

**A REGULAR MEETING
OF THE TOWN OF LADYSMITH COUNCIL
AGENDA
7:00 P.M.**

Tuesday, August 4, 2020

This meeting will be held electronically as per Ministerial Order No. M192

Pages

1. CALL TO ORDER

Please go to

<https://www.youtube.com/channel/UCH3qHAExLiW8YrSuJk5R3uA/featured> to
view this meeting.

2. AGENDA APPROVAL

Recommendation

That Council approve the agenda for this Regular Meeting of Council for August 4, 2020.

3. MINUTES

3.1 Minutes of the Regular Meeting of Council held July 21, 2020

3

Recommendation

That Council approve the minutes of the Regular Meeting of Council held July 21, 2020.

4. REPORTS

4.1 Housing Needs Assessment: Communications and Engagement Plan

11

Recommendation

That Council receive as information the Housing Needs Assessment Communications and Engagement Plan report.

5. BYLAWS

5.1 Deferment of the 2020 Tax Sale

40

Recommendation

That Council give first, second and third readings to "Town of Ladysmith Tax Sale Deferment Bylaw, 2020, No. 2043".

6. CORRESPONDENCE

6.1 Rotary Golf Clubs of Ladysmith and Chemainus 10th Annual Fundraising Golf Tournament

42

Recommendation

That Council consider:

1. Allocating \$350 to sponsor a hole at the 9th Annual Rotary Club Fundraising Golf Tournament on September 26, 2020.
2. Entering a team in the tournament at their own cost.

7. NEW BUSINESS

8. QUESTION PERIOD

Residents can submit questions to Council via email at info@ladysmith.ca during the meeting.

- Persons wishing to address Council must be Town of Ladysmith residents, non-resident property owners, or operators of a business.
- Individuals must include their name and address for identification purposes.
- Questions put forth must be on topics which are not normally dealt with by Town staff as a matter of routine.
- Questions must be brief and to the point.
- No commitments shall be made by the Chair in replying to a question. Matters which may require action of the Council shall be referred to a future meeting of the Council

9. ADJOURNMENT



MINUTES OF A REGULAR MEETING OF COUNCIL

Tuesday, July 21, 2020

5:00 P.M.

This meeting was held electronically as per Ministerial Order No. M192

Council Members Present:

Mayor Aaron Stone

Councillor Amanda Jacobson

Councillor Rob Johnson (arrived 5:07pm)

Councillor Tricia McKay

Councillor Duck Paterson

Councillor Marsh Stevens (vacated

5:18pm, returned 7:00pm)

Councillor Jeff Virtanen

Staff Present:

Erin Anderson

Chris Barfoot

Jake Belobaba

Geoff Goodall

Donna Smith

Sue Glenn

Julie Thompson

Mike Gregory

Sue Bouma

1. CALL TO ORDER

Mayor Stone called this Regular Meeting of Council to order at 5:00 p.m., in order to retire immediately into Closed Session.

2. CLOSED SESSION

CS 2020-210

That, in accordance with section 90(1) of the *Community Charter*, Council retire into closed session in order to consider items related to the following:

- Personal information about an identifiable individual - Section 90(1)(a)
- Security of the property of the municipality - Section 90(1)(d)
- Advice that is subject to solicitor-client privilege - Section 90(1)(i)
- Negotiations - Section 90(2)(b)

Motion Carried

3. OPEN MEETING (7:00 P.M.)

Mayor Stone called this Regular Meeting of Council to order at 7:00 p.m., recognizing that it was taking place on the traditional unceded territory of the Stz'uminus People.

4. AGENDA APPROVAL

CS 2020-211

That Council approve the agenda for this Regular Meeting of Council for July 21, 2020.

Motion Carried

5. RISE AND REPORT- Items from Closed Session

Council rose from Closed Session at 6:07 p.m. with report on the following resolution:

- CE 2020-098

That Council:

1. Rescind Resolution CE 2020-090, which reads as follows:

That Council:

1 Subject to the COVID-19 Vulnerable Populations Cowichan Taskforce and the LRCA reaching an agreement with BC Housing to continue operating the Emergency Response Centre extend the June 30, 2020 end date for the Emergency Response Centre at 12, 20 & 26 Buller Street (Lots 14, 13 and 12 Block 7 District Lots 24 & 56 Oyster District Plan 703. PIDS: 008-547-467, 005-423-538 & 008-547-459) to September 30, 2020;

2. Approve the continuation of the operation of the Emergency Response Shelter at 12, 20 & 26 Buller Street (Lots 14, 13 and 12, Block 7, District Lots 24 & 56, Oyster District, Plan 703. PIDS: 008-547-467, 005-423-538 & 008-547-459) until September 30, 2020.

6. MINUTES

6.1 Minutes of the Special Meeting of Council held July 7, 2020

CS 2020-212

That Council approve the minutes of the Special Meeting of Council held July 7, 2020.

Motion Carried

7. DELEGATIONS

7.1 Cowichan Valley Regional District Child Care Needs Assessment

John Elzinga, General Manager of the Cowichan Valley Regional District Community Services Department, thanked Sue Glenn for her cooperation and participation in the Child Care Needs Assessment project. He introduced Robert Malatest, of R.A. Malatest & Associates, and thanked him for his hard work creating the report.

Mr. Malatest provided Council with an overview of the Child Care Needs Assessment as it pertained to the Town of Ladysmith. He reviewed current child care challenges, population projections and future child care needs, and provided Council with recommendations for future planning.

Mr. Malatest responded to Council's questions. Council thanked him for his comprehensive report and presentation.

8. DEVELOPMENT APPLICATIONS

8.1 Development Variance Permit - 11-245 Oyster Cove Road

CS 2020-213

That Council:

1. Issue Development Variance Permit 3090-20-05 to vary the front parcel line setback requirement from 6.0m to 0.71m for a garage attached to the dwelling at 11-245 Oyster Cove Road; and
2. Authorize the Mayor and Corporate Officer to sign Development Variance Permit 3090-20-05.

Motion Carried

9. COMMITTEE MINUTES

9.1 Committee of the Whole Recommendations to Council

CS 2020-214

That Council defer the 2020 Annual Tax Sale until 2021 and that staff be directed to prepare a bylaw accordingly.

Motion Carried

CS 2020-215

That Council refer the issue of the Park Bench Donations Guidelines Policy to the September 8, 2020 Committee of the Whole Meeting for further discussion.

