

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

February 9, 2000

Minutes of the Regular Meeting of the **Lower Mainland Treaty Advisory Committee (LMTAC) Communications Subcommittee** held at 12:40 p.m. on Wednesday, February 9, 2000, in the 3^d floor conference room, 4330 Kingsway, Burnaby, BC.

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

1. **Approval of Agenda**
It was MOVED (Stevenson) and SECONDED (Lahti)
 THAT the Agenda for the Regular Meeting of the LMTAC Communications Subcommittee scheduled February 9, 2000 be approved as circulated. **CARRIED**

2. **Approval of Communications Subcommittee Minutes dated November 10, 1999**
It was MOVED (Lahti) and SECONDED (Stevenson)
 THAT the minutes of the Regular Meeting of the LMTAC Communications Subcommittee held November 10, 1999 be adopted as circulated. **CARRIED**

3. **Chair's Report: Year in Review/Accomplishments**
 - 3.1 **Terms of Reference - Review**
 Document dated February 1, 2000 titled "LMTAC Communications Subcommittee Terms of Reference".

 Members reviewed the committee's terms of reference. Discussion of the reporting structure of the Committee ensued. Clarification was provided that the Committee reports through the Executive Committee to the Board. However, efforts are underway to restructure the Committee to enable it to take some action as well as make recommendations.

4. **Identification of Subcommittee Priorities: Workplan 2000**
 - 4.1 **Communication Plan 2000 Update**
 Document dated December 15, 2000 from Kirk & Co. Consulting Ltd. Titled "Communication Plan 2000 for Lower Mainland Treaty Advisory Committee".

 Received for information.

4.2 Communication Plan 2000 Activities Options – Evaluation

Document from LMTAC Staff titled “Communication Plan 2000 Activities Options – Evaluation”.

David Didluck, Executive Director, reviewed details in the document concerning LMTAC communications activities proposed for in house or contracting out and associated costs. Information was provided on the capacity of LMTAC staff to undertake various communications activities.

Discussion ensued during which members considered the proposed LMTAC Internet forum and the co-relation of LMTAC's Website to its media releases. It was suggested that an email media list be created for use in distributing media releases to editors' desks and newsrooms via email rather than facsimile.

Request of Staff

Staff was requested to report back to the Subcommittee regarding municipal responses to LMTAC's request to have links to its Website on each municipal Website.

Request of Staff

Staff was requested to invite the BC South Team, Consultation Manager to the next Subcommittee meeting to make a presentation on the provincial communications efforts.

Members considered the possibility of having the Subcommittee interact with other agencies that have had experience with urban treaties, i.e. the UBCM and other TACs throughout the province. Various potential means of opening communications with these agencies and TACs were noted, including distributing LMTAC's First Principles and exchanging information through Websites and monthly bulletins. Additionally, it was suggested LMTAC's Website offer links to other TAC Websites.

Discussion of the Subcommittee's annual budget, communications consultant retainer arrangements in 1999 and on options for proceeding with communications activities in 2000 ensued. The Finance and Organization Subcommittee is seeking information on the Communication Subcommittee's priorities for communications options and associated costs.

It was MOVED (Lahti) and SECONDED (Stevenson)

That the LMTAC Communications Subcommittee, recognizing the limited financial resources available for communications activities, recommend the Executive Committee not enter into a retainer with a consultant to undertake communications activities with a view to utilizing LMTAC staff for most communications activities with various activities contracted out as needed.

CARRIED UNANIMOUSLY

It was MOVED (Lahti) and SECONDED (Stevenson)

That the LMTAC Communications Subcommittee has reviewed and endorsed the Communication Plan 2000. The Plan is now to be forwarded to the Finance and Organizational Sub-Committee for comment, then recommended to the Executive Committee.

CARRIED UNANIMOUSLY

5. Business Arising from Minutes

5.1 Web Site – Status Update

Bob Paddon, Manager of Communications and Education, Greater Vancouver Regional District (GVRD), joined the committee for this item.

Mr. Paddon provided information concerning the GVRD's Website and the GVRD's relationship in developing and hosting the LMTAC Website at no cost to LMTAC. Budgetary and staffing changes at the GVRD have resulted in the responsibility for the Website now being shared between the GVRD's C&E and IT departments. IT has identified a number of technical elements to be

addressed on the Website and a revised Website will be up and running within 10-12 weeks. GVRD is willing to continue to provide a link from its home page to the LMTAC Website.

GVRD's main users are individuals involved in municipal government and so its Website's emphasis is very much on text in order that information can be easily downloaded. It is anticipated GVRD's site will not be capable of providing LMTAC users with high-end interactivity.

In discussion, members clarified the priority of the LMTAC Website at this time is to provide up to date information on LMTAC that is easily accessible with email links.

Mr. Paddon confirmed the IT department's willingness to update the information on LMTAC's website in the short term and to allocate 5-6 hours of IT staff time to assist the Executive Director in this regard.

It was MOVED (Stevenson) and SECONDED (Lahti)

That the LMTAC Communications Subcommittee:

- a) receive for information the verbal presentation from Mr. Bob Paddon, Manager, GVRD Communications and Education Department, pertaining to Agenda Item 5.1; and
- b) thank Mr. Paddon for GVRD's work to date on the LMTAC Website and for its continued ongoing support.

CARRIED UNANIMOUSLY

It was MOVED (Lahti) and SECONDED (Stevenson)

That the LMTAC Communications Subcommittee, given limited resources and the opportunities presented, recommend the Executive Committee support that the LMTAC Website continue to be hosted on the GVRD Website until the GVRD Website has been upgraded and is fully operational at which time LMTAC reassess its host needs.

CARRIED UNANIMOUSLY

It was MOVED (Stevenson) and SECONDED (Lahti)

That the LMTAC Communications Subcommittee recommend the Executive Committee authorize staff to update the LMTAC Website immediately with current information.

CARRIED UNANIMOUSLY

5.2 Meeting Schedule

Members agreed to reschedule future Subcommittee meetings to occur 12:00 p.m. to 2:00 p.m. on the third Wednesday of each month beginning in March 2000.

6. Other Business

6.1 Communications Expectation with Province/Federal Government

Members discussed the Subcommittee's role in communicating treaty related activities to and between local governments, LMTAC and the provincial and federal governments. Information was provided on various advisory committees to lower mainland councils and the importance of establishing means of sharing information relative to treaties with these groups was noted.

Request of Staff

Staff was requested to provide the terms of reference for the Delta and North Shore TAC advisory groups for the Subcommittee's information and review.

It was MOVED (Stevenson) and SECONDED (Lahti)

That the LMTAC Communications Subcommittee recommend LMTAC to request its members to inform the LMTAC office and the Communications Subcommittee of any and all local government communications activities pertaining to lower mainland treaties, including public meetings, publications, media articles and documentation.

CARRIED UNANIMOUSLY

7. Adjournment

The LMTAC Communications Subcommittee Regular Meeting held February 9, 2000 adjourned at 2:21 p.m.