communication facilities.

1. CALL TO ORDER

The meeting was called to order at 3:03 p.m.

2. APPROVAL OF AGENDA

It was Moved and Seconded:

THAT the July 8, 2021, Community Engagement Committee meeting agenda be approved as circulated.

CARRIED

3. ADOPTION OF MINUTES

It was Moved and Seconded:

THAT the June 10, 2021, Community Engagement Committee meeting minutes be adopted as circulated.

CARRIED

REPORTS / ITEMS

4. Arts & Culture – Site Selection Engagement Update

D. Powers (Director, Community Relations & Communications) provided an overview of the Arts & Culture Centre Site Selection engagement tactics and informed that:

- The Arts & Culture Centre Site Selection engagement was the first major public engagement on the work of the Arts Facilities Advisory Committee, based on the outcomes of the Arts Facilities Site Identification Analysis;
- Engagement topics were determined by the Arts Facilities Site Identification Analysis and Council decisions;
- The project planning is in the very early stages; results of the engagement will facilitate future studies and discussion;

- The Arts Facilities Advisory Committee reviewed 20 sites for an Arts & Culture Centre and presented their recommendations to Council twice, which narrowed the options to two sites;
- The District's consultation process sought feedback on which of the two site options respondents preferred and the reasons for their choice;
- The engagement took place during COVID-19 restrictions and was entirely virtual;
- The westvancouverITE project page included comprehensive information materials, detailed studies, short version summaries, video, Q&As, background documents, timelines, an online feedback form, virtual community information meetings (presentation followed by Q&A), and contact information to provide input via email;
- Mayor & Council received correspondence;
- Notification included newspaper advertising for two consecutive weeks in the North Shore News, print materials in seven facilities, social media, video, engagement website (westvancouverITE project page), direct email to subscribers (18,244 emails sent), and the District website and app;
- 2,455 participants visited the project page, including 169 participants who reviewed the informational materials posted, 1,267 participants who filled out an online questionnaire, and 1,019 visitors who took no action; 1,267 participants completed the online feedback form; 75 letters of correspondence were received; and 38 participants attended the virtual meetings;
- Engagement methods produced both quantitative and qualitative results;
- The key takeaways were:
 - Concern among the sports groups (tennis, field hockey); although the District said they will relocate the tennis courts, there is a lack of trust and a greater commitment from the District needs to be made;
 - Marine Drive residents did not receive direct notification;
 - Lack of general awareness of information presented, e.g., parking was addressed in the information materials, but it was clear from responses that many did not read it;
 - The belief there is no need to invest in arts;
 - Top-noted concerns related to work to be done in next phase of project planning, pending Council approval, including operational and governance models, fundraising strategy, and parking and traffic studies.

D. Powers requested feedback from the Community Engagement Committee on how the quality of the engagement could be improved; discussion ensued and the Community Engagement Committee provided the following feedback:

- Engage earlier in smaller pieces, with smaller groups; and
- The video seemed more effective than the written materials.

J. Chalmers (member of the public) queried regarding a print survey; D. Powers informed that due to COVID-19, engagements were moved online and had budget restrictions; and that print materials will be re-instated once facilities are fully open.

Discussion ensued and the Community Engagement Committee provided the following feedback:

- This is one of the largest investments that the District has considered recently; consider adding a new engagement category for these major projects as they need to be considered differently;
- The community is split, which is challenging for engagement; conduct values-based engagement first to get everyone on the same page; and conduct engagement on how the community wants to be engaged;
- Explain the need for an arts facility and the benefits that it would provide, before moving to information about the project;
- Staff have done well with this engagement, but more needs to be done as this is a significant project and the majority of feedback has been negative;
- Consider additional in-person engagement once COVID-19 restrictions are eased;
- There are sensitivities regarding the investments that have been made so far; consider the costs of further engagement;
- Starting earlier with more involvement from the community can help avoid perceptions that the project is being pushed forward.

Councillor Soprovich left the meeting at 4 p.m., which resulted in a loss of quorum. As quorum had been lost the meeting was adjourned and all remaining agenda items were deferred to a subsequent meeting.

5. Staff Update: Review of Engagement Underway

Deferred due to loss of quorum.

PUBLIC QUESTIONS

6. PUBLIC QUESTIONS

Deferred due to loss of quorum.

NEXT MEETING


7. NEXT MEETING

Deferred due to loss of quorum.


8. ADJOURNMENT

Deferred due to loss of quorum.

Certified Correct:



 Chair



 Committee Clerk