

**LOWER MAINLAND TREATY ADVISORY COMMITTEE
COMMUNICATIONS SUBCOMMITTEE
REGULAR MEETING**

November 1, 2000

Minutes of the Regular Meeting of the **Lower Mainland Treaty Advisory Committee (LMTAC) Communications Subcommittee** held at 9:31 a.m. on Wednesday, November 1, 2000, in the 6th floor conference room, 4330 Kingsway, Burnaby, BC.

| ATTENDANCE | |
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| JURISDICTION | TAC REPRESENTATIVE |
| City of White Rock | Councillor James Coleridge (Chair) |
| Village of Anmore | Mayor Hal Weinberg (Vice Chair) |
| Village of Lions Bay | Councillor Peter Stevenson |
| City of Port Moody | Councillor Meghan Lahti |
| City of Surrey | Councillor Jeanne Eddington |
| LMTAC STAFF | |
| David Didluck | LMTAC Executive Director |
| Kirstie Pirie | LMTAC Coordinator |
| Rae Ratslef | Recording Secretary, Raincoast Ventures |
| GUESTS: | |
| Ellen Frisch, Provincial Consultation Manager | |

1. ADOPTION OF THE AGENDA

**1.1 November 1, 2000 Communications Sub-Committee Agenda
It was MOVED (Lahti) and SECONDED (Stevenson)**

THAT the Agenda for the Regular Meeting of the LMTAC Communications Sub-Committee scheduled November 1, 2000, be adopted with the addition of Other Business Item 5.3, "Regional Communications Strategy".

CARRIED UNANIMOUSLY

2. ADOPTION OF THE MINUTES

**October 4, 2000 Communications Subcommittee Minutes
It was MOVED (Weinberg) and SECONDED (Stevenson)**

THAT the Minutes of the Regular Meeting of the LMTAC Communications Subcommittee Meeting held October 4, 2000 be adopted as circulated.

CARRIED UNANIMOUSLY

3. DELEGATIONS

3.1 Provincial Communications and Consultation Update

Document titled "Delegation Request" outlining the procedures for delegations to the Committee.

Ellen Frisch, Provincial Consultation Manager, provided a status update concerning implementation of interim protocol measures and commented on the province's significant focus on the Tsawwassen treaty table at this time.

It was MOVED and SECONDED

That the LMTAC Communications Subcommittee receive for information the verbal report from Ellen Frisch, Provincial Consultation Manager, pertaining to Item 3.1.

CARRIED UNANIMOUSLY

Agenda Varied

The order of the Agenda was varied at the meeting to consider Items 5.3 and 5.1 prior to Item 4.

5.3 Regional Communications Strategy

Chair Coleridge commented on the need for a review of the LMTAC Communications strategy to discuss where, when and how LMTAC participates in communications activities. At present all levels of government, as well as local treaty advisory committees, Homeowner Associations and First Nations, have communications activities underway, many of which overlap one another. Committee members were requested to consider how to better organize and focus LMTAC's communications efforts.

Ellen Frisch, Provincial Consultation Manager, commented that the province would like to see more community level meetings lead by local organizations and governments and noted the province feels that LMTAC can assist in this regard by identifying local governments that could be involved in the community meetings and by possibly assuming a role in their implementation.

Discussion ensued concerning a recent Homeowners Association community meeting in Delta regarding the Tsawwassen Treaty negotiations. Members considered LMTAC's role in participating in community meetings such as these and the importance of having a clear understanding of the meeting direction and of ensuring that there is balance in the presentations was noted. Members agreed to the need to clearly define LMTAC's requirements to participate in future community meetings.

Members also discussed whether LMTAC should continue to participate in provincial and federal communications activities given the negative public perception of these activities. David Didluck, Executive Director, commented on related discussions of the past Executive and Board and the rationale for their decision that LMTAC should play more of an enabling, rather than hosting, role.

The Committee considered information provided on other BC TACs and their activities and discussed the role of LMTAC as an information exchanging body and resource for its constituents. In light of this role, members commented on the importance of being kept apprised of other TACs' activities.

Request for Action

The Provincial Consultation Manager was requested to add LMTAC to the mailing list to receive the province's monthly treaty negotiation update for all the regions in BC.

Members stressed the inter-relationship of treaty activities in the province noting that all the treaty tables impact on each other in terms of setting precedents and expectations.

Ms. Frisch provided more detailed information concerning the protocol agreement between the province and the UBCM noting potential impacts to the communications between and within local governments and the LMTAC.

It was MOVED (Stevens) and SECONDED (Eddington)

That the LMTAC Communications Subcommittee recommend that the Board, with reference to the Executive Committee, endorse the development of a communications protocol that all discussions on interim measures and treaty related measures with line ministries or crown corporations be coordinated through LMTAC to local governments in light of the new protocol agreement between the province and the UBCM.

