

DRA Board Meeting Minutes

September 10, 2019

Location: The Dock, 300-722 Cormorant St., Victoria

Time: 5:00 p.m.

Present: Paul Gandall (chair), Doug Boyd, Suzanne Dubé, Nicholas Harrington, Sandra Severs, Matthew Yee

DRA Member: Renée Layberry

City Council Liaison: Councillor Charlayne Thornton-Joe

City Staff: Mike Hill

Guests: Mike van der Laan, Transportation Planner, Sustainable Transportation Planning & Development

Sarah Webb, Manager of Sustainable Transportation Planning & Development

Regrets: Ruth Annis, Dianne Flood, Ian Sutherland, Wendy Bowkett (DRA member)

Call to Order/Approval of Agenda

Paul Gandall called the meeting to order and the agenda, as circulated, was approved with the addition of a conversation on a DRA mailbox requested by Doug Boyd.

“Go Victoria” Transportation Presentation

<https://victoriadra.ca/go-victoria-mobility-profile/>

Action: Doug will include information about the presentation and contact information in the newsletter.

Action: The Urban Livability Committee will examine the report for a possible response.

Questions on Downtown Update: Mike Hill

Report attached to minutes.

A question from Paul about whether or not the DRA could apply for a Great Neighbourhood Grant given that the DRA has two projects currently underway. Mike confirmed that the City would be open to a proposal from the DRA as long as the other projects were close to completion. Deadline for applications is October 15th.

Questions were raised about the hours of operation of the Leopold that are being proposed to the city. Mike informed the DRA that conversations were still underway and that there was no definite decision as of yet. There is discussion about how to balance the needs of business owners with that of residents and whether certain parts of the downtown core should be designated as a “hospitality district” with different rules for noise tolerance than residential areas. The noise bylaws will be re-examined by Council and staff in 2020.

Councillor’s Report: Charlayne Thornton-Joe

Graffiti- There has been a significant increase in the amount of graffiti tagging happening especially on heritage buildings. Because it is not possible to get a conviction for tagging without catching the person in the act, it has been difficult to arrest those involved even though

pictures of the work are posted on Instagram. Council has given the DVBA \$20k to support the work of removing the tags.

Northern Junk- The Heritage Advisory Committee has rejected the latest development plan for the site because the plan does not fit the heritage guidelines for the downtown core.

“Façadism”- While concern is being expressed about buildings in the historic district being developed with only the façade of the old building being maintained, Council recognizes that old buildings are challenging to preserve when redevelopment is undertaken. Seismic upgrades, below ground parking and the fact that windows in government buildings do not always line up with window heights in residential developments means that sometimes only the façade of a building can be maintained.

Duck Building on Broad Street- Upon review, the Heritage Advisory Committee is pleased with the innovative design proposed for this building.

Homelessness- The City is putting pressure on province for additional resources. BC Housing has announced that they will provide funding for an additional 35 shelter mats to be opened at Our Place on October 1st. The City is also requesting more budget money be directed to the Ministry of Mental Health and Addictions.

Cleanliness- The City is considering the purchase of more sidewalk cleaning machines.

Fortune-telling Booth- The project requires a champion to move it forward and could be partially funded with a Great Neighbourhood Grant. In conversation about the project, the DRA expressed concern about whether it had capacity to take on this project at the moment. There was interest in possibly partnering with an organization in Chinatown to move this forward.

Action: Charlayne and Mike will follow up with the DVBA and Chinatown non-profits to see if there is interest in working with the DRA.

The Village Restaurant- The owner has expressed interest in providing 15 free early morning breakfasts for members of the DRA at their Store Street location.

Action: Charlayne will follow up with the owner to book a time.

Business Arising from Minutes

1) Truth and Reconciliation Grant

Two documentaries to be screened at the Vic Theatre – *All Our Relations*, directed by Barbara Todd Hager and *Our Voices, Our Stories*, directed by Barb Cranmer. Proposal attached to the minutes.