Motion Carried

10. REPORTS

10.1 DL2016 Holdings Corporation Annual General Meeting

CS 2020-216

That Council, as the sole shareholder of the DL2016 Holdings Corporation entitled to vote at an annual general meeting, resolve that:

1. The financial statements of the Corporation for the period ended December 31, 2018 and December 31, 2019 are hereby approved;
2. All lawful acts, contracts, proceedings, appointments and payments of money by the directors of the Corporation since the last annual reference date of the Corporation, and which have previously been disclosed to the shareholders, are hereby adopted, ratified and confirmed;
3. The number of directors of the Corporation is hereby fixed at five;
4. The following persons, each of whom has consented to act as a director, are hereby elected as directors of the Corporation, to hold office until the next annual general meeting of the Corporation (or unanimous resolutions consented to in lieu of holding an annual general meeting) or until their successors are appointed:
 1. Jake Belobaba
 2. Bruce Laxdal
 3. Jan Christenson
 4. Alan Newell

5. Richard Wiefelspuet

5. Grant Thornton LLP, Certified Public Accountants are hereby appointed auditors for the Corporation until the next annual reference date of the Corporation or until a successor is appointed, at a remuneration to be fixed by the directors; and
6. July 31, 2020 is selected as the annual reference date for the Corporation for its current annual reference period.

These resolutions shall be deemed to be effective as at July 31, 2020.

CS 2020-217

That resolution CS 2020-216 be amended so that Item No. 6 and the concluding statement of the resolution read as follows:

6. July 21, 2020 is selected as the annual reference date for the Corporation for its current annual reference period.

These resolutions shall be deemed to be effective as at July 21, 2020.
Amendment Carried

Resolution CS 2020-216, as amended reads:

That Council, as the sole shareholder of the DL2016 Holdings Corporation entitled to vote at an annual general meeting, resolve that:

1. The financial statements of the Corporation for the period ended December 31, 2018 and December 31, 2019 are hereby approved;
2. All lawful acts, contracts, proceedings, appointments and payments of money by the directors of the Corporation since the last annual reference date of the Corporation, and which have previously been disclosed to the shareholders, are hereby adopted, ratified and confirmed;
3. The number of directors of the Corporation is hereby fixed at five;
4. The following persons, each of whom has consented to act as a director, are hereby elected as directors of the Corporation, to hold office until the next annual general meeting of the Corporation (or unanimous resolutions consented to in lieu of holding an annual general meeting) or until their successors are appointed:

1. Jake Belobaba
2. Bruce Laxdal

3. Jan Christenson
4. Alan Newell
5. Richard Wiefelspuet
5. Grant Thornton LLP, Certified Public Accountants are hereby appointed auditors for the Corporation until the next annual reference date of the Corporation or until a successor is appointed, at a remuneration to be fixed by the directors; and
6. July 21, 2020 is selected as the annual reference date for the Corporation for its current annual reference period.

These resolutions shall be deemed to be effective as at July 21, 2020.
Main Motion, As Amended, Carried

10.2 2020 Virtual UBCM Convention

CS 2020-218

That Council waive Town of Ladysmith Council Remuneration Policy 5-1920-A and authorize all members of Council to attend the 2020 Union of BC Municipalities Convention to be held electronically from September 21-25, 2020.

Motion Carried

10.3 Ladysmith and District Historical Society – Request for Loan Agreement with City of Port Alberni for Plymouth 107 Gasoline Shunting Engine

CS 2020-219

That Council advise the Ladysmith & District Historical Society that it appreciates their continued efforts for the return of the Plymouth 107 gasoline shunting engine to Ladysmith, and recommends that the Ladysmith & District Historical Society negotiate the loan agreement directly with the City of Port Alberni.

Motion Carried

10.4 Brown Drive Park Family Friendly Bike Trail

CS 2020-220

That Council direct staff to:

1. Begin Phase 1 of establishing a family friendly bike trail in the forested area behind Brown Drive Park as outlined in the staff report; and
2. Develop a maintenance partnership agreement with the Cowichan Trail Stewardship Society – Ladysmith Chapter for the family friendly bike trail located in the forested area behind Brown Drive Park.

Motion Carried

10.5 Public Art Task Group Terms of Reference

CS 2020-221

That Council:

1. Approve the Public Art Task Group Terms of Reference; and
2. Appoint Councillor McKay as the representative to the Public Art Task Group and Councillor Stevens as the alternate.

Motion Carried

CS 2020-222

That Council amend the Public Art Policy and Public Art Task Group Terms of Reference to include an additional youth member.

Motion Carried

10.6 Ladysmith Downtown Business Association and Chamber Of Commerce Grant in Aid Application Received July 16, 2020

CS 2020-223

That Council provide a \$3,000 Grant in Aid to the Ladysmith Downtown Business Association and the Ladysmith Chamber of Commerce to host a “Hot August Nights” economic stimulus event, provided that it does not constitute a mass gathering as per Island Health guidelines.

Motion Carried

CS 2020-224

That Council waives Grant in Aid Policy 5-1850-A by permitting the Ladysmith Downtown Business Association to receive a second Grant in Aid for 2020.

Motion Carried

11. BYLAWS

11.1 Streets and Traffic Bylaw 1998, No. 1309, Amendment Bylaw #8, 2020, No. 2042

CS 2020-225

That Council adopt "Streets and Traffic Bylaw 1998, No. 1309, Amendment Bylaw #8, 2020, No. 2042".

Motion Carried

12. CORRESPONDENCE

12.1 Cathy Gilroy: Tree, Bench and Amenity Dedication Policy

Council received the correspondence from Cathy Gilroy regarding the Tree, Bench and Amenity Dedication Policy.

12.2 Muriel Carlson: Tree, Bench and Amenity Dedication Policy

Council received the correspondence from Muriel Carlson regarding the Tree, Bench and Amenity Dedication Policy.

13. QUESTION PERIOD

A member of the public enquired how early childhood educators and associates could help the Town enact the recommendations made in the Cowichan Valley Regional District Child Care Needs Assessment report.

14. ADJOURNMENT

CS 2020-226

That this Regular Meeting of Council adjourn at 8:42 p.m.

Motion Carried

Mayor (A. Stone)

Corporate Officer (D. Smith)

INFORMATION REPORT TO COUNCIL

Report Prepared By: Jake Belobaba
Date: August 4, 2020
Meeting Date: August 4, 2020
File No: 5040-20
RE: Housing Needs Assessment: Communications and Engagement Plan

RECOMMENDATION:

That Council receive as information the Housing Needs Assessment Communications and Engagement Plan report.

EXECUTIVE SUMMARY:

This report provides, for Council's information, a copy of the Communications and Engagement Plan for the Housing Needs Assessment, currently underway in partnership with the Cowichan Valley Regional District (CVRD) and member municipalities.

PREVIOUS COUNCIL DIRECTION:

Resolution Number	Resolution Date	Resolution
CS 2019-316	October 7, 2019	That Council support the proposal from the Cowichan Valley Regional District to apply for and administer grant funding from the Union of British Columbia Municipalities to prepare a Regional Housing Needs report on behalf of electoral areas and municipalities within the Cowichan Region.