CARRIED UNANIMOUSLY

5.1 Verbal Status Report on Opinion Leaders Dinners Proposal

Ellen Frisch, Provincial Consultation Manager, commented on an Opinion Leaders Dinner held on Vancouver Island. The Dinner was designed to develop more cultural awareness and to develop specific awareness of a First Nation in that region and required a significant amount of administrative assistance from the hosting body and cost approximately \$5,000.

Kirstie Pirie, Communications Coordinator, clarified LMTAC's previously stated position that it would act in an enabling role for Opinion Leaders Dinners but that the local governments would need to assume the role of hosting, coordinating and deciding on the leaders to be present. Chair Coleridge further clarified that the Subcommittee is on record supporting the concept principle but it is up to the individual municipalities to determine their level of participation.

Members were informed that further work on this initiative had been delayed given the election call and the need for the federal government to assign a new facilitator for the dinners.

4. REPORTS

4.1 Status Report on Outstanding Communications Plan 2000 Priorities

Document titled "Status Report – LMTAC Communications Plan 2000".

The Committee received this item for information.

4.2 Communications Plan and Budget 2001

Report dated October 20, 2000 from Kirstie Pirie, Communications Coordinator, providing information concerning communication activities and budget options for 2001.

David Didluck, Executive Director, utilizing the whiteboard, noted the following key questions for the Subcommittee's consideration in determining LMTAC's communication plan priorities:

- scope: table specific vs. region-wide (broad) projects;
- LMTAC role: host vs. enabling organization;
- purpose: consultation vs. public information; and
- target audience: LMTAC members/public or First Nations/both.

Following discussion, the following guiding comments were outlined on the whiteboard:

Scope:

Needs to be 80% region-wide (broad) and 20% table specific (community).

LMTAC Role:

Region-wide (broad) activities – hosting;
Table specific (community) activities - hosting or, where there are other active communications body(s), coordinating communications efforts with those body(s) to avoid duplication.

Purpose:

To be supportive of both factual information sharing with LMTAC representatives and of consultation with LMTAC table representatives and impacted municipal/regional district representatives (held responsible in the public eye for the information discussed) depending on the region-wide or specific table needs.

Target Audience:

Both internal and external with Board debate required on the concept of whether there should be a LMTAC communications emphasis on mechanisms to communicate directly with First Nations for relationship building.

LMTAC Mandate Statement:

The Lower Mainland Treaty Advisory Committee (LMTAC) works to coordinate and represent the interests of local governments and their constituents in Lower Mainland area treaty negotiations.

Mayor Weinberg provided information on an upcoming northeast sector, tri-city meeting that will involve the Tsleil-Waututh and Coquitlam bands. Members discussed the appropriateness of such a meeting and the parties that should be informed/involved.

Members noted that, in future, a communications protocol may need to be developed to the effect that where a municipality wishes to meet with a First Nation that all other local governments affected by that traditional territory be contacted and that the LMTAC representatives for the area be invited.

5. OTHER BUSINESS

5.2 Change to First Nations Media Monitor Service

"BC Media Monitor First Nations Edition – September 22nd, 2000, Issue No. 64"

This item was deferred to the next Communications Sub-Committee meeting.

6. INFORMATION

The LMTAC Communications Subcommittee received for information the following items:

- 6.1 Quotation for 2001 Web Improvements;
- 6.2 Quotation for In Studio and In the Community Public Forums;
- 6.3 October Statistical Summary: LMTAC Web Site;
- 6.4 Deadlines for Agenda Production; and
- 6.5 Honorarium and Expense Form.

With respect to Item 6.1, discussion ensued regarding the quote for improvements to the Website. David Didluck, Executive Director, advised that the Subcommittee had already expended its assigned website budget for 2000 but that the additional expenditure could be met within the remaining overall communications budget.

Information was provided on discussions at the LMTAC Finance and Organizational Subcommittee regarding the Communications Subcommittee budget for 2001 and concerning distribution of the Subcommittee's unallocated funds from 2000.

It was MOVED (Weinberg) and SECONDED

That the LMTAC Communications Subcommittee:

- a) approve an expenditure of \$3,200 for improvements to the LMTAC web site as indicated by the Board at its last meeting;
- b) authorize the Executive Director to reallocate funds within the existing communications budget to cover the costs of these improvements; and
- c) direct staff to provide an information report to the Board at its next meeting concerning the matter.

CARRIED UNANIMOUSLY

Request of Staff

Staff was requested to summarize the Communications Subcommittee unexpended funds from 2000 for the Subcommittees consideration at its next meeting.

7. CONCLUSION

The Regular Meeting of the LMTAC Communications Subcommittee held November 1, 2000 concluded at 12:09 p.m.