



**Joint Winds of Change Steering Committee
For the Village of Pemberton and Mount Currie Band**

Friday, May 14, 2010 at 3:00 pm

Mount Currie, Ull'us Community Complex, Chief and Council Chambers

IN ATTENDANCE:	Daniel Sailland Al LeBlanc Felicity Nelson Cedric Jones Lucinda Phillips Susan Conley	Lee Erickson Rebecca Barley Eric Rochette Tanya Richman Karen Thevarge
STAFF:	Bettina Falloon	
REGRETS:	Sheldon Tetreault Maxine Bruce	

1. Al LeBlanc appointed Chair for the meeting

2. Call to Order

Meeting called to order at 3:15 pm

3. Approval of Agenda

Moved/Seconded

THAT the Agenda be approved as amended with the addition under Section 9 – Leverage Core Funding item Community 2 Community Forum Grant

CARRIED

4. Adoption of Minutes

Moved/Seconded

THAT the minutes from the Winds of Change meeting held November 24, 2009 be received.

CARRIED

5. CORRESPONDENCE

All communications were received. Discussion took place regarding the media's use and or misuse of the Winds of Change. This included recent articles that included poor interpretations of community information as well as the misuse of quotes from Police. The group agreed that this created greater cause for issuing media stories from the Winds of Change on a regular basis.

Moved/Seconded

THAT the correspondence to the Winds of Change be received.

CARRIED

6. WELLNESS GATHERING AND RECOGNITION EVENT

- a) Date for event was identified as Thursday October 21, 2010 from 3 to 9pm. The location would likely be the Ull'us Community Complex in Mount Currie but other locations such as the community center in Pemberton may be considered depending on availability and costs for the 21st of October. The community centre in Pemberton would cost \$45 per hour to rent.
- b) The theme ideas were discussed as Healthy Living, Learning and Growth, Becoming a Healthy Community; Being a Healthy Community, The Power of Our People. There were other ideas that had been emailed and the group confirmed they would finalize the theme at the next meeting.
- c) The group discussed the format of the recognition event. It was recommended that;
 - there would be information and service booths set up from 3 to 6pm
 - food served from 5 to 7pm
 - a guest speaker from 6 to 7 pm
 - recognition awards from 7 to 9pmThe group equally considered having a youth nomination area where both the youth and the person they nominated would come up for an award.
- d) Responsibilities and actions for the event.
 - a. Lucinda to look into Ull'us availability and costs
 - b. Lucinda to look into food prep and catering options for the event at Ull'us
 - c. The group would look into possible guest speakers and booth attendees.

7. MONTHLY COMMUNICATION TO THE COMMUNITY

- a) The group reviewed the draft letter to community groups and made the following changes;
Opening Paragraph – The Winds of Change wants to thank your organization for the contributions you make to a vibrant and healthy community for all residents of the Pemberton, Mount Currie and D'Arcy area.
- b) Newspaper article costs. The cost of an advertorial is \$113.40/month for a ¼ page which represents a 50% discount provided by the Whistler Question. The WQ would have logo in space as sponsor.
- c) Newspaper content. A discussion regarding newspaper article content took place and the group decided the following actions:
 - a. Bettina would look into specific themes for writing (e.g., heart month, drug and alcohol month, etc.)
 - b. Daniel would look into possibility of getting “free” articles via existing reporters in the community.
 - c. Daniel to talk to Eric about possible policing issues to include in articles.
 - d. Tanya volunteered to write the articles
 - e. The group agreed that it may be a good approach to have a different member of WOC interviewed every month.
 - f. The group agreed that we should look into the costs of having radio ads.
 - g. The group agreed that including local success stories would be well received.
- d) On-line networking site discussion was postponed
- e) WOC Banner discussion took place and resulted in the following actions:
 - a. Daniel to have staff or Eckhard develop a mock-up to review

b. Daniel to find the artwork and identify budget details

8. MONITORING AND ANALYSIS OF SERVICE LEVELS

A discussion took place and the group agreed that we would start with identification of current services. Tanya agreed to develop the list of current services for the group to review and expand upon.

9. LEVERAGE CORE FUNDING

A discussion took place and it was agreed upon that we would keep grant opportunities as a standing item on the agenda; that we would ensure formal requests from WOC to MCB, VoP and SLRD would be issued; and that Daniel would look into creating a budget area for funds to be maintained and account for through the Village Financial Department.

In addition to the above noted the group agreed to develop a UBCM Community to Community application for grant dollars to go towards the October 21 event.

Moved/Seconded

THAT the Village staff complete and issue UBCM Community to Community grant application to acquire funds to go towards the October 21 event.

CARRIED

10. COMMUNITY EVENTS AND PROGRAMS

A discussion took place regarding the low price alcohol sales and the ramifications of this. Consumption levels were reviewed for this area and the outstanding question remained whether we could get a more detailed breakdown of our area. This would help us understand whether the stats were evenly representative of all communities or whether they are skewed towards one or more community(ies).

11. NEXT MEETING DATE

Next meeting set for June 11, 2010 at 3:00pm at the Village White House

12. Adjournment

Meeting adjourned at 4:55 pm