BACKGROUND:

Under [Division 22 of the Local Government Act](#), local governments are now required to develop and publish a Housing Needs Report and consider a Housing Needs Report when adopting an Official Community Plan. The format and metrics in the Housing Needs Report are prescribed by provincial regulations. The CVRD and member municipalities were successful in obtaining funding from the Union of BC Municipalities to jointly prepare a Housing Needs Report (referred to as the "Housing Needs Assessment") for: CVRD electoral areas, the City of Duncan, the Municipality of North Cowichan, the Town of Ladysmith and the Town of Lake Cowichan. A consultant (Modus in partnership with the Cowichan Housing Association) was hired to complete the project and work has been underway since March. The CVRD staff report (Appendix A) describes the project in greater detail.

The communications and engagement phase of the project will commence on August 17. The Communications and Engagement Plan, included in Appendix A, outlines a plan for public engagement and includes consistent engagement strategies (e.g. social media and website content) for each local government to follow. The Town's Communication and Engagement Specialist is working with the consultant and communications staff from the participating local governments to execute the Town's role in the communication strategy. This consists mostly of prepared social media posts and updates to the Town's webpage.

The Communications and Engagement Plan adheres to the CVRD's [Public Engagement Policy](#) and [Public Engagement Strategy](#) and has been adapted to address social distancing guidelines to prevent the spread of COVID-19.

DISCUSSION:

Public engagement will support a well-informed Housing Needs Assessment. The CVRD staff report and Communications and Engagement Plan attached in Appendix A describe in detail how stakeholders will be consulted while the region's Housing Needs Assessment is finalized. Staff recommend that this report be received by Council as information.

I approve the report and recommendation(s).

Erin Anderson, Acting Chief Administrative Officer

ATTACHMENT(S):

- Appendix A: CVRD Staff Report to the Electoral Area Services Committee.



STAFF REPORT TO COMMITTEE

DATE OF REPORT June 15, 2020
MEETING TYPE & DATE Electoral Area Services Committee Meeting of June 15, 2020
FROM: Community Planning Division
Land Use Services Department
SUBJECT: Housing Needs Assessment Communications and Engagement Plan
FILE: 6480-20 Community Planning – Official Community Plan
6600-20 OCP Long Range Projections and Housing Needs

PURPOSE/INTRODUCTION

The Cowichan Valley Regional District (CVRD) is developing a Regional Housing Needs Assessment for each electoral area and member municipality, in partnership with the member municipalities of the Town of Ladysmith, the District of North Cowichan, the City of Duncan and the Town of Lake Cowichan.

To build this understanding, the housing needs assessment process involves comprehensive data analysis and projections. It also involves community engagement to help us better understand and complement the quantitative data and fill in any gaps in information using a qualitative lens.

This staff report provides the Housing Needs Assessment Communications and Engagement Plan, which aims to communicate and engage stakeholders and the community in this data collection process as follows:

1. Involve the public and stakeholders in order to better understand current and future housing needs and opportunities in the CVRD's electoral areas and member municipalities;
2. Build relationships with key stakeholder groups and the public; and
3. Increase public and stakeholder understanding of housing needs in the CVRD.

RECOMMENDED RESOLUTION

For information.

BACKGROUND

As of April 2019, local governments are provincially required to develop and publish [housing needs reports](#). In doing so, local governments and the provincial government can better understand and address housing needs throughout B.C.

The CVRD was awarded grant funding from the Union of BC Municipalities to prepare a housing needs assessment on behalf of electoral areas and the City of Duncan, Municipality of North Cowichan, Town of Ladysmith and the Town of Lake Cowichan (February 28, 2020).

The housing needs assessment will help the CVRD understand what kinds of housing are most needed in our region's communities now and in the future, and which will help inform development decisions and official community plan objectives and policies. The input gathered during the engagement process will ultimately inform the drafting of a housing needs assessment report for each electoral area and partner municipality.

Due to COVID-19, an engagement strategy has been designed that is adaptive to changing needs and ensures we keep people safe. Housing needs assessment engagement will be primarily online through a PlaceSpeak questionnaire, which will be complemented by targeted virtual focus groups and phone interviews. The process will be supported by a coordinated communications campaign, which will launch August 17, 2020.

The Housing Needs Assessment Communication and Engagement Plan attached to this staff report provides details on our engagement activities. A social media strategy and draft graphics are also provided for information. These engagement and communication tools will help us raise awareness and encourage participation in this process.

COMMUNICATIONS & ENGAGEMENT DURING COVID-19 RECOVERY

We are currently living in unprecedented times that will deeply impact our efforts to engage with stakeholders and the public. Public gatherings in excess of 50 people are not permitted by ministerial order. We are currently in Phase 2 of BC's Restart Plan, and the lifting of this order is not anticipated until Phase 4 (the Phase 4 date is not known and not anticipated during the engagement period of summer/fall 2020). Even when the order is lifted, participation rates in typical engagement events may be impacted because of the anxiety individuals feel about participating in person. Because the external situation and conditions are changing and our understanding is also changing, we have designed an engagement strategy, which is adaptive to meet new needs of well-being and personal safety. The engagement tools are all virtual: focus groups, targeted interviews and an online questionnaire through PlaceSpeak.

At the time of writing this staff report, the CVRD is in Stage 2 of its COVID-19 Restoration of Services Plan, B.C. remains in **Phase 2** of its reopening plan and the shift into the next phase will be gradual (Dr. Bonnie Henry, June 15, 2020). Respecting Provincial guidelines, the Housing Needs Assessment Communication and Engagement Plan considers virtual tools only.

Phase 2

Outside Your Bubble

In personal settings when you're seeing friends and family who aren't in your bubble:

- Only get together in small groups of 2 to 6 people outside your bubble;
- Keep a physical distance and limit your time together;
- Stay home and away from others if you have cold or flu symptoms; and
- Have extra consideration for others, especially people at higher risk for serious illness from COVID-19, including older people and those with chronic health conditions.

NEXT STEPS

The process includes the following next steps:

1. **Getting Ready** – Developing our communications and engagement strategy and undertaking background research, May–July 2020;
2. **Information Gathering** – Data analysis and projections, July–September 2020;
3. **Community Engagement** – Online questionnaire, interviews and focus groups, August–September 2020;
4. **Compile Findings** – Submit draft report, November 2020;
5. **Present Findings** – Finalize and Present Housing Needs Assessment, November 2020–January 2021; and
6. **Submit and Post Final Report** – January 2021.

CVRD partner municipality planning directors will be providing the Housing Needs Assessment Communications and Engagement Plan to respective councils in July and August, 2020 and will follow the social media schedule concurrent with the CVRD communications.

FINANCIAL CONSIDERATIONS

Funding for the housing needs assessment communications plan has been included in the 2020 budget.

COMMUNICATION CONSIDERATIONS

The Housing Needs Assessment Communications and Engagement Plan, is guided by the [CVRD's Public Engagement Policy](#) and [Public Engagement Strategy & Toolkit](#).