Motion: That the Truth and Reconciliation task group move forward with the proposed film night and community garden plaque.

Moved: Sandra Severs **Seconded:** Paul Gandall

CARRIED

Charlayne reminded the Board of the upcoming Indigenous Dialogues which includes a dialogue on November 18th. If the task group chose November 24th as their film launch then the event could be advertised at the previous dialogue.

2) Crystal Pool Project

Paul reported that a strong message has been communicated to senior City staff that the redevelopment of the Crystal Pool needs to be viewed through a neighbourhood equity lens and not simply as a regional facility. The neighbourhoods, which border the current Crystal Pool, are demographically lower income and have less access to community amenities. Continued access for these neighbourhoods is important.

New Business

1) Vancouver Street Bike Lane

A member of the DRA expressed concern about the proposed bike lanes on Vancouver Street and requested that the DRA engage in advocacy against the proposal. The Board discussed the matter and agreed that because there was a wide range of opinion about the proposed bike lanes, the DRA could not take a position siding with one group over another.

Action: Paul will communicate the Board decision to the DRA member.

2) Mailbox

Doug raised the question of whether or not the Board should have its own mailbox in order to ensure easy access.

Motion: That Doug be empowered to do further research and report back to the Board.

Moved: Paul Gandall

Seconded: Matthew Yee

CARRIED

Action: Charlayne will provide Doug with a contact at the Chinese Community Centre.

3) Insurance

A conversation among neighbourhood associations about whether there is a need for further insurance coverage is underway. Doug has looked at the Board's insurance policy and has concluded that it is sufficient for our needs. Neighbourhood associations that operate community centres might, however, be in need of increased insurance coverage.

Questions on Standing Committee Reports

1) Land Use Planning (LUC)

No report for Board decision-making needed at this time

2) Urban Livability Committee (ULC)

Report attached to the minutes.

Paul has done a number of interviews this past month highlighting the need for green space in the Downtown core.

3) Urban Ecology/Urban Agriculture Committee (UEC)

Report attached to the minutes.

Action: Nicholas will follow up with Synergy Enterprises and the Food Eco-District about the proposed *Street to Sky Project* to assess the appropriateness of the request for DRA support.

4) Communications/Membership Committee (CMC)

Report attached to minutes.

Motion: That the CMC attach Board committee reports to the minutes on the DRA website.

Moved: Doug Boyd **Seconded:** Matthew Yee

Friendly Amendment: That the Committee chairs be encouraged to post their committee reports to the DRA website.

Moved: Doug Boyd **Seconded:** Matthew Yee. **CARRIED**

Action: The Board will revisit this issue when the full Board complement is present.

Motion: That the Board continue to approve the minutes of previous Board meetings by email to ensure minutes are posted in a prompt fashion to the DRA website.

Moved: Doug Boyd **Seconded:** Paul Gandall **CARRIED**

5) Community Development Committee (CDC)

Report attached to the minutes.

Motion: That the Board authorize the CDC to move forward with the bicycle kiosk project including the rental of a storage locker.

Moved: Suzanne Dubé **Seconded:** Paul Gandall **CARRIED**

Paul gratefully acknowledged the hard work of the CDC in expanding the impact of the DRA.

6) Governance Committee (GC)

No report received.

Action: The Communications policy document will be presented at the next meeting.

Ad Hoc Committee Reports

1) Budget Committee (CBC)

No update until after November 18th.

External Meeting Reports

1) Victoria Community Association Network (VCAN)

Suzanne will be joining Paul and Ian as the DRA representatives on VCAN.

2) 900 Block Pandora GNA

Concerns continue to be expressed by organizations, residents and churches about the number of people congregating outside Our Place and The Harbour. It is hoped that the additional shelter beds which open earlier than usual will decrease the number of complaints.

Sandra has met with Janine Theobald from the Greater Vancouver Coalition to End Homelessness to talk about ways in which the DRA might support the coalition's work.

