**Looking Ahead to the Next Five Years  
A Community Wide Strategy Session**  
**DRAFT** **MEETING SUMMARY**



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A Community Wide Strategy Session**

**October 25, 2012**

**Facilitated by PacificaBlue Consulting, Sandra Bicego  
Sponsored by: Britannia Beach Community Association**

**Funded by a grant from the Squamish Lillooet Regional District,   
compliments of Director Freitag, (Area D)**

November 5, 2012

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# Introduction

On Thursday, October 25 the Britannia Beach Community Association held a facilitated strategy session to identify what could be priority projects for the community. The session was facilitated by PacificaBlue Consulting with fourteen people attending. The meeting was two hours long and included a visioning exercize and brainstorm session to identify some key actions.

The objectives of the session were to:

* engage with a broad segment of the community
* allow participants to identify what are important community projects
* suggest the process for undertaking these projects, over the next 5 years.

This document sets out the results of the meeting.

# Visioning: Looking Ahead 5 years from now…

The participants were asked to consider: ***What does Britannia Beach Community look like in 5 years from now if it were a successful community? What are the signs of that success?***

The attendees brainstormed visioning ideas and worked together to group together similar ideas. The groupings were then given theme names.

The numbers in the brackets are the votes given to the priority areas that should be worked on in the next five years.

## Pride and Sense of place

Pride and sense of place was the theme name given to the following group of visioning ideas for the community.

* Allow things to evolve naturally
* History is an important part of Britannia Beach
* Unique and distinctive – not like Whistler or any other resort or place

This theme was viewed as an overarching vision theme that would enable all the other themes to occur. Thus, if there is a sense of pride and sense of place through protecting the unique nature of Britannia, then it would be more possible to achieve a thriving business centre, public safety, building of community, community improvements, waterfront beautification and commercial development, and accessible transportation.

## Thriving Business Centre (District)

(50% voted for this area as a priority area for the community)

* Grow the business center
* We see a thriving centre
* Community distribution development (develop the gravel pit)
* Fill empty buildings in the business district with artists, small businesses
* Build on the businesses that are there – arts!
* “Made in Britannia” theme
* Community gathering places, e.g., pub/ cider house! [2 ]
* Need an ‘attractor’ to draw people in to support local businesses
* More options for dining – bistro, café
* Improve and keep the general store
* Rehabilitate tunnel dam to enable development to occur in the businesses district (no building permits as it is in the flood plain) in Britannia Beach

## Public Safety

(36% voted for this area as a priority area for the community)

* Emergency program (communicated to residences)
* Block watch safety (e.g., bear or cougar sighting info)
* Bear smart community
* Fire-safe community (“alerts”)

## Waterfront Beautification and Commercial Development

(36% voted for this area as a priority area for the community)

* Beach/ marina beautification and development
* Accessible waterfront
* Two pedestrian overpasses

## Build Community

(57% voted for this area as a priority area for the community)

* More community events
* Community play group (once a week for preschool kids)
* Community garden
* Keep public gardens/ landscaping beautiful
* Helping corner store survive
* Community working together
* School and Church

## Community Improvements

(14% voted for this area as a priority area for the community)

* Covers for street lights so they shine down instead of into houses   
  *(suggestion by group to merge with public safety)*
* Sidewalks for safety *(suggestion by group to merge with public safety)*
* New bus shelter for the kids (open design) *(suggestion by group to merge with public safety)*
* Left turn light *(suggestion by group merge with Transportation and Accessibility)*

## Transportation and Accessibility

(36% voted for this area as a priority area for the community)

* Shuttle service to Squamish or other communities
* Bus coming into Britannia Beach rather than stopping on highway

# Visioning Summary

The group was asked to prioritize their top theme areas and the results, in percentage of participants, are noted in brackets beside the theme names above and also summarized here below.

* Build Community: 57%
* Thriving Business District: 50%
* Public Safety: 36%
* Waterfront Beautification and Commercial Development: 36%
* Transportation and Accessibility: 36%
* Community Improvements   
  (group suggested to merge this area with public safety and transportation): 14%.

With some further brainstorming on the above new prioritized list, the participants merged theme areas and decided upon the following new broad areas. These theme areas could therefore be the basis for strategic directions for the BBCA.

* Build community (includes Thriving Business District)
* Ensure public safety
* Ensure improved Transportation and Accessibility
* Develop healthy and accessible outdoor public spaces (includes waterfront beautification and commercial development).

# Key Actions for Moving Forward

The next exercize was focussed on actions. The key question was: ***What actions are needed to move these visioning themes forward? Who needs to be involved? Will you help?*** The results are as follows:

## Build community

* More effective notification system for community events; improve communication among residents
* Event planners and BBCA. Making BBCA known in the community as the “go to organization” for community events
* Encourage support of general store and local business
* Community preschool play group
* Provincial grants
* Use of community hall once a week
* Community fundraising
* Meeting in the hall for young parents to connect, and “brainstorm ideas”
* Would provide better communication between parents in community, babysitting, support, commuting, etc.
* Petition all levels of government regarding the damn dam
* Where to put a community gardens! Investigate
* How is this done in other communities, like Squamish, Vancouver, West End?
* Could we combine garden, daycare, etc.?