STRATEGIC/BUSINESS PLAN CONSIDERATIONS

The housing needs assessment is aligned with the Strategic Plan (2014-2018) Goals:

Supporting sustainable and coordinated growth and development in the region.

Enhancing the CVRD's engagement with residents and our communities and ensuring opportunities for local input to decision-making.

Referred to (upon completion):

- ☒ Communications & Engagement
- ☐ Community Services (*Cowichan Community Centre, Cowichan Lake Recreation, South Cowichan Recreation, Arts & Culture, Public Safety, Facilities & Transit*)
- ☒ Corporate Services (*Finance, Human Resources, Legislative Services, Information Technology, Procurement*)
- ☐ Engineering Services (*Environmental Services, Recycling & Waste Management, Water Management*)
- ☒ Land Use Services (*Community Planning, Development Services, Inspection & Enforcement, Economic Development, Parks & Trails*)

Prepared by:



Coralie Breen, PhD, RPP, MCIP
Senior Planner - Special Projects

Reviewed by:



Mike Tippett, RPP, MCIP
Manager



Ann Kjerulf, RPP, MCIP
General Manager

Reviewed for form and content and approved for submission to the Committee:

Resolution:

☒ Manager, Legislative Services

Financial Considerations:

☒ Manager, Finance

ATTACHMENTS:

Attachment A – HNA Communications and Engagement Plan (June 15, 2020)

Attachment B – HNA Social Media Strategy (June 15, 2020)

Attachment C – HNA Social Media Graphics Assets Draft (June 15, 2020)



COWICHAN VALLEY REGIONAL DISTRICT HOUSING NEEDS ASSESSMENT

Communications & Engagement Plan

Prepared by: MODUS Planning, Design & Engagement Inc.

Date: June 15, 2020

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WHAT ARE WE ENGAGING ON?

Snapshot

The Cowichan Valley Regional District (CVRD) is developing a Regional Housing Needs Assessment for each electoral area and member municipality, in partnership with the member municipalities of the Town of Ladysmith, the District of North Cowichan, the City of Duncan and the Town of Lake Cowichan.

As of April 2019, local governments are provincially required to develop and publish housing needs reports. In doing so, local governments and the provincial government can better understand and address housing needs throughout B.C.

A housing needs assessment will help the CVRD understand what kinds of housing are most needed in our region's communities now and in the future, which will help inform the official community plan and development decisions.

To build this understanding, the housing needs assessment process involves comprehensive data analysis and projections. It also involves community engagement to help us better understand and complement the quantitative data and fill in any gaps in information using a qualitative lens.

This Communications and Engagement Plan, guided by the CVRD's Public Engagement Policy and Public Engagement Strategy & Toolkit, outlines the core elements of the What, Why, Who and How we will engage stakeholders and the public in the housing needs assessment process.

Due to COVID-19, we have designed an engagement strategy that is adaptive to changing needs and ensures we keep people safe. Housing needs assessment engagement will be primarily online through a Placespeak questionnaire, which will be complemented by targeted virtual focus groups and phone interviews. The process will be supported by a coordinated communications campaign, which will launch August 17, 2020.

The following document provides more details on our engagement activities, as well as the communication tools and communications schedule that will help us raise awareness and encourage participation in this process.

Engagement Principles

The CVRD has adopted the best practices and models of the International Association for Public Participation (IAP2) as a foundation for approaching community engagement. The CVRD's commitment to participation as stated in the CVRD's Public Engagement Policy is based on three guiding principles that determine the level of participation to be applied to a project or initiative:

1. **Values-based** – meaningful participation is focused on talking to people about what matters most to them and what matters most to the other affected parties.
2. **Decision-oriented** – outlining the scope of issues under discussion to purposefully come to a conclusion or decision over the course of a process.
3. **Goal-driven** – outlining the public's role and potential to influence the issues under discussion with clear objectives of what will be achieved. For example, information is communicated, input or feedback is sought, or collaborative development is desired.

Engagement Objectives

The input gathered during this process is intended to further understand current and future housing needs in the Cowichan Valley's electoral areas and member municipalities. The data will ultimately inform the drafting of a housing needs assessment report from a qualitative lens.

Communications and engagement efforts in this phase aim to:

1. Involve the public and stakeholders in order to better understand current and future housing needs and opportunities in the CVRD's electoral areas and member municipalities;
2. Build relationships with key stakeholder groups and the public; and
3. Increase public and stakeholder understanding of housing needs in the CVRD.

Guiding Questions

Background interviews: the purpose of the background interviews is to fill any gaps in the background research on current housing conditions with qualitative information and to better understand the context for engagement.

Guiding questions for the background interviews include:

Understanding the context for engagement

- How is/are your organization/your client base/Cowichan Valley residents coping with COVID-19?
- What challenges or opportunities do you anticipate in engaging with organizations/your client base/Cowichan valley residents this summer and fall?
- What are your recommendations for how to reach your organization/client base/Cowichan Valley residents?

Filling information gaps with qualitative information

- What are the current gaps in the demand and supply of housing? What might be the future gaps?
- What are your perceptions of what the housing market is doing?
- Where are you seeing positive outcomes in the housing system in the CVRD?
- Which desired outcomes are more challenging to achieve?

Stakeholder and Community Engagement: the purpose of the subsequent interviews, questionnaire and focus groups are to gather qualitative information about current and future housing needs and housing opportunities in the CVRD's electoral areas and member municipalities.

Key topics for stakeholder and community engagement (interviews, questionnaire, focus groups):

Current needs

- What is your current housing situation?
- What challenges, barriers and unmet needs exist currently in housing and housing-related services?

Future needs

- What are your future housing needs?
- What are your hopes for a COVID-19 recovery?
- What challenges in housing and housing related services do you anticipate in the future?

Future opportunities

- What are some current successes and potential opportunities to help address housing needs?

KEY RISKS & MITIGATION STRATEGIES

We are currently living unprecedented times that will deeply impact our efforts to engage with stakeholders and the public. Public gatherings in excess of 50 people are not permitted by ministerial order. We are currently in Phase 2 of BC's Restart Plan, and the lifting of this order is not anticipated until Phase 4, which may not be until the new year. Even if this order is lifted before our engagement window, participation rates in engagement events will be impacted the anxiety individuals feel about participating in person. As the external situation and conditions are changing, and our understanding is also changing, we have designed an engagement strategy, which is adaptive to meet new needs and personal safety requirements.

Digital engagement can play a key role in allowing us to continue to engage on important initiatives during and after the crisis. However, when considering digital engagement during this time, we need to be sensitive to the digital divide and how digital engagement might amplify existing inequality.

In light of these challenges, the following principles guide our engagement work in this time.