3) Late Night Action Committee (LNAC)

Late night bus service pamphlets were distributed. The City will be doing a late night women's walking tour on September 20th to access street safety.

4) Downtown Service Providers (DSP)

Providing addiction services and support for people at risk of fentanyl poisoning continues to impact the work of service providers.

Meeting adjourned at 7:35 p.m.

Next Board meeting – October 8th, 2019

September 10, 2019 DRA Board Minutes

Email Motion: Made August 20, 2019

That the minutes of the July 9th meeting be accepted as circulated by email.

Moved: Doug Boyd

Seconded: Ruth Annis

CARRIED

PROPOSAL

INDIGENOUS RECONCILIATION DOCUMENTARY SCREENING

Sponsors

Downtown Business Association, Victoria Film Festival, Alliance of Aboriginal Media Professionals

Venue

Vic Theatre, 808 Douglas Street

Possible Dates

Sunday, November 10, 17 or 24 (currently available).

Time

Film Screening - 2:00 - 3:30 p.m.

Q&A - director Barbara Todd Hager and a member of Barb Cranmer's family - 3:30 - 4:00 p.m.

Reception - 4:00 - 5:00 p.m.

Documentaries to be Screened

All Our Relations (2019, 22 minutes) - World premiere of Barbara Todd Hager's new APTN documentary series on Indigenous history and genealogy featuring a 22 minute episode about Barb Cranmer and her family.

Our Voices, Our Stories (2016, 39 minutes), directed by Barb Cranmer and produced on the occasion of the St. Michael's residential school demolition in 'Yalis (Alert Bay).

Sponsors

Downtown Residents Association - Grant

Victoria Film Festival - use of theatre, promotional support

Alliance of Aboriginal Media Professionals - \$1,000 grant to cover travel and accommodations expenses for Cranmer family

Proceeds from donations

Proceeds from tickets sales or donations would support the Barb Cranmer scholarship fund for Indigenous students attending Capilano University. Barb Cranmer graduated from the Indigenous film program at Capilano College in the late 1990s.

Background

Kwakwaka'wakw filmmaker Barb Cranmer was one of the most prolific and acclaimed Indigenous documentary filmmakers of her generation. Her films have been screened at festivals throughout the world, including the prestigious Sundance Festival, the Victoria Film Festival the celebrated American Indian Film Festival in San Francisco where they won numerous awards. Collaborating with members of her family and the community, Barb directed several films about cultural renewal and contemporary Kwakwaka'wakw life.

Her most recent film, *Our Voices, Our Stories* (2016), documented the demolition of the St. Michael's residential school in 'Yalis (Alert Bay). An estimated 9,200 children passed through the doors of St. Michael's Indian Residential School in Alert Bay, British Columbia between 1929 and 1975. Numbers replaced their names, their Aboriginal languages were forbidden, family ties broken, and histories denied. Scores of children died at the school, many were abused and many never returned to their families. Those who did return home often suffered in silence the abuses they received at the school. In 2015, the 'Namgis Nation voted to tear down the building, and with it the history of residential school suffering and pain in their community.

Victoria resident and award winning director Barbara Todd Hager (1491, Truth, Dance & Reconciliation, Motown High) volunteered as a camera operator on Barb Cranmer's documentary, and she and Barb had discussed taking their two films on residential school on the road to screen in communities throughout BC. Barb's illness and passing in 2019 prevented this from coming to fruition.

VDRA Contribution

The screening of Barb Cranmer's final film, *Our Voices, Our Stories*, and Victoria filmmaker Barbara Todd Hager's profile on Barb will make for a compelling and poignant tribute to this amazing 'Namgis filmmaker. We will invite Barb's sister and mother to the screening in Victoria.

The Downtown Residents Association support for this screening will offer Indigenous and non-Indigenous community members the opportunity to come together in the spirit of reconciliation and hope.



