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**THE CORPORATION OF THE DISTRICT OF WEST VANCOUVER  
COUNCIL WORKSHOP ON STRATEGIC PLANNING  
MUNICIPAL HALL COUNCIL CHAMBER  
MONDAY, MAY 11, 2009**

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**COUNCIL:**

Mayor P. Goldsmith-Jones; Councillors M. Lewis, T. Panz, M. Smith, W.S. Soprovich, and S. Walker. Absent: Councillor M. Evison.

**STAFF:**

G. McRadu, Chief Administrative Officer; B. Leigh, Deputy Chief Administrative Officer; S. Scholes, Municipal Clerk; and M. Panneton, Recording Clerk.

The Council Workshop commenced at 4:00 pm.

**1. INTRODUCTION**

Mayor Goldsmith-Jones provided introductory remarks and spoke relative to the purpose of the Council Workshop, and the two open space forums on strategic planning held in April.

B. Leigh (Deputy Chief Administrative Officer) introduced the consultants for the strategic planning process (Phil Cady, President, CLS West; and Rick Knowlan, President, Knowlan Consulting Inc.) spoke relative to the open space forums, and provided an overview of the format for the meeting.

**2. STRATEGIC PLANNING**

- Deputy Chief Administrative Officer's Report – Community Engagement and Contribution to the District of West Vancouver 2009 Strategic Planning Process
- Consultant's Report "West Vancouver Community engagement and contribution to the District of West Vancouver 2009 Strategic Planning Process" from P. Cady (CLS West) dated May 1, 2009
- Consultant's Report – Appendix A and B.

P. Cady (President, CLS West) provided background of the process that led to his report including the interview matrix and data from the 450 interviews conducted in the open space forums, and informed that the report is a synthesis of all the data from the forums.

B. Leigh (Deputy Chief Administrative Officer) spoke relative to his report and identifiable themes.

P. Cady provided a presentation regarding his report and spoke relative to the six themes: Affordable Housing Development; Environmental Stewardship and Issues of Sustainability; Cultural Expression and Activity; Closing the Generation Gap; Development our Economic Capacity; Revitalizing the Village Vibrancy, and the 3 parts of each theme.

Environmental Stewardship and Issues of Sustainability: P. Cady introduced the theme. Discussion ensued relative to environmental stewardship and sustainability including: mitigating and adapting to climate change and the importance of correct terminology; the need to set forward looking policies which will ensure a sustainable future; the importance of incorporating existing policies and working group recommendations into the strategic planning process; protecting West Vancouver's natural surroundings for future generations; issues of social sustainability; suggestion to separate the environment and sustainability components; acknowledgement of the work already underway and accomplishments to date; and the need to provide residents with resources regarding current District environmental initiatives.

Cultural Expression and Activity: P. Cady introduced the theme and spoke relative to the research data. Discussion ensued relative to cultural expression and activity including: the role of the District in supporting, facilitating, and promoting arts and culture; the role that art and culture play in promoting the vitality of the community; economic considerations; the framework provided by the Official Community Plan; working group recommendations; direction established by previous Councils for arts and culture in the community; issues of diversity; the report data including demographics; community involvement in the open space sessions; and need to better define the identifiable themes.

Council members referred to the report, page 91, regarding summary of "the issues of today and tomorrow we need to face?" and commented relative to the summarized issues and the six themes set out on pages 5 and 6 of the report.

Closing the Demographic Gap: P. Cady introduced the theme. P. Cady and B. Leigh spoke relative to the research data. Discussion ensued relative to closing the demographic gap in West Vancouver, including: how best to accommodate young people in the community; alternative housing options and the Zoning Bylaw; the creation of new entertainment venues; creating and encouraging opportunities for community involvement for people of all demographic groups.

Developing our Economic Capacity: P. Cady introduced the theme. Discussion ensued relative to developing West Vancouver's economic capacity including: how to diversify West Vancouver's tax base; and how to attract businesses and external revenue.

Council members queried relative to the thematic questions, and discussion ensued.

Revitalizing the Village Vibrancy: P. Cady introduced the question and spoke relative to the existence of other policies related to the topic. B. Leigh spoke to ongoing District initiatives relating to revitalization. Discussion ensued relative to revitalizing village vibrancy including: existing policies; alternative housing options; fiscal responsibility; specificity and scope of the thematic questions.

Stewardship of Community Assets: P. Cady introduced the theme and B. Leigh spoke relative to the importance of this issue to both staff and residents.

Discussion ensued relative to stewardship of community assets including: core issues; existing policies; staff and community interest in the issue.

Proposed Vision Statement: B. Leigh introduced the proposed mission statement and provided background relative to its formulation.

R. Knowlan (President, Knowlan Consulting Inc.) spoke relative to the proposed vision statement including the importance of the visioning process, the relationship between the vision statement and the Strategic Plan, and the data collected from residents at the open space sessions.

P. Cady commented relative to the proposed vision statement including the importance of a coherent framework for West Vancouver's future, the themes summarized in the vision statement, and the research data utilized to create the statement.

B. Leigh and P. Cady responded to Council queries with respect to the proposed vision statement. Council members commented relative to the proposed vision statement, including scope, themes, and priorities.

### 3. PUBLIC COMMENTS

Mayor Goldsmith-Jones asked if there was anyone in the gallery that wished to contribute comments.

B. McArthur commented relative to the Strategic Plan process including education, the need to put emphasis on enforcement and non-compliance issues, and implementation and communication.

### 4. ADJOURNMENT

The Council Workshop adjourned at 6:00 pm.

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S. Scholes, Municipal Clerk