- **Assess and be sensitive to the state of mind and competing priorities** that may impact a person's ability to participate. For some time, many people will be focused on resolving present challenges (such as parenting, schooling, elder care, financial issues, keeping businesses open, adapting their jobs, etc.) so we may experience lower participation rates.

We will use pre-interviews to assess audience's capacity to participate.

- **Explore the use of various alternatives** to in-person engagement (i.e., online, by phone and by mail) to access different audiences. Not everyone has equal access to digital platforms/tools/channels. Many may not have the technology or sufficient internet bandwidth to fully or easily participate; others may not have adequate digital literacy to feel comfortable engaging online; others still may need special technology to accommodate their visual, aural or processing needs.

We will use "analog" forms of outreach and engagement (e.g. telephone outreach, mail-outs).

- **Create safe spaces.** The shift to online engagement creates greater potential for discrimination in online dialogue, leading to individuals feeling more unsafe and less willing to participate.

We will ensure safe spaces for online focus groups by establishing clear ground rules and ensuring active and present facilitation of the dialogue and moderation of the video conferencing chat.

The following table summarizes the issues and risks we have identified for this engagement process and the mitigation strategies built into our communications and engagement strategy:

Table 1 Issues, risks and mitigation strategies for the engagement process.

Issues and Risks	Mitigation Strategy
Low capacity for participation due to competing priorities (COVID-19)	<ul style="list-style-type: none"> • Sensitivity to state of mind – Assess capacity of our stakeholders to participate by testing the waters in background research interviews
Continued physical distancing measures and/or fear of in-person engagement (COVID-19)	<ul style="list-style-type: none"> • Alternatives & Safe Strategies – Adapt engagement activities to use online platforms
Digital divide	<ul style="list-style-type: none"> • Alternatives & Adaptation – Provide option for paper-based questionnaires; Provide stakeholders with alternatives to web-based methods: phone interviews and call-in options to focus groups; and Active moderation of online virtual groups to ensure safe spaces
Lack of representation across the full housing spectrum	<ul style="list-style-type: none"> • Alternatives & Adaptation – Diverse outreach techniques; Mobilizing various community organizations to advertise online questionnaire and identify participants for focus groups; and Hosting themed focus groups to attract stakeholders with different interests

WHO WILL WE ENGAGE WITH AND HOW?

The table below lists the types of stakeholders that will be targeted through our communications and engagement process. See attached draft for full list of stakeholders by group. For each stakeholder we have specified the type of engagement activities they will be invited to participate in.

This process will involve the following engagement opportunities:

Online questionnaire – Placespeak

The online questionnaire will run from September 1–September 30, will be hosted on Placespeak and aims to collect broad public input on housing needs and opportunities.

Interviews – Targeted

Interviews will be targeted to stakeholders who hold a unique perspective on housing needs. The list of 15 interviews will be populated with support from CVRD staff and the Cowichan Housing Association.

Focus groups – by Invitation

Three virtual focus groups will gather groups of stakeholders by housing theme. For example:

- Health and Housing
- Safety and Housing
- Economy and Housing

Virtual focus groups will involve a presentation by facilitators on housing needs and then a facilitated discussion. Depending on the size of the group, virtual focus groups will involve small group discussion (as a large group or in break out groups) and dialogue through the chat function and/or providing input through quick polls.

The following table summarizes which specific engagement activities will be targeted to each stakeholder group.

Table 2 Specific engagement activities targeted to stakeholder groups.

	Questionnaire	Virtual Group	Focus	Interviews
CVRD Regional Board and member municipality councils	•	•		
Advisory Planning Committee Chairs	•			
Housing organizations	•	•		•
School districts and independent schools	•	•		•
Businesses (chambers of commerce)	•	•		•
Health services	•	•		•
Community organizations	•	•		•
Realtors/developers/building managers	•	•		•
The general public	•			

We are also undertaking a parallel engagement process with nine First Nations in the CVRD, which will involve nine First Nations-specific virtual meetings.

COMMUNICATIONS & OUTREACH

Key Messages

- Housing for tomorrow takes planning today.
- The Cowichan Valley Regional District is developing a Regional Housing Needs Assessment, which will help inform the official community plan and development decisions.
- The Regional Housing Needs Assessment is being undertaken by the CVRD in partnership with the member municipalities of the Town of Ladysmith, the District of North Cowichan, the City of Duncan and the Town of Lake Cowichan, resulting in a housing needs report for each electoral areas and member municipality.
- Local governments are provincially required to develop and publish [housing needs reports](#). The Housing Needs Reports funding program, administered by the Union of BC Municipalities (UBCM), supports the CVRD in undertaking housing needs reports to meet the provincial requirements.
- Your life is a journey, can your housing keep up? Our lives change, our needs shift and our housing stock needs to reflect that.
- The CVRD wants to know what kinds of housing our community members need now and, in the future, to plan for the future of housing in the CVRD.
- The path to housing tomorrow starts with your input today.

Outreach Tools

The following is a list of the outreach tools that will be used to raise project awareness and share project information.

- **Project website:** CVRD page to be a central online hub of information on the project and provide links to the online questionnaire. This webpage is live now at: <https://www.cvr.bc.ca/3291/Housing-Needs-Assessment>. Web content to be provided to each municipality for posting on their own sites by August 17.
- **Social media communications:** Social media copy and posting schedule will be provided by CVRD for member municipalities to post on the same dates to build awareness about this process and advertise the questionnaire on Placespeak. The social media schedule will run from August 17 to September 30.
- **Email invitation:** Email will be used for targeted outreach to stakeholders to invite participation in the online questionnaire and focus groups.
- **Phone:** Email invitations will be complemented by phone outreach to targeted stakeholders to invite participation in focus groups and interviews.
- **Placespeak:** Notifications will be sent to Placespeak subscribers asking them to complete the questionnaire. Content for member municipality Placespeak landing pages will be provided by the CVRD in advance of the communications launch on August 17.

- **Formal letter:** Letters will be sent to nine First Nations with interests in the CVRD, formally inviting them to participate in the process.
- **Print ads:** MODUS will place advertisements in local papers promoting the online questionnaire at the beginning and midway through the online questionnaire period (see advertisement schedule below).

The following table summarizes media outlets for questionnaire promotion and submission dates.

Table 3 Media outlets and submission deadlines for questionnaire promotion.

Publication Name	Submission Deadline	Number of ads
Cowichan Valley Citizen	Submit by August 26, 2020	1
Shawnigan Focus	Submit by August 14, 2020 for September issue	2
Lake Cowichan Gazette	Submit by August 28 and September 18, 2020	2
Chemainus Valley Courier	Submit by August 28, 2020	1
Ladysmith Chronicle	Submit by August 28 and September 18, 2020	1
Valley Voice	Submit by August 21 and September 4, 2020	2
The Discourse	Submit by mid-August 2020	1

TIMELINE

The process includes the following steps:

1. **Getting Ready** – Developing our communications and engagement Strategy and undertaking background research, May–July 2020
2. **Information Gathering** – Data analysis and projections, July–September 2020
3. **Community Engagement** – Online questionnaire, interviews and focus groups, August–September 2020
4. **Compiling Findings** – Submitting draft report, November 2020
5. **Presenting Findings** – Finalize and present housing needs assessment, November 2020–January 2021
6. **Submitting and Posting Final Report** – January 2021

SOCIAL MEDIA STRATEGY

The following table outlines the social media strategy to implement before and during the questionnaire launch (sample graphics attached separately):

Table 1. Social media strategy.

