



TOWN OF HINTON
Community Engagement & Accountability
Committee Room
April 23, 2014

PRESENT: Garth Griffiths, Scott Sunderwald, Kathy Rees, George Higgerty, Fiona Murray-Galbraith, Jennifer Norquay, Gerry Brandt, Doug Heine, Albert Ostashek, Ron McKay, Councillor Dale Currie

ABSENT: Jack Williams, Shirley Caputo, Councillor Matthew Young

SECRETARY: Rhonda West

ALSO PRESENT: Laura Howarth – Director of Community & Protective Services

ORDER

Chairman Garth Griffiths called the Regular Meeting of the Community Engagement & Accountability Committee (“CEAC”) to order. The time was 11:00 a.m.

ADOPTION OF AGENDA

MURRAY-GALBRAITH - That the Agenda for the April 23, 2014 Meeting of CEAC be adopted as presented.

CARRIED

ADOPTION OF MINUTES

BRANDT – That the CEAC Minutes of March 14, 2014 be adopted as presented.

CARRIED

ACTION ITEMS

1. Modify/Approve “Community Engagement Flowchart” and Assign CEAC Members

The revised flowchart reflected the discussion from the last meeting and provides clarity that not everything has to funnel through Town Council. It was noted that the education/wellness title is changed to include social supports. A dotted line between town council and implementing partners represents more of a partnership and working together. The structure addresses the point of having contact points/representatives for residents to understand who they can contact to move ideas forward or address concerns. Members commented that it will only work if the public understands it and is communicated well (noted as a huge challenge for the group). People need to understand how it will work.

There was consensus that CEAC accept the Community Engagement Flowchart as presented.


Initial

CEAC members were then assigned to groups with the expectation that at each meeting each group will provide a report on updates and information. It is up to each group to determine when/how they meet. Council will be asked to assign a councilor to each group. If CEAC members are interested in participating in another group they are to contact the other two members of their intention. Expectation is to communicate with one another as awareness of community issues arise. CEAC Members were appointed as follows:

Recreation & Culture Listening Group – Scott, Doug
Education, Wellness & Social Supports Listening Group – Fiona, Kathy
Governance & Partnerships Listening Group – Scott, Garth
Local Economy Listening Group – Albert, Gerry
Natural Built Environments Listening Group – George, Jen

2. Modify/Approve “Communication & Media Plan”

Emily reviewed the communication and media plan with the group. The work has started on the website (www.hinton2040.ca). The website will be stand alone and will not connect to the Town’s website at all. The various plans and tactics were reviewed with members. **Members were asked to provide Emily with ideas for content.** Launch date is tentatively scheduled for August, 2014. Garth talked about identifying and reporting on good things happening in the community and communicating those out to the town. Garth suggested that the group (CEAC) meet every six (6) weeks. Comments: general consensus was that the group should meet more often (put some consideration into July/August meetings). Garth asked the group if another survey should be conducted? Outcome measure survey was very thorough so reluctant to start something new.

CEAC comments re media plan: 1) have to get back to the community on the flowchart if council approved (can’t wait until the end of August to get it out); 2) need to communicate the outcome measure report – quick summary – highlights – press release and access through town website; 3) something regularly posted in the newspaper (highlights from the minutes) (ie. hot topics in the community). Outcome measures report is something that can be started right away.

There was consensus that CEAC take out space in the newspaper (ie. similar to Chamber Chatter). Regular submission (every 6 weeks) to the newspaper for CEAC reporting and meeting highlights (similar to Council highlights). Make a concentrated effort on educating public on listening groups.

Garth asked Emily to attend next few meetings.

3. Listening Group’s Verbal Reports

4. Review and Update Delegation List and Assign Next Invitation(s)

Delegation Invitation List will be circulated at each meeting and populate the next three delegations. **Kathy will ask growing great kids if they want to appear before the entire group or just the listening group.** Other topics/organizations that members noted were Renee LaBoucane (GPRC), MLA Robin Campbell, MP Rob Merrifield, Hinton Minor Hockey (Bill MacDonald re update on recent tournament).


Initial

There was consensus on the top three delegations being:

1. **Chamber of Commerce (Brian LaBerge) – population growth, business enhancement, status of Town re commerce), health care, tourism;**
2. **Health (Fiona and Chief of Staff);**
3. **Tourism Destination Region (Kimberley Worthington).**

INFORMATION ITEMS

Member attendance (councillor) is a concern. *Rhonda to follow-up with Mayor Mackin.*

COMMUNITY PULSE

Coal mine concerns were expressed;

Housing issue – took a downturn after the recent council meeting; noted that Habitat for Humanity received nothing; concern in the community over recent council decisions on affordable housing; people are getting angry about it; other members are hearing the same thing;

Senior's housing - tremendous level of frustration; going on for at least 2 years; another opportunity at Baker Street is swept away which is very frustrating; level is palpable;

STARS – putting people an hour or more in jeopardy by having to drive out to the airport; hear through the grapevine that idea was turned down by council; Jasper is building one along with Grande Cache; Hinton is a big community; didn't even know that the group should be advocating council/CEAC etc. for the project; had been talking with Admin and Mayors who indicated that it would be considered for CSI funding; had been promised dollars and nothing came about;

Riverfront park – Scott reminded folks to pull out CEAC's priorities sheet; Riverfront committee had 2 open houses; he was not at liberty to roll our communication plan on results; overwhelming majority that was positive for a riverfront park in the community; challenges are landowner issues (specifically road access); much needs to be dealt with by Town council; industry partners came forward as potential sponsors; general sense is a good thing for the community and money to be had; not sure of final location;

Kathy commented that she was out with elderly friend who took a tumble at hill IGA – so many people came to offer cell phones, comfort her, offer assistance etc. – nice to know that in a community that cares;

Garth noted that discussion is happening with Robin Campbell re interpretive centre being built in Hinton; feeling out there that it is a definite possibility;

Gerry spoke about the Hinton Mountain Bike Association – they are building momentum for their website and looking at strat planning; going well; close to a dozen different businesses involved; advanced membership drive planned;

Garth has received comments re boardwalk falling down and coming apart; Town is responsible for maintenance;

Fiona noted on the partnership between education, health and town departments – Party Program – prevention of alcohol and drug related trauma in youth; grade 9s, fabulous program;


Initial

There was consensus that CEAC admin support provide CEAC members with notices of events, forums, discussions, etc.

NEXT MEETING


The next meeting of CEAC is scheduled for May 22nd, 2014 and June 25th at 11:00 a.m.

ADJOURNMENT

MCKAY - That the Regular Meeting of CEAC adjourn.

CARRIED

The time was 12:36 p.m.



Chairman



Director of Community &
Protective Services