

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

January 3, 2001

Minutes of the Workshop Meeting of the **Lower Mainland Treaty Advisory Committee (LMTAC) Communications Subcommittee** held at 9:35 a.m. on Wednesday, January 3, 2001, in the 6th floor conference room, 4330 Kingsway, Burnaby, BC.

ATTENDANCE	
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 Communications Coordinator
Rae Ratslef	Recording Secretary, Raincoast Ventures

1. ADOPTION OF THE AGENDA

1.1 January 3, 2001 Communications Subcommittee Agenda

It was MOVED (Lahti) and SECONDED (Eddington)

THAT the Agenda for the Workshop Meeting of the LMTAC Communications Subcommittee scheduled January 3, 2001 be approved as circulated.

CARRIED UNANIMOUSLY

2. ADOPTION OF THE MINUTES

2.1 December 6, 2000 Communications Subcommittee Minutes

It was MOVED (Lahti) and SECONDED (Eddington)

THAT the Minutes of the Regular Meeting of the LMTAC Communications Subcommittee held December 6, 2000 be adopted as circulated.

CARRIED UNANIMOUSLY

3. DELEGATIONS

No delegations were received at the meeting.

4. REPORTS

4.1 Communication Plan and Budget

Document titled "Draft LMTAC Communications Plan 2001".

Kirstie Pirie, Communications Coordinator, introduced the document and, together with David Didluck, Executive Director, reviewed changes to the document as requested by the Subcommittee at its previous meeting.

During the review, staff responded to questions regarding the contractual arrangements with RJF Productions for the LMTAC Website. Further Subcommittee discussion concerned the percentage of the Subcommittee's budget allocated to Website improvements and question was raised as to the appropriateness of the allocation and concerning the value for dollar being achieved.

Request of Staff

Staff was requested to provide monthly Website stat reports with each Subcommittee Agenda package.

Discussion continued regarding means of achieving additional cost savings in the Subcommittee's projects. Suggestion was made that the Subcommittee pilot a project to electronically distribute its Agenda packages through the LMTAC Website, with the option for members to request paper copies remaining available.

It was MOVED (Weinberg) and SECONDED (Stevenson)

That the LMTAC Communications Subcommittee:

- a) approve in principle the concept of testing the viability and feasibility of distributing its Agenda packages over the Internet; and
- b) invite the LMTAC Website manager to report on the concept at the next Subcommittee meeting.

CARRIED

(Councillor Eddington voting in the negative.)

Staff further reported on in house and external communications assignments. Members considered having the Communications Coordinator track the time spent on communications vs. other LMTAC activities for reporting purposes. Question was also raised as to the most effective means of reporting the value of each of the Communications projects outlined in the Plan.

Mr. Didluck introduced for discussion the budget process noting that a request will be made to increase the budget by \$1,500 to pay out a 2000 contract carried over to June 2001. Ms. Pirie provided clarification regarding the inclusion of budget ranges rather than specific budget numbers for each project in the Plan as requested by the Subcommittee at a previous meeting. The ranges were intended to allow the Subcommittee some flexibility in its Plan.

In further discussion a Subcommittee member introduced for consideration the notion of excluding the specific details regarding expenditures for each project for the purposes of presenting the Subcommittee's budget to the Board. Additional consideration was given to means of allowing the Subcommittee some flexibility to utilize any unexpended 2001 budget funds to new or existing projects prior to year-end.

Request of Staff

Staff was requested to report back quarterly regarding the Subcommittee's budget expenditures relative to its annual budget.

Subcommittee members then considered the purpose of the LMTAC Conference noting it would be a forum to communicate and educate the general public and municipal councils regarding current lower mainland treaty issues. It was noted that further details concerning the Conference and other planned projects would be flushed out by the Subcommittee and interested LMTAC members in coming weeks.

With respect to the education program development project noted in the Plan, it was clarified that the estimated budget for the project is for members' honoraria to make presentations to schools. The possibility of combining the education program and the conference was considered.

Discussion ensued regarding the possibility of investigating external funding opportunities to support LMTAC's Workplans. A member raised concern that accepting external funding could dilute the LMTAC's independence from the provincial and federal governments and other bodies.

Request of Staff

Staff was requested to introduce the matter of external funding options for communications issues and other items for discussion at a future Board meeting.

With respect to the Documentary project noted in the Plan, staff questioned the Subcommittee's intended objective in this regard, the appropriateness of the project title and whether or not a budget figure should be assigned to it. Members clarified that this project is intended as a preliminary step to collect data and information regarding the feasibility of a documentary in a future year. The relocation of the project as an item under the Public Information Products/Tools project was suggested.

Request of Staff

Staff was requested to make the following changes to the Draft LMTAC Communications Plan 2001:

- a) page 1, relocate footer "Category A: Public Relations" to the top of page 2;
- b) page 1, section D, add notation that the Subcommittee's total budget for 2001 is \$16,500, and that items and priorities may change within the plan, along with estimated budgets, but that the Subcommittee will manage its overall budget to not exceed \$16,500;
- c) page 1, section D, remove reference to "Note" in association with comments regarding in house activities;
- d) page 3, relocate "Documentary" project as item (b), under the "Public Information Products/Tools" project and add (c), "Best Practices";
- e) pages 3, 4 and 5, delete references to category a and b total range figures;
- f) page 4, "Internal Communications Needs Assessment", replace description with "development of a self-assessment tool for LMTAC members' communications needs";
- g) page 5, relocate the footnote to page 2 under the "Internet/Web Projects" category; and
- h) throughout, replace all project budget ranges with estimated dollar figures; and
- i) last page, include a budget summary.

The Subcommittee agreed to the following priorities for each project:

Internet/Web Projects:	High
Media Relations:	Medium – High
LMTAC Conference:	High
Education Program:	Medium
Public Information:	High
Stakeholder Presentations:	Medium
Newsletter/Update Bulletin:	Medium
Status Report/Information Presentations:	Medium
Table Specific Communications:	High
Council of Councils Presentation:	Medium
Internal Communications Needs Assessment:	Low

Discussion ensued regarding means of ensuring a better response rate with regard to LMTAC members' self-assessment forms. Suggestion was made that the forms be distributed at the beginning of a Board meeting for members to return completed by the end of the meeting.

It was MOVED (Lahti) and SECONDED (Stevenson)

That the LMTAC Communications Subcommittee recommend that the LMTAC Executive and Board endorse the LMTAC Communications Plan 2001 as amended.

CARRIED UNANIMOUSLY

4.2 Workplan 2001: Project Identification

David Didluck, Executive Director, advised that the projects identified as high priorities by the Subcommittee in its Workplan review under Agenda Item 4.1 would be extracted and incorporated into the overall LMTAC Workplan 2001.

5. OTHER BUSINESS

No other business items were presented at the meeting.

6. INFORMATION ITEMS

The LMTAC Communications Subcommittee received for information Item 6.1, "Media Clipping".

7. Adjournment

The LMTAC Communications Subcommittee Workshop Meeting held January 3, 2001 adjourned at 11:12 a.m.