Date		Social Copy	Link	Graphics	Notes
August 17, 2020	Facebook	Our lives change and our needs shift. Will the housing we have today meet our needs tomorrow? To learn more about how the CVRD is tackling housing needs and an upcoming public questionnaire, visit cvrld.ca/housingneedsassessment	CVRD HNA page	Curving life path	Two weeks until questionnaire launch
	Twitter	Lives change and needs shift. Will the housing we have today meet our needs tomorrow? To learn more about how the CVRD is tackling housing needs and an upcoming public questionnaire, visit cvrld.ca/housingneedsassessment	CVRD HNA page	Curving life path	Two weeks until questionnaire launch
August 25, 2020	Facebook	How do your housing needs differ from your friends, the family around the corner or the student down the block? The CVRD wants to know what kind of housing different communities need to thrive in the Cowichan Valley. Go to cvrld.ca/housingneedsassessment to learn more	CVRD HNA page	Horizontal housing type checklist	One week until questionnaire launch
	Twitter	How do your housing needs differ from your friends, the family around the corner or the student down the block? The CVRD wants to know what kind of housing different communities need to thrive in the Cowichan Valley. Go to cvrld.ca/housingneedsassessment to learn more	CVRD HNA page	Horizontal housing type checklist	One week until questionnaire launch
September 1, 2020	Facebook	The CVRD Housing Needs Assessment opens today! Share your input and help us shape the housing future of our region at PlaceSpeak.ca	Place Speak.ca	Skyline path	Questionnaire open

	Twitter	The CVRD Housing Needs Assessment opens today! Share your input and help us shape the housing future of our region at PlaceSpeak.ca	Place Speak.ca	Skyline path	Questionnaire open
September 10, 2020	Facebook	Our lives change, our needs shift and our housing stock needs to reflect that. The CVRD wants your input on the kinds of housing we need for thriving, liveable communities. Complete the questionnaire at PlaceSpeak.ca	Place Speak.ca	Pink door	Questionnaire open
	Twitter	Our lives change, our needs shift and our housing stock needs to reflect that. The CVRD wants your input on the kinds of housing we need for thriving, liveable communities. Complete the questionnaire at PlaceSpeak.ca	Place Speak.ca	Pink door	Questionnaire open
September 18, 2020	Facebook	Whether you're moving into your first apartment, welcoming a new family member, downsizing or anything in between, you need housing that meets your needs where you are. Help us shape the future of housing in our region at PlaceSpeak.ca	Place Speak.ca	Curving life path	Questionnaire open
	Twitter	A first apartment, a new family, downsizing or anything in between, you need housing that meets your needs where you are. Help us shape the future of housing in our region at PlaceSpeak.ca	Place Speak.ca	Curving life path	Questionnaire open
September 30, 2020	Facebook	The CVRD Housing Needs Assessment questionnaire is open until 11:59PM tonight, but time is running out! The path to housing tomorrow starts with your input today at PlaceSpeak.ca	Place Speak.ca	Stopwatch	Questionnaire open (last week)
	Twitter	The CVRD Housing Needs Assessment questionnaire is open until 11:59PM tonight, but time is running out! The path to housing tomorrow starts with your input today at PlaceSpeak.ca	Place Speak.ca	Stopwatch	Questionnaire open (last week)

October 3, 2020	Facebook	Thank you to all who participated in the Housing Needs Assessment questionnaire. For updates and information please visit cvrld.ca/housingneedsassessment . To participate in upcoming CVRD public engagement visit PlaceSpeak.ca	CVRD HNA page and Place Speak.ca	No graphic	Questionnaire closed
	Twitter	Thanks to all who participated in the Housing Needs Assessment questionnaire. For updates & more info: cvrld.ca/housingneedsassessment and PlaceSpeak.ca	CVRD HNA page and Place Speak.ca	No graphic	Questionnaire closed

DRAFT GRAPHIC ASSETS

This draft set of graphic assets will be formatted to populate social media posts (Facebook and Twitter) and print advertisements. Final copy will be provided along with the social media strategy in time for August 17th launch.



A



B



C



D

Housing for the future takes planning today.

Complete the CVRD Housing Needs Assessment Questionnaire at [PlaceSpeak.ca](https://placespeak.ca) [hyperlinked to CVRD page]

or

Contact the CVRD main switchboard at 250.746.2500 for a hard copy (pick up or mail) or to complete the survey over the phone with the CVRD staff person.





Is your front door now,
your front door forever?
Your needs shift and so
do your **housing needs.**

Tell us what you need
tomorrow, today.

Complete the CVRD Housing Needs Assessment Questionnaire at
[PlaceSpeak.ca](https://placespeak.ca) [hyperlinked to CVRD page]

or

Contact the CVRD main switchboard at 250.746.2500
for a hard copy (pick up or mail) or to complete the survey
over the phone with the CVRD staff person.



