



Community Day Event Planning

Working Group

Terms of Reference

1.0 PURPOSE OF TERMS OF REFERENCE

The Community Day Event Planning Working Group's main functions are to provide advice (e.g. information, options, analysis and recommendations) to Council regarding the development of an event framework to recreate the annual Community Day Celebrations - that is reflective of our current community and residents' interest and diversity.

The Community Day Event Planning Group's terms of reference are based on the "Working Group Guidelines" which were prepared by the Community Engagement Committee in 2014.

2.0 BACKGROUND

Community Day, held the first Saturday in June, is a celebration of West Vancouver's community bringing together citizens to celebrate and showcase individuals, groups and the community as a whole. Over the years, Community Day has featured a variety of different activities such as maypole dancing, a parade, music and dance stages, a beer garden, arts and crafts, sustainability and information zones, and children's activities.

Community Day evolved from the annual May Day celebration that was mainly sponsored through the school system and ended in 1970. In 1974, then-Alderman Mary Kerr took on the task of creating a new event based on community philosophy and community involvement.

Up to 2007, the Community Day committee was a strong vibrant group of 11 voting members committed to the event. In 2008, after over a decade of carrying out volunteer roles, many of the members stepped down. There had been repeated calls for volunteers in preparation of the planned retirement of many of the committee members; however, there was limited response from the community at that time.

In 2012, in preparation of the West Vancouver's Centennial Celebrations, a Community Day committee was formed to provide direction for implementing a framework that would celebrate West Vancouver from Ambleside to Horseshoe Bay. To accommodate a celebration that could span across the municipality, the parade was postponed.

In 2013 (to 2017), a Community Day planning meeting was held with over 50 representatives to determine the site and event program elements to be implemented until 2016. At that meeting it was determined that the parade would be reinstated and that the event activities would be staged in Ambleside Park featuring traditional Community Day activities.

3.0 DUTIES

3.1 Work Plan

After an orientation session, the working group will review its terms of reference and prepare an initial work plan.

3.2 Review

The Working Group will review existing information regarding the annual Community Day event in West Vancouver, such as:

- the history of the event
- the District's Special Events Policy
- recent and relevant community demographic data and studies
- analyze unique celebrations hosted by other municipalities in the GVRD and abroad
- other related documents as appropriate.

3.3 Engage

The Working Group will engage in creative thinking, positive discussion and debate and informative communication and will be inclusive and reflective of the community and residents of West Vancouver. The group will strive to develop an event framework that will showcase and further enhance our sense of place, belonging and community pride.

The Working Group will:

- develop the overall vision and mission for the Community Day event and develop goals and objectives
- define the purpose of the event
- identify the values the event will possess
- outline the scope of the event
- define a target audience that includes multicultural groups and all ages
- identify a structure and financial model to be achieved over five years.

3.4 Recommend

The Working Group will assess the relevant information and make recommendations to Council regarding (but not limited to) the following:

- a framework for the Community Day event planning to follow for the next five years that will reflect community trends and priorities
- an appropriate strategy for the support and development of funding a new Community Day event
- an engagement strategy for the new event format to inform all sectors and cultural groups of the community
- any other matters that the Working Group determines are of significance to the residents of West Vancouver.

3.6 Final Report

Upon completion of its assignment, the Staff Liaison and Chair shall collaborate to prepare the report, with review by the Working Group. The report will then be submitted to Council. The report shall include:

- an understanding and analysis of the issue under consideration
- an overview of the work done and the process involved
- the alternatives considered, including minority views

- an implementation and monitoring plan
- recommendations and options for action by Council
- identification of areas where recommendations and options have financial implications.

The Working Group's function is advisory to Council, and in their role ends upon submission of their final report to Council. There is no continuing advocacy role concerning their findings and recommendations.

4.0 ORIGIN OF WORK

The Community Day event is within the Parks, Culture and Community Services –Special Events and Filming regular event work plan and the formation of a Working Group will be identified in the 2018 work plan.

5.0 COMPOSITION

The Working Group consists of:

- one member of Council
- seven citizens
- one staff member (the staff liaison);
- the Chief Administrative Officer (ex-officio)
- five additional ex-officio members from partner organizations: West Vancouver School District, NS Multicultural Society, Squamish Nation, Ambleside Dundarave Business Improvement Association, West Vancouver Chamber of Commerce, West Vancouver Foundation.

The Working Group shall select a Chair and a Vice Chair from among its citizen members.

The role of the Council member is to:

- act as a liaison between Council and the Working Group
- provide periodic status reports to the Community Engagement Committee, and soliciting, where appropriate, Council's views on the issue being considered by the Group.

The role of the citizen members is to:

- represent the views and interests of West Vancouver citizens from all cultural groups
- contribute their expertise and experience to their Working Group
- attend and participate in all Working Group and public meetings.