In Your Neighbourhood

Leopold's Tavern

On August 1, Council received a report regarding an application by Leopold's Tavern at 570 Yates Street with proposed hours of operation from 9:00 a.m. to 2:00 a.m. daily and with an occupant load of 120 people (100 indoors and 20 on the patio). The report recommends the application be amended to have hours of operation be 9:00 a.m. to 12:00 a.m. daily with the same occupant load. The Acting Director advised that consideration of this application needs to be deferred due to changes in the application requiring that revised notification be sent to adjacent residents.

Late Night Bus Service Started

On September 6, BC Transit started its extension to service hours on Friday and Saturday nights. Seven bus routes will now have last departures from the downtown from 2:30 to 2:45. This will provide an important transportation option for workers and downtown patrons leaving the town centre after the latest bar and restaurant closing times.

Support for Graffiti Removal

At their September 5 meeting, Council approved a [proposed resolution](#) from Councillors Alto and Thornton Joe to allocate \$20,000 from contingency funds to assist the Downtown Victoria Business Association with the removal of graffiti, with a focus on heritage buildings and private property.

Artists Wanted

The City of Victoria is establishing a [roster](#) of pre-qualified, local artists to be available for mural and community art opportunities in 2020. Emerging and established artists are invited to submit an application. The deadline for applications is **Wednesday, October 30, 2019 at 4:30 p.m.** Applications and supporting images must be [submitted by email](#). Hard copies will not be accepted.

The City is also seeking artists and designers to submit proposals to design a [winter banner](#) to be displayed on 100 downtown lampposts from November to February over the next five years. The City's winter banner theme is "Natural Winter in the Pacific Northwest". The selected artist/designer will receive a fee of \$500. The deadline for submissions is Wednesday, September 11, 2019 at 4 p.m. Proposals must be submitted online. The selected artist will be notified in late September and the banner artwork must be completed by mid-October.

Community Wellness Task Force

The deadline is this Friday (4:00pm September 6) for applicants with lived experience to serve on the [Community Wellness Peer-Informed Task Force](#). The Task Force will focus on issues of mental health, problematic substance use, and homelessness and help develop recommendations for the City's *Community*





Wellness Strategy. Task Force members will participate in a series of engagement sessions with Council liaisons to identify and inform what actions need to be taken to deliver an effective, responsible, and community-building response at the municipal level. Areas of focus will include prevention, education, integration of services, and advocacy.

819-827 Fort Street Development

Council held a public hearing and approved an [application](#) that proposes to increase the density and construct a ten-storey, mixed-use building with ground-floor commercial uses and rental residential apartments above. The proposal retained the façade of the Heritage Designated building located at 825 Fort Street and designate the façade of 819-823 Fort Street. Council also resolved that the applicant will be required to work further with staff to explore public realm improvements that are green, artful, creative and fun, to the satisfaction of the director of engineering and planning.

829-899 Fort Street Rezoning

On August 8, Council approved a [staff report](#) and instructed staff to prepare the necessary Zoning Regulation Bylaw Amendment that would authorize the proposed development, which includes rental housing. Some specific requirements were that it:

- All of the dwelling units are rental in perpetuity,
- Sixty-three dwelling units are below market student rental housing
- Fourteen dwelling units are seniors housing
- Community use of the multi-purpose rooms is provided
- Frontage improvements to bury the hydro lines and provide street trees along all three street frontages
- Includes a childcare facility with a below market lease rate to be operated by a non-profit care provider
- Includes a music wellness centre to be operated by the Victoria Conservatory of Music with some availability for community use.

City Quarterly Update

On September 5, Council will receive a quarterly update on staff [activities and accomplishments](#), as well as an indication of the status of the City's [Strategic Plan target actions and outcomes](#).

Deer Management

After consideration of a [staff report](#), on August 1, Council voted to support joining other municipalities in the region in a request that the province participate in a Union of BC Municipalities conference discussion regarding regional deer management and a region-wide deer immuno-contraception strategy to manage and gradually reduce the deer population across our municipalities.