A



B



C

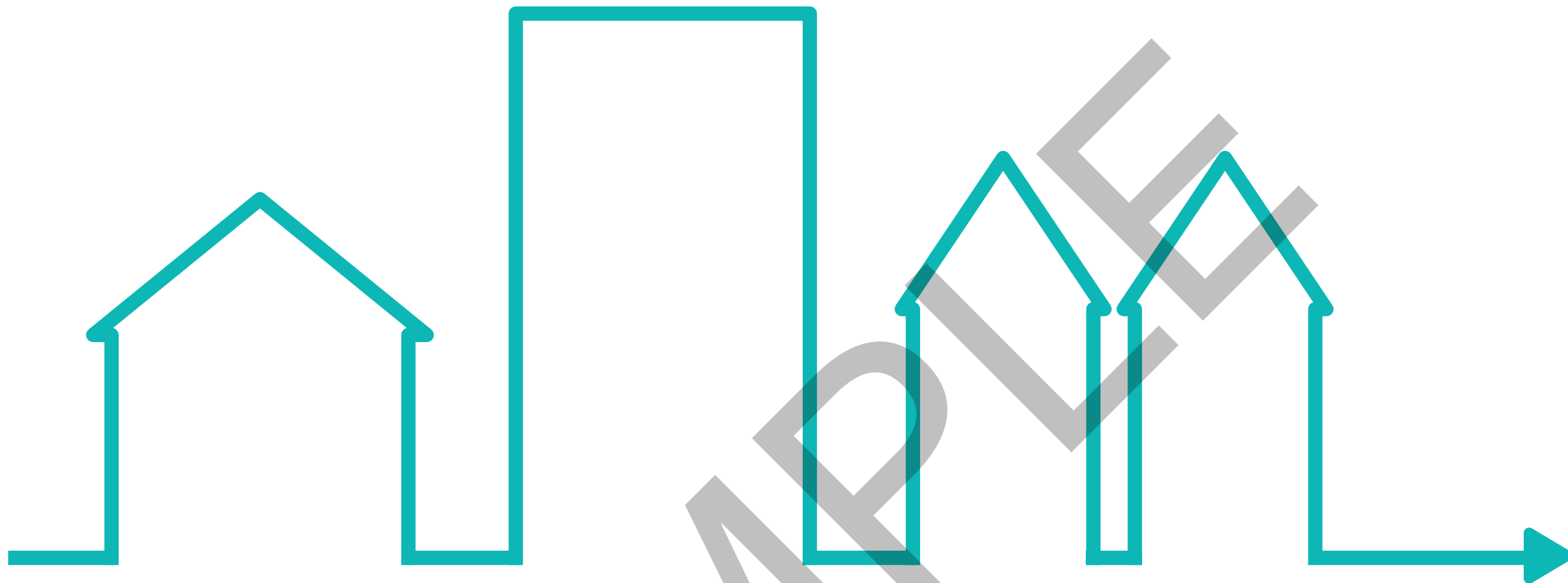


D

Housing for tomorrow takes planning today.

Complete the CVRD Housing Needs Assessment
Questionnaire at [PlaceSpeak.ca](https://placespeak.ca) [hyperlinked to CVRD page]
or
Contact the CVRD main switchboard at 250.746.2500
for a hard copy (pick up or mail) or to complete the survey
over the phone with the CVRD staff person.





The path to housing tomorrow starts with your input today.

Complete the CVRD Housing Needs Assessment Questionnaire at
[PlaceSpeak.ca](https://placespeak.ca) [hyperlinked to CVRD page]

or

Contact the CVRD main switchboard at 250.746.2500 for a hard copy
(pick up or mail) or to complete the survey over the phone with the CVRD staff person.





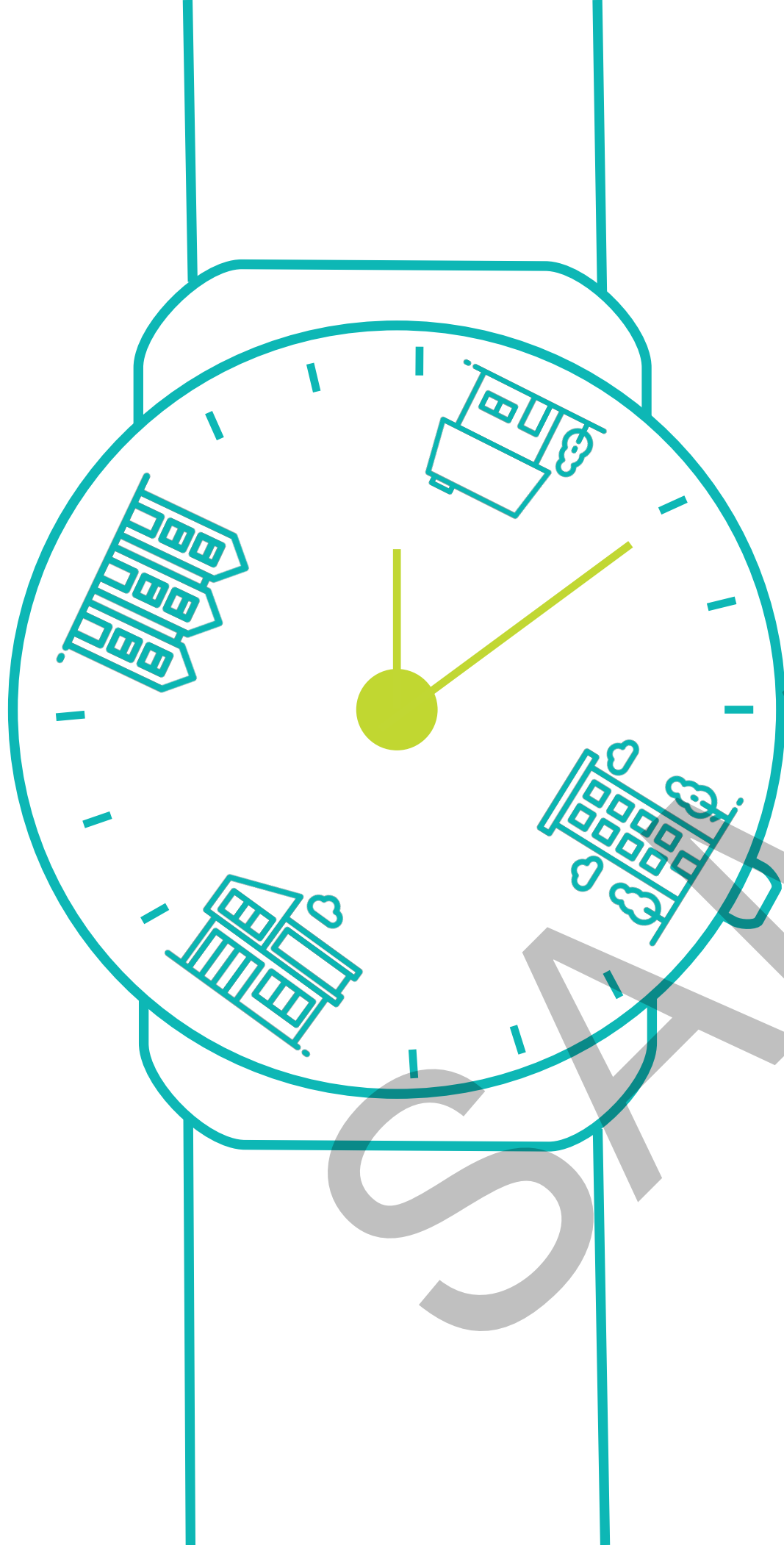
Will the housing we have today meet our needs tomorrow?

Complete the CVRD Housing Needs Assessment Questionnaire at [PlaceSpeak.ca](https://placespeak.ca) [hyperlinked to CVRD page]

or

Contact the CVRD main switchboard at 250.746.2500 for a hard copy (pick up or mail) or to complete the survey over the phone with the CVRD staff person.





It's time to assess our regional housing needs.

Today is the last day to have your say!

Complete the CVRD Housing Needs Assessment Questionnaire at PlaceSpeak.ca [hyperlinked to CVRD page]





Your life is a journey,
can your housing
keep up?

