



COWICHAN BAY IMPROVEMENT DISTRICT

4461 Trans Canada Highway, Cowichan Bay, BC V0R 1N1

www.cbvfr.com



web

cbid@cbvfr.com



email

@CowBayID



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@CowichanBayImprovementDistrict



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CBID-ASC Minutes December 15, 2020

Present: Trustee Gord Fraser, Fire Chief C. Gaw

Adminstration: Rhonda Smith Hodgkin

ASC Members: Lori Iannidinardo, Bryce Rawson, , Scott Murray, Jason Murray, Keith Grandbois, Rick Mellson, and Craig Krystia

Absent: David Vanderschaaf

Chair: Ernie Polsom

The 4th ASC meeting via Zoom started at 7:30 pm

1. **Welcome:**

Chair E Polsom welcomed everyone to the meeting. Greetings were exchanged.

2. **Introductions:**

No guests were in attendance.

3. **Approval and Adoption of the Minutes:**

The minutes of the Dec 8th were missed being received by some and received by others. A email will be sent out to get approval of the minutes for both the Nov 24th and Dec 8th minutes.

** Rhonda to send out email **

4. **Additions to the Agenda:**

Due to the fact that some received and some did not receive the agenda, there were no additions.

5. **Business arising from the minutes:**

a. Sprinkler and Building Code Requirements

Last meeting there was discussion regarding the Sprinkler and Building Code requirements, this topic is going to be going to be put to the sidelines, as it will come in future discussions. We need to be careful not to get to solutions before actually identifying the problem to the community

6. Community Connections:

- a. Board approval role in communications - The board ultimately has the final say on what goes out to the public, as well as are responsible for what goes out.

There is a need to share the information learned with the community. Efforts should point interested community members to detailed information as well as enable them to provide feedback. How do we achieve that?

b. Methods:

1. Discussion on Covid 19 restrictions. The general feeling is that the restrictions will be in place for months to come and will prevent in person events. Efforts will focus on virtual and other approaches. Virtual open house?

2. Social Media : Discussion was held on various online and social media models that may support live discussion. ie. Facebook live. Making a short video.. Static board outside the firehall. Allow for live emails or t

3. Newsletter: Conversation was engaged on other ways to inform the community. A paid ad, article or Legal notice in the newspaper, articles in local newsletters or area news ie: South Cowichan News which goes in everyone's mailbox in Jan. CVRD directors have a regular column in this. ** Prep something for this asap for Jan handout** Post something at the Community Policing.?

4. Virtual town hall: A virtual town hall may be done on Zoom but would need to be accessible by both phone and computer. Should have several available, for the public to be able to participate, allowing for live emails or texts to support interactive nature phone calls. The participants can also send in emails and staff could read them at the meeting .

Question was asked how to we reach and include those who do not have access to the internet or social media and may not be "tech savvy". No definitive solutions arised by all agreed that these people must be kept in mind.

c. Content:

1. Examples from others; Ernie to look at Crofton has done. Cumberland and other firehalls, may be good examples to look into their method of communication.

2. What do we need to share to better inform the community : The consensus was that the first reach out should be informed and focused.

A newsletter was seen as an essential first step and a way to get information to support an informed town hall

- ◇ Less is more - no more than 2 pages
- ◇ Remember the KISS principle. Point people to more detailed information
- ◇ Keep it easy to read and understand
- ◇ Point form
- ◇ Should include:
 - History of fire department - population growth, call volumes, stats
 - Info graphics where possible
 - Pictures of the current realities illustrating the need for change
 - Note the value of equipment and need to protect
- ◇ Direct weblink to website and Facebook pages for more information
- ◇ Social media feeds will need to be monitored if included
- ◇ Don't get into too many details including legislative references. Point people to where the information exits
- ◇ Personalize the process by including images of the volunteers serving

d. Times lines: It was decided that something needed to go out early Jan.

7. **Questions**

A question was asked regarding the disposition of the existing fire station? At this time there is no information, but it is clearly something that will be asked, and the Board will require a response. Until a strategy has been selected, the building remains part of the solution.

8. **Next Meeting** January 5th 7:30 pm via Zoom

An important late discussion took place around the community space elements of the discussion.

- ❖ **Concerns were raised that the inclusion of a specific community space may negatively impact the success of gaining community support.**
- ❖ **The CBID mandate is solely related to fire protection and not the provision of community spaces.**
- ❖ **If specific spaces are required outside of fire protection, funding will have to be obtained from other sources. CBOD can only consider those spaces specifically required for fire department administration and operations.**
- ❖ **Any discussions will have to be approached very carefully, but they should be included in public consultations**

9. **Key Messages from the ASC**

1. Transparency through all aspects of the planning processes of the ASC and the Board are essential, The website is a portal that will provide the community and any other interested party with access to all the material related to the recommendations and decisions related to improving the fire station.
2. While the ASC recognizes the limitations placed on public gatherings and other activities related to public engagement, we remain committed to providing safe, smart, and meaningful opportunities for community members to become informed and influence this process.
3. The community will see information arriving in their mailbox's inbox and community spaces about their fire department and its needs early in the New Year. The ASC encourages everyone to take a few minutes to become informed and make your voice heard. It is essential that whatever recommendations are made to the CBID Board reflect the expectations of the community.

10. **Adjournment:** Meeting was adjourned 8:35 pm