Great Neighbourhood Grant Program

The autumn application intake for neighbourhood grants has started and will close on October 15, 2019. Residents should consider taking advantage of this opportunity to consider projects to improve their



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neighbourhoods. Projects can be physical improvements or activities that help build community. Find more information [on line](#) or contact Neighbourhood staff at neighbourhoods@victoria.ca to discuss.

All Candidates Meeting on Victoria Priorities

Residents are invited to attend a panel discussion where leaders in the community will discuss key priorities for our region. Greater Victoria candidates running in the upcoming federal election have been invited to attend and each will have two minutes each to speak at the end of the event. Topics include:

- Labour, Immigration & Work Force Development (Paul Nursey, CEO, Destination Greater Victoria)
- Child Care & Transportation (Catherine Holt, CEO, Greater Victoria Chamber of Commerce)
- Housing (Councillor Jeremy Loveday, City of Victoria and Jeff Bray, CEO, Downtown Victoria Business Association)
- Climate Change & Reconciliation (Mayor Lisa Helps, City of Victoria)

The event will be held Wednesday, September 11, 2019 from 5:30 – 7:30 p.m. at the Victoria Conference Centre.

Council Meetings

Committee of the Whole meets on September [5](#), [12](#) and [19](#) at 9am. Council meets on September [5](#) and [19](#) beginning at 6:30pm. Residents can watch recordings of the meetings [here](#).

Urban Livability Committee Report

Meetings: None

Scheduled Meetings: None

Areas of Interest:

- 1) Noise Issues
- 2) Homelessness/Mental Health/Addictions
- 3) Urban Green Space
 - a. There were a number of local media requests in relation to this area including in print, radio and television. The Chair of the Committee responded to these requests in their capacity as President of the DRA.
- 4) Urban Cleanliness
- 5) Transit Issues
- 6) Culture and Arts Promotion
- 7) Late Night Economy

Comments:

Urban Ecology / Agriculture Committee Update 2019-10

Yates Street Community Garden:

- **Alex Harned**, the City's interim Food Systems Coordinator, advised us in late July that the Yates Street Community Garden (YSCG), along with eight other gardens in the City of Victoria were up for renewal of their Community Garden Licence of Occupation. These new licences of occupation will be for a period of 5 years (the current licence was for three years and officially expired on September 2nd, 2019). Council approved all nine licences in August, and all are currently waiting to be processed by the City's legal services department.
- We have issued a cheque in the amount of \$2,000.00, to **Laura Fraser**, Yates Street Community Garden's contract coordinator, as a retroactive payment to disburse the extra amount from this year's City grant. Last year we were granted just over \$6,000.00 to pay the coordinator, but this year we were granted \$10,000. We had been paying Laura \$500.00 per month to perform the role of the Garden's coordinator ($\$6,000 / 12 = \500), but as mentioned at our July meeting, the Garden's Steering Committee agreed that we would pay the coordinator \$833.33 per month this year ($\$10,000 / 12 = \833.33). Therefore the retroactive payment of \$2,000 was to top up for the first 6 months of this year (March, April, May, June, July and August, 2019), calculated as follows: $\$833.33 - \$500.00 = \$333.33$ and $\$333.33 \times 6 = \$2,000.00$.

Urban Gardening:

- Request for Letter of Support from DRA for the proposed ***Street to Sky Project***. Proposed by **Jill Doucette**, Founder and CEO of **Synergy Enterprises**, along with **Holly Dumbarton**, Project Manager for the **Food Eco-District (FED)**, the Street to Sky Project will be organized by the FED with support from **Alex Harned** in her role as the Food Systems Coordinator with the City of Victoria. The **Food Eco District (FED)** contacted us through Alex, and made a direct request to the DRA for the following two things (see complete request appended to this update):
 - A letter of support from the Downtown Residents Association
 - 1 or 2 representatives of the DRA to act as advisers throughout the project, meeting 2 - 3 times throughout the year-long project.
- This past July, we were contacted by **Marg Gardiner**, President, James Bay Neighbourhood Association (JBNA). She advised that the Society of Friends of St Ann's Academy are putting together a proposal to the Province for a community garden south of St Ann's, west of Arbutus Way, abutting the part of Beacon Hill Park by Southgate, and that "Since the green area is on provincial land, and zoning is broad, no CoV approval or formal consultation is needed. However, the Friends see our neighbourhoods as natural partners or users of the garden(s)." See complete request appended to this update.

