

**Queen's Park Neighbourhood Heritage Study (QPNHS)
Working Group Meeting**

**October 22, 2015 Committee Room #2
(our usual room)**

AGENDA

1.0 Working Group Meeting Notes of September 24, 2015

2.0 Our City 2041: Update and Discussion. Lynn Roxburgh (Planning Division)

- Invitation to join "Our City 2041" Workshop on November 7, 2015

3.0 Review of "Speak Up About Heritage!" Event (November 21, 2015)

- "How To" of going door to door;
- Draft Newsletter/Invitation;
- Logistics of the event; and
- Power Point presentation review and practice.

4.0 Next Steps

*Please RSVP to Julie Schueck at
jschueck@newwestcity.ca
or at 604.527.4556*

Queen's Park Neighbourhood Heritage Study (QPNHS)

Working Group Meeting Notes of September 24, 2015

PRESENT:

Councillor Jaimie McEvoy, Chair
Maureen Arvanitidis (NWHPS)
Rebecca Bateman
David Brett (QPRA), Vice-Chair
Bruce Cheng
Deane Gurney (QPRA)
Steve North (NWHPS)
Robert Toth
Dave Vallee

CITY STAFF:

Julie Schueck, Heritage Planner

REGRETS

Tom Bellamy
Gary Holisko
Jennifer Wolowic

1.0 Working Group Meeting Notes of August 27, 2015:

There were no corrections, additions or deletions.

2.0 Communication Strategy and Next Public Consultation:

Ashleigh Young, from the City's Communications Department, led the group on a discussion about communication strategies for the next public consultation. The following points were made:

- We have a better chance of reaching our target audience because the area is one neighbourhood rather than the whole City.
- How do we get people out? How do we energize people about this topic? The QPRA, for example, puts a lot of effort into finding interesting speakers and topics but still only gets about 20 – 30 people attending.
- The Working Group members could take about a two block radius from their homes and deliver invitations door-to-door. Consider including a personalized note to each house.
- We do not want to fear monger but we do want to use the First Shaughnessy example of a Heritage Conservation Area in order to spark interest and attendance.
- Knocking on people's doors, giving them a newsletter and inviting them to the next public event, is a great idea as it personalizes the effort and those people are more likely to attend.
- We need a good, catchy title: "Should Queen's Park be a Heritage Conservation Area like First Shaughnessy?".

- The QPRA and NWHPS could email their memberships and invite them to the next event.
- The Working Group members could email their friends and neighbours.
- We could put signs and posters up ahead of time, as well as put up more signs on the day of the event.
- For the Queen's Park Master Plan consultation, Parks staff or their consultants hung ribbons from the trees with info and as wayfinding to the open house. We could do something similar but perhaps with bits of info and an invitation to attend the next event.
- Discussion about title of event: "Heritage and Hot Dogs", "Have Your Say Day".
- When people realize that this work might affect them, then they are more likely to get involved.
- It is important to communicate that people's input will make a difference.
- When people make a comment or ask a question at the event, it should be noted on large sheets of paper so that everyone can see it. The visual record of other people's comments often helps the next people to comment.
- Dotmocracy works well and is fun.
- We need catchy images or words that identify each board.
- Can our event get more advertising beyond the usual City means? How about an ad? And/or a newspaper story?
- We should have a draw for a prize for those who attend; perhaps tickets to the December heritage homes tour and/or to the Spring Heritage Homes Tour and Tea.
- Discussion about changing the venue to some private heritage homes, closing off a street, using a local small park.
- Members of the Working Group will make a presentation about the principles and strategies; Cllr McEvoy will introduce the group and provide a brief background.
- We could have one special speaker as well. Don Luxton was suggested. He could perhaps do a summary of the First Shaughnessy experience. Could he stay for a couple of hours?
- Invite the Mayor to welcome people. This gives the project credence.
- We need something for the kids; a kids' corner. Parks staff?
- It would be great to have a graphic illustrator but they are expensive.
- Wine tasting? Micro-brewery? Juice guy?
- See if Vancouver Sun reporter, Shelley Frallic, would do an article.

3.0 Content of Final Report

The content of the final report was briefly reviewed. No new suggestions were received. There will be an opportunity for the Working Group to review the final report before it is presented to Council.