Complete the CVRD Housing
Needs Assessment Question-
naire at PlaceSpeak.ca [hyper-
linked to CVRD page]



INFORMATION REPORT TO COUNCIL

Report Prepared By: Erin Anderson, Director of Financial Services
Meeting Date: August 4, 2020
File No:
RE: Deferment of the 2020 Tax Sale

RECOMMENDATION:

That Council give first, second and third readings to "Town of Ladysmith Tax Sale Deferment Bylaw, 2020, No. 2043".

EXECUTIVE SUMMARY:

Due to COVID-19 and Ministerial Order 159/2020, the Province is allowing municipalities to defer the annual tax sale scheduled for September 27, 2020 to September 27, 2021 but adopting a Tax Sale deferral bylaw.

PREVIOUS COUNCIL DIRECTION:

Resolution	MeetingDate	ResolutionDetails
CS 2020-214	07/21/2020	That Council defer the 2020 Annual Tax Sale until 2021 and that staff be directed to prepare a bylaw accordingly.

DISCUSSION:

Each year, by legislation, a Tax Sale is held on the last Monday in September. Properties with 3 years of taxes and/or utilities outstanding are put up for sale at a public auction.

As a result of COVID-19, the Province has allowed municipalities to determine if they wish to hold a tax sale in 2020. At its meeting held July 21, 2020, Council passed a resolution to defer the tax sale until 2021, and instructed staff to prepare the bylaw on tonight's agenda.

A bylaw must be adopted before August 31, 2020 if the 2020 Tax Sale is to be postponed. If the delinquent balance is not paid this year, the balance will be rolled to 2021 with interest accruing.

I approve the report and recommendation(s).

Erin Anderson, Acting Chief Administrative Officer

ATTACHMENT:

- "Town of Ladysmith Tax Sale Deferment Bylaw, 2020, No. 2043"

TOWN OF LADYSMITH

BYLAW NO. 2043

A bylaw to defer the 2020 annual tax sale until September 27, 2021

WHEREAS the British Columbia government has declared a provincial state of emergency to support the province wide response to the novel coronavirus (COVID-19) pandemic;

AND WHEREAS Ministerial Order No. M159/2020 under the Emergency Program Act permits a municipal council to adopt a bylaw to defer the annual tax sale for 2020 until September 27, 2021;

NOW THEREFORE the Municipal Council of the Town of Ladysmith in open meeting assembled enacts as follows:

2020 Tax Sale Deferment

1. The Town of Ladysmith's annual Tax Sale, as prescribed in the *Community Charter*, for 2020 is hereby deferred until Monday, September 27, 2021.

Citation

2. This bylaw may be cited as "Town of Ladysmith Tax Sale Deferment Bylaw, 2020, No.2043".

READ A FIRST TIME on the day of , 2020

READ A SECOND TIME on the day of , 2020

READ A THIRD TIME on the day of , 2020

ADOPTED on the day of , 2020

Mayor (A. Stone)

Corporate Officer (D. Smith)



On September 26th, 2020, the Rotary Clubs of Ladysmith and Chemainus will be hosting our 10th annual fund-raising golf tournament at Mount Brenton Golf Club in Chemainus.

Our main sources of fund-raising at our golf tournament are sponsorship and team entries. This is an opportunity for you to let the citizens of your community know that your business supports the good work of charitable organizations like Rotary. The cost to be a hole sponsor is \$350.00, which includes having a sign professionally prepared. Sponsorships are to be paid by cheque at the time of ordering, payable to Rotary Club of Ladysmith. In addition to the very visible signs, we will be conducting a contest amongst the golfers to draw the winning entrant who correctly identifies which hole each sponsor's sign is located on. We will also be publicly thanking our sponsors in the local press. What a great way to get your company name out into the community!

We also invite our hole sponsors, if they so wish, to have an active display on the hole they sponsor. That may include giving out free samples, coupons, information pamphlets, etc. This is a great opportunity for our approximately 100 players and volunteers to learn more about your business.

We are also offering the opportunity to be a meal sponsor or a cart sponsor. Meal sponsors will have their signage posted at the Beer and Burger pick-up spot on the golf course. Cart sponsors will be acknowledged on the cart that is sponsored. The cost to be a meal sponsor is \$350.00 and the cost to be a cart sponsor is \$50.00.

We are hoping our sponsors will participate in our tournament. Any hole or meal sponsor who enters a team will be recognized as a Gold Sponsor and the total cost will be \$750.00. This year, we are offering a Platinum Sponsorship for a team entry, hole sponsorship and five cart sponsorships for a cost of \$1,000.00.

And, of course, we welcome donated prizes and items for our auction.

We thank you for your support of the Rotary Clubs of Ladysmith and Chemainus. For more information, please call Tom Andrews (250) 210-2402 (tomandrewsvii@gmail.com.) or Joan Phillips (250) 245-8104 or (250) 327-6220 (joph@telus.net).

Yours sincerely,

The Rotary Clubs of Ladysmith & Chemainus

**ROTARY CLUBS OF
LADYSMITH AND CHEMAINUS
10th Annual Charity Golf Tournament**

MOUNT BRENTON GOLF COURSE, CHEMAINUS Saturday, September 26th, 2020



Running tee times: 8:30 – 11:30
4 Person Scramble - 18 Holes
Prizes, Draws, Auction
Registration: 1/2 hour prior to your tee time
Beers & burgers served between 9th & 10th holes

INDIVIDUAL OR TEAM ENTRY FORM/SPONSOR FORM

Name: _____

Address: _____

Phone no(s) _____

E-mail: _____

Team members: _____

Tee time preference: _____

We will notify you as to your tee time.

Entry fee includes green fees, power cart, beer (or pop/water) & burger (veggie burger is an option) and lots of FUN!!! Veggie burger(s) preferred: _____

Cheque enclosed: \$460.00 () or \$115.00/player () **Early Bird Rate until Sept. 1,**
After Sept 1 - \$500.00/team or \$125.00/player (payable to Rotary Club of Ladysmith)
OR

I would like to be a Platinum Sponsor – Cost is \$1,000.00 ()

- Platinum Sponsors receive entry for 4 players, hole sponsorship, five cart sponsorships

I would like to be a Gold Sponsor – Cost is \$750.00 ()

- Gold Sponsors receive entry for 4 players, and a hole sponsorship
- Hole or Putting Green Sponsor: \$350.00 ()
- Meal sponsor: \$350.00 ()
- Cart sponsorship: \$50.00 ()
- Company Name: _____

Proceeds to support Chemainus and Ladysmith local youth & community projects

To book your team or
for information contact:

Tom Andrews: (250) 210-2402 (tomandrewsvii@gmail.com)
Joan Phillips (250) 245-8104 or (250)327-6220 (joph@telus.net)

Send cheques to: Rotary Club of Ladysmith, c/o Joan Phillips, 433 Blair Place, Ladysmith, BC, V9G 1Y3