Urban Ecology:

- This past May, the DRA was contacted by Brooklyn Glass, Environmental Outreach Assistant, Environmental Protection Division, Capital Regional District (CRD) (see complete request appended to this update). Brooklyn introduced herself and advised that the, "... CRD is crafting an Environmental Ambassador Program with the objective

of connecting to neighborhood residents and helping them understand the importance of protecting our natural environment and encouraging residents to engage in environmentally friendly behavior at home and in their yard.” Nicholas will get in touch and follow up.

Communications and Membership Committee Report – September, 2019

Board discussion/direction is proposed for the following items (the first was presented and then tabled at the June Board meeting):

- Posting of the Committee reports on our website as part of the minutes of Board meetings. Posting the Committee reports is proposed to provide greater transparency and enhance communication with the broader membership. Now that we have moved to written Committee reports with Q and A's, unless questions are raised about an item, it typically would not be reflected in the minutes.
- Posting of Board meeting minutes as soon as practical after the Board meeting. We decided to post the minutes of the July Board meeting in August after email approval by Board members, rather than wait for approval at the September Board meeting. Paul suggested that we follow this practice on an ongoing basis, so that minutes are made available earlier to our members.

Update on Committee activities:

- The Chinatown Walk was postponed. A re-scheduled date in the Fall is proposed, subject to Charlayne's availability.
- A proposal for a Great Neighbourhood Grant is being considered for a mural or street banners.
- The July and August Newsletters have been issued. Open rates were 52% and 50%, respectively. The September newsletter will be sent out on or before September 13; contributions and suggestions for topics are welcomed.
- The Committee met once since the last Board meeting. We welcomed Suzanne, new chair of the CDC, and looked to build some synergies with that committee to increase and engage with our membership and also welcomed DRA member Renée Layberry who will be working with Doug on the Facebook and other social media accounts to inform and engage with the membership.

Community Development Committee (CDC) Work Plan

September 2019

Chair: Suzanne Dubé

CDC Members: Renee Layberry, Pat Chapman, Sandra Severs, Fred Shean, Denise Nicholl, Rosamond Neville

Ex officio: Doug Boyd and Dianne Flood, Co-Chairs Communications and Membership (CMC)

Introduction

The Community Development Committee (CDC) was established in 2010. The committee developed programs of engagement under the brands of “**Get Downtown YYJ**” and “**Vic Matters**” and also staged pop-up engagement booths at existing community events. As the new Chair, my goal will be to build on this momentum. A top priority for the new Chair has been to recruit new committee members to bring fresh energy and share the workload. We now have seven enthusiastic committee members and had our first full committee meeting on Saturday August 31st. We will meet again on Saturday September 21st at 10am at the Greater Victoria Public Library.

Community Development Committee Goals

The goal of CDC program will be to recruit new DRA members and deepen our relationships with these members by promoting the DRA as a connector to community building resources and by encouraging people to actively participate in DRA activities. DRA membership benefits are the opportunity to get to know your neighbours, be informed about current issues, have a voice in issues of interest, and participate in activities to give back to their community. Every member old and new should be asked; “What is your specific interest in being a member of the DRA?” “What are you willing to do or share with your community?”

Our committee is working with the following three goals that give focus to our activities. **Engage to Belong. Engage to Inform. Engage to Consult.** The possibilities under each of these goals are endless. Many new ideas will emerge as we promote the DRA as a resource for community builders, engage with existing and new members and support them to find and access the resources to bring their unique passions to fruition.