## Ensure public safety

* Communication is key
* Web page, electronic messages, bulletin board
* Frequent updated information on:
* Wildlife sightings, bear aware, fire safety, earthquake emergency program, blockwatch,
* Info sessions at Fire Hall (e.g., “how to use a fire extinguisher”)
* Seek help from SLRD re: street lamps
* SLRD and Landscapers control the growth of alders for improved visibility
* Post speed signs – discuss with SLRD

## Transportation and Accessibility

* Shuttle accessibility and bus that stops within the community
* Contact Transport and check on feasibility; determine what options are available
* Community input on routes/schedules/ frequency
* Price points that are acceptable
* Determine community interest/commitment
* Reveal price schedules – negotiated
* Can Squamish bus/shuttle be extended
* South bound left turn light:
* Lobby SLRD and Highways
* Who: individuals, community association, etc.
* Community car pool by Jack Bell, District of Squamish

## Healthy and accessible outdoor public spaces and waterfront

* Enable an accessible waterfront: Liaise with all levels of government. BD will work on this!
* We need two overpasses or safe route across the highway and railway to get to our beach (government involvement?)
* We need a beach that be used
* Why can’t our beach be an attraction?

# Conclusion and Next Steps

This meeting sought to identify a vision of what the community could look like in the next five years in order to bring to light what projects could be worked on by the community, supported by the Britannia Beach Community Association.

Some of the key themes that arose were:

* the need for a **communication and networking** hub
  + Enabled through various mechanisms: **website, blog, bulletin board and email**
  + Sponsored by the **BBCA**
  + Informing on **key events**: from wildlife sightings, to community events, to other important topics of community interest.
* Ensuring **public safety** through key community improvements to street lights, landscaping and traffic speed signage.
* Enhancing **transportation and accessibility** in the community
  + with a shuttle service to Vancouver and to Squamish and beyond
  + extending bus service to include within the Britannia community.
* **Building the community** through ideas such as:
  + championing a community garden project
  + developing a preschool play group to connect parents,
* Ensuring an accessible and **tourism-oriented community beach and waterfront** system.

Some really great ideas were generated at this meeting! All participants that attended were fully engaged. Everyone expressed thanks towards the SLRD Director for funding this great opportunity to collaborate together and share ideas. It is hoped this will be the first of several such collaborative initiatives.

The BBCA will work with the community to choose the best and most feasible project(s) that can be worked on by a BBCA group with a timeframe of two to five years.

A strategic planning document will be the next step to help guide BBCA’s use of human and financial resources.

**Meeting date: October 25, 2012**  
**What does Britannia Beach Community look like in 5 years from now if it were a successful community? What are the signs of that success?**

*REVISED*

*Preliminary Report to Director Freitag and Squamish Lillooet Regional District*

*Regarding*

*Select-Fund grant of $5,000 for community clean up day and*

*Strategic Planning process report*

***“Looking Ahead to the Next Five Years, A Community Wide Strategy Plan”***

*November 16, 2012*

*Community clean up day was a huge success with many participants and activity throughout the village. Our estimates indicate between 150 to 200 hours of labour was contributed by the community. We hope to make this an annual event. We are having success, albeit slow, in getting the excess pile of material that was collected, removed with the assistance of the road contractor, Miller Capilano, when space is available in the yard waste dumpster.*

*We have successfully moved the strategic planning project as far as a summary of participants input at a meeting on October 25. A review Draft, not for distribution, will be provided to you under a separate cover. Attendance was excellent with participation from a cross section of the community including: long, medium and new residents; parents, and business owners. The enthusiasm for working together on a broad area of topics was excellent. The summary report notes:*

*“Some really great ideas were generated at this meeting! All participants that attended were fully engaged. Everyone expressed thanks towards the SLRD Director for funding this great opportunity to collaborate together and share ideas. It is hoped this will be the first of several such collaborative initiatives.”*

*We request a supplemental grant of $2,000 to cover the costs of the two projects. We had some unexpected costs including a large tipping fee for the non-yard waste. The on-site decision that it would be good to get the appliances, couches and similar items removed, as these items have been the subject of a number of complaints. We also had to change consultants near the beginning of the project due to an availability change. The second consultant has a higher fee structure due to her significant applicable experience.*

*Your continuing support and assistance is most appreciated and we look forward to a successful completion of this project. A detailed summary of our allocation of the select funds grant to November 16, 2012, is provided for your convenience.*

***Community Clean Up and Community Strategic Plan GRANT $5,000***

***Financial Report on Grant Funds (Interim)***

***Summary of Expenditures to November 16, 2012:***

***Grant Funding received $ 3,000.00***

***\* Consultant Fees (spent and committed) $ 4,135.00***

***Dumpster and tipping fees $ 665.00***

***\*\*Materials (ink, printing, mail-outs, refreshments) $ 180.00***

***Total completed and planned project expenditures $ 5,000.00***

***Supplemental grant requested to complete projects $ 2,000.00***

***Community Contribution (off Balance Sheet)***

***32 cleanup volunteers contributed approximately***

***150 hours, nominally valued at $20.00 per hour $ 3.000.00***

***Community Donated equipment (for the day) $ 250.00***

***Development of Strategic plan process, volunteers (3)***

***approx 80 hrs nominally valued at $30.00 per hour $ 2,400.00***

***Total non-cash contributions to date $ 5,650.00***

***Notes***

*\* Unspent but committed funds for Consultant’s fees to complete*

*Strategic Plan and Vision Document are $1,500.00 of the total shown. We are currently*

*$500.00 overspent.*

*\*\*Materials details*

*Garbage Bags $ 25*

*Printer ink $ 66*

*Catering meeting and thank you bbq $ 59*

*Hall Rental $ 30*

The BBCA requested and received a grant of $5,000 from the Squamish Lillooet Regional District.  The object of this grant is to help broaden the scope of activities undertaken by the BBCA to better meet the needs of a growing and diversified community.