The role of the Staff iLiaison is to assist the Working Group with facilitation and project management including:

- obtaining information, facilitating contact with District departments, and arranging for professional advice as required
- supporting the Chair and Working Group members in promoting effective group functioning
- collaborating with the Chair in preparing reports to Council
- directing the support function for the group regarding scheduling Working Group meetings, preparing agendas, taking notes at meetings, maintaining Working Group records, posting agendas, notes, reference material, and progress reports on the District's website, as well as any other material the Working Group wishes to be made public.

6.0 TERM, SIGNIFICANT MILESTONES, AND DESIRED OUTCOME

The term of the Working Group is eight months (September to April) or until the work is completed, whichever is earlier.

7.0 MEETING SCHEDULE AND PROCEDURE

7.1 Meeting Schedule

The Working Group shall create a schedule of meetings that will be shared with Legislative Services and the Community Engagement Committee.

7.2 Procedure

Working Group meetings are open and constructive and are conducted in a spirit of good faith. They may rely upon the Community Engagement Committee for support and for advice concerning questions on procedure. Working Group meetings require the attendance of at least five of its members in order for the meeting to open. Working Groups will not hold any closed sessions.

At Working Group meetings, the Chair will explain that:

- the role of Working Groups is to evaluate options and make recommendations on a new Community Day event plan, for consideration and decision by Council
- Working Group meetings are conducted in a spirit of good faith and respect, so as to foster a free flow of ideas and unconstrained development of options
- the public shall similarly exercise good faith and respect, being mindful that the proceedings are “work in progress” and not a forum for lobbying or decisions.

Public participation at Working Group meetings are as follows:

- public and/or media may attend Working Group meetings as observers
- Working Groups may receive delegations and presentations, and may call for public input from time to time
- the Chair will provide opportunity for members of the public to ask questions and offer points of information, generally at the end of meetings. There will be no lobbying or speeches
- electronic recording of a Working Group’s discussions, decisions or activities may occur with the Working Group’s permission
- should anyone disrupt or impede a Working Group meeting, the Chair may expel that person from the meeting.

8.0 COMMUNICATION/CONSULTATION STRATEGY

The Working Group shall consult with the community at large on questions or issues identified by the Working Group. Community consultation will be planned with appropriate District staff and will be carried out according to the District’s Community Outreach and Engagement Policy.

9.0 SUB-GROUPS, TASK GROUPS, COMMUNITY FORUMS

A basic principle guiding the operation of Working Groups is the flexibility in working (meetings, discussions, and compiling/evaluating information) and the freedom to establish sub-groups or community forums for specific tasks within the Working Group's mandate. The Working Group may establish task groups as required to review or address specific tasks or issues as they arise. The outcomes of task groups will be reported at subsequent Working Group meetings.

10.0 DECISION MAKING APPROACH/FORMULATING RECOMMENDATIONS

The Working group will build toward consensus in formulating and evaluating alternatives, and in making recommendations. Unanimity is not required, nor is voting. In conducting their work, the Working Group shall maintain:

- a clear view of their purpose and Terms of Reference
- a focused, task-oriented, and time-sensitive approach
- accountability by each member for the effectiveness of the group as a whole
- a flexible "wide open" process, inclusive of all interests in the community.

11.0 CONFLICT OF INTEREST

Working Group members shall advise of personal conflicts of interest. For example, situations where a member:

- has a direct or indirect interest in the deliberations, pecuniary or otherwise, and/or
- is involved in a matter contravening Council's Conflict of Interest guidelines.

Where an actual or potential conflict of interest exists, the Working Group member shall declare it and explain its nature to the group.

12.0 SUPPORT/PROFESSIONAL SERVICES UTILIZED

The Staff Liaison will arrange for professional advice as required.

13.0 BUDGET

The Working Group shall have a reasonable use of miscellaneous services such as clerical services, photocopying, paper supplies, meeting areas, appropriate refreshments, and other requirements. These are provided primarily through the Staff Liaison and the applicable District Division. \$4,000 has been provided by the District to support this Working Group.

14.0 COMMUNITY DAY EVENT PLANNING MEMBERSHIP CRITERIA

Members of the Working Group shall be anyone (residents, West Vancouver business owners, representative of partner agencies) with experience in community development, event management, and fundraising who demonstrates an interest in and commitment to community building in West Vancouver. Members will be appointed on the basis of their experience, consensus building, expertise, and ability to advance the work of the Community Day Event Planning Working Group (not as formal representatives of particular organizations), and their availability.

Desired knowledge, experience and perspectives include the following:

- the District of West Vancouver's ethno cultural diversity
- experience in event management
- business and the development community
- community development and place making
- tourism
- arts, culture and sport
- not-for-profit sector
- accounting and finance
- other, as appropriate.