Get Downtown YYJ

The Get Downtown YYJ program sought to partner with downtown businesses to stage engaging events for DRA members and residents. A committed group of volunteers organized events such as Eats and Beats and Fiesta on Fort. They also hosted/promoted monthly dinners at newly opened downtown restaurants, to engage with members and support downtown businesses. These were attended mostly by board members and their partners.

Organizing events can be extremely time consuming and there is a danger of burning out volunteers. For this reason, the current CDC is not planning to organize any DRA branded events at this time, but instead will partner with the Downtown Victoria Business Association to promote existing events to members and residents. Whenever possible, we will seek to negotiate some membership benefits/discounts for events we decide to promote to members. If we promote an event to DRA members, we will ask at least

one or two CDC members to be there to meet and greet. These events would be part of our goal to **engage to belong**.

Vic Matters

The Vic Matters program sought to provide opportunities for residents to learn more about what's happening downtown. Under the Vic Matters program, the CDC organized a successful all candidate mayoral electoral forum. In addition to the mayoral forum, the CDC also organized a successful cafe style open house for all candidates in last year's election.

The CMC (in the absence of an active CDC) organized a bike lane-walkshop and Councillor Charlayne Thornton-Joe offered to host a walking tour of China Town which was cancelled. The CDC will organize a new date with Charlayne for the Chinatown walk to take place this year or next.

CDC and CMC also spent significant time organizing a public forum last Fall on the City's affordable housing/bonus density bylaw. It was cancelled it when two of the planned speakers backed out at the last minute.

I am recommending that the Vic Matters program continue, but that we consider achieving the goal to engage to inform and consult through hosting open public board meetings. These public meetings could be held either following the governance portion of our regular board meetings or on a separate evening. The open sessions would give residents an opportunity to talk with DRA Board Members, City staff and Councillors about topics of interest to residents. Open meetings are used successfully by the James Bay Neighbourhood Association. If the board decides to explore this idea, we would need to recruit another volunteer to lead and organize, as well as engage a skilled facilitator so that public sessions are positive consultative experiences for everyone involved. These open sessions would be part of our goal to **engage to inform and consult**.

Pop-Up Engagement / Mobile Display

Over the years, the CDC has engaged residents at a pop-up engagement booth at Car Free Day, Oktoberfest and Wicked Victoria. T-shirts, buttons and stickers were created to be used at events to help increase awareness for the DRA brand. A list of existing events happening downtown is being reviewed to select the best events for the CDC to participate with a pop-up engagement display. (e.g. Car Free Day, Wicked Victoria Dragon Boat Festival, Oktober Fest, Pride Festival, Fringe Festival, Centennial Square events, Government Pedestrian Mall pilot are all possibilities to consider).

The DRA has an approved grant for \$5000 to create a mobile pop-up engagement display (customized bicycle) and this would be used at events and on busy street corners or in front of different condo buildings for a few hours on a Saturday or Sunday.

I've communicated with City Staff (Mike Hill) and we are approved to proceed with our plans for using the grant, even though we are a few months past the grant implementation deadline (June 2019). We currently are scoping out costs and possible solutions for a cargo bike, storage boxes and or possibly a small trailer that can be towed with a bike. I will report back at the next meeting with a budget and details about the mobile display/bike solutions that we are now researching.

The CDC now has several new members with communication, graphic design, web page building skills to coordinate the creation of the content for the mobile pop-up engagement display. Our initial ideas for material/ content for the bicycle are to develop a DRA Post Card that directs members and residents to a

new CDC webpage that will promote our three goals of engage to belong, inform and consult. The webpage would contain a list of community building resources that are available to residents interested in leading on a community building activity or project.

The grant also includes \$1,000 for a capacity building workshop that we are proposing to use for a training workshop for the volunteers that will be recruited to engage residents at events with the mobile display.

The mobile engagement bicycle program would be part of our goal to **engage to belong, inform and consult**. This program would be a primary means of growing our membership and recruiting leaders and volunteers to undertake community engagement/building activities.

Budget Request: The CDC would like to request a monthly budget of **\$150.00** to rent a storage locker where the engagement bicycle and materials (Post Cards, T-Shirts, Buttons, Clip Boards, Membership Forms) would be stored and easily accessible to the small group of volunteers responsible for running the pop-engagement program.

Truth and Reconciliation Grant

We also have a City Strategic Plan grant for Truth and Reconciliation events of \$3,750, which we received in 2016. The CDC originated the planning for this project and the application for the grant was part of the Vic Matters program. In the absence of an active CDC, Dianne, Rosa and several others have formed a committee and are moving forward with this grant. They will now align as a sub-committee of the CDC so that CDC members can support these initiatives on the day of each event. Sandra will report on this project at the board meeting on September 10th.

Community Builders Trade Show Event

The CDC is also discussing a longer-term goal of organizing a Community Builders Trade Show in the Spring or Fall of 2020. The Trade Show event would seek to showcase the many local organizations that are already doing community development work in Victoria. We are testing interest in the idea with the following organizations - Victoria Place Making Network, GVPL, Vic Foundation, DVBA, Boulevard Gardening, Composting Society and others). The idea is of interest to everyone we have had preliminary discussions with so far. City Staff (Mike Hill), has expressed a willingness to support our efforts with some level of staff time and City resources that would be needed to organize such an event. The Trade Show is proposed as a collaboration with all the Neighbourhood Associations to ensure wide attendance by residents from around the CRD. This activity is part of our goal to **engage to belong and inform**.

CDC Goals for 2020 to 2022

Our first goal is to have our Pop-Up Engagement Bike, Website and Post Cards completed by December so that we can participate with the DVBA in their light maze display in Centennial Square for 21 days in December.

We will also develop a schedule of events and locations so that enough volunteers are recruited and trained to keep the engagement mobile as busy as possible during the months of May to October.

The Greater Victoria Public Library has offered the use of its Atrium as well as a table inside the Library during winter months. This gives us at least one central public “go to place” for our bike volunteer team to hang out and connect with residents.

Goals and Measures of Success for CDC

Indicators of success for the CDC activities will be the number of new DRA members acquired and how many of our existing and new members are actively engaged in volunteering and participating in activities.

- **Growing the number of DRA Members.** The CDC in collaboration with communication and membership (CMC) will seek to grow the membership from its current level of 300 members by 15% every year. That means 45 new members in 2020, 50 members in 2021 and 60 new members in 2022 for a total of 450 members. We are currently using MailChimp to track our membership list. Going forward we will add data fields and track addresses, phone numbers and volunteer interests and activities.
- **Grow the number of members opening the newsletter and engaging with Social Media Campaigns.** The last 4 Newsletters have had an open rate of 50-53%, which is considered high (industry average for non-profits is 20.5% (according to Mailchimp). Our goal will be to increase the open rate, and FB likes and Instagram followers by 5% each year over three years. 55-58% in 2020, 60-63% in 2021 and 65-68% in 2022.
- **Grow the number of members who are volunteering and participating in activities.** Currently there are about 30 members or 10% of our membership that we can consider being actively engaged, mostly on the board of directors or attending DRA events. By growing the number of actively engaged members from 30 to 75 in the next three years will almost double our level of engagement to 16% (of the total increased membership at 450). This means having a total of 45 new active members who are participating as volunteers or attendees at activities in the next three years.

Conclusion

The CDC members are excited about the initiatives that are being planned for the coming year. It is likely that this plan will change and evolve as we learn from our successes and failures. It is also very possible that our plans are too ambitious, but we would rather be excited about what's possible, even if we might fall short of our goals.

Our vision is that we will find, inspire and support enough community builders to reach a tipping point; where community building activities, growth of the DRA membership and engagement of residents becomes perpetual and self-sustaining – because we've succeeded in creating a community.

Respectfully submitted,

Community Development Committee Members