



**Town of Sidney – COVID-19 Recovery Task Force Committee  
Meeting Minutes  
Thursday, August 27, 2020 – 2:00PM – 3:30PM  
Zoom Meeting**

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**Present:** Councillor B. Fallot, Steve Duck, Kirsten Norris, Morgan Shaw, Graden Sol

**Regrets:** Mayor C. McNeil-Smith, Glenys Cavers, David Calveley, Denny Warner

**Staff:** Randy Humble, Chief Administrative Officer, Brett Mikkelsen, Fire Chief, Alison Verhagen, Senior Manager of Current Planning / Recovery Director, Donna Barner, Recording Clerk

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1. Call to Order

Meeting called to order by the Vice Chair, Steve Duck at 2:02.

2. Adoption of Agenda

*Moved by B. Fallot, seconded by G. Sol, that the agenda be adopted.*

**CARRIED**

3. Territorial Acknowledgement

4. Adoption of Minutes

*Moved by G. Sol, seconded by B. Fallot, that the Recovery Task Force Committee minutes from the August 13<sup>th</sup> 2020 meeting be adopted.*

**CARRIED**

5. Business arising from previous minutes

- a. Chair will work with staff to formalize a schedule for committee meetings: Arising from a previous Council meeting, will consider putting together a framework for the committee on the process for bringing forward items for discussion, how these will be actioned upon, and how the committee will conclude

**Action: R. Humble and Chair to provide update to committee at September 10 meeting.**

- b. A. Verhagen to discuss with Engineering department and reply to M. Shaw around practicability on M. Shaw's sandwich board suggestion; where are they allowed, would any private properties host them on their land?
  - A. Verhagen and M. Shaw provided brief update on sandwich boards.
  - M. Shaw has ordered 12 boards and is in discussions with private properties for utilizing their space.
  - Sandwich boards and posters anticipated to be out early next week.
- c. A. Hicik to distribute draft Virtual Town Hall Initiative Overview document with committee.
  - Draft Virtual Town Hall Initiative Overview document was distributed to the

committee on August 18.

6. Completion of Previous Agenda Item: Discussion: Member Ideas on Key Elements from Terms of Reference – continue items from previous agenda packages
  - a. Community Resiliency
    - i. K. Norris contribution: The Town of Sidney, the EOC, and the local community has done an amazing job of responding to the COVID-19 pandemic, and has provided a well-organized wealth of information and resources. Perhaps there is an opportunity for an ongoing online open forum, where the community (individuals, families, businesses, organizations) may ask or answer questions, share ideas and resources. This would pertain to all three sections in the Terms of Reference, and enhance community connectedness.
      - Discussion:
        - **K. Norris:** advocated for an online ongoing forum specific to Sidney, such as a dedicated social media page.
        - **M. Shaw:** proposed idea for a pop up chat on the explore Sidney site for in-demand assistance.
        - Committee in agreement that ideas have great merit, but requires comprehensive monitoring. Town does not currently have the resources.

7. Prepare for future COVID waves

- a. Background information: Staff Report to Council: COVID-19 EOC Activation Conclusions & Insights

*Moved by B. Fallot, seconded by G. Sol, that the committee receive the Staff Report to Council: COVID-19 EOC Activation Conclusions & Insights.*

**CARRIED**

- B. Mikkelsen provided overview on the Staff Report to Council: COVID-19 EOC Activation Conclusions & Insights

Highlights:

- Provides a summary of response activities from EOC; intent was to separate from recovery activities (although intricately intertwined).
- Will serve as a reference if a continued response effort is required.

b. Member Ideas

- Discussion:

- **B. Fallot:** spoke with two local pharmacies. There is a concern that the flu shot vaccine supply will not be adequate for the demand. Private companies anticipate being unable to meet current immunization protocols.
- **A. Verhagen:** If we are sharing messaging on flu shots, staff should look to Island Health for consistency.
- **B. Fallot:** A key piece to Town messaging will need to relay longer term ideas versus short term.
- **A. Verhagen:** G. Caver's ideas provide items that can be in both the special edition COVID Town Talk, but also Town Talks going forward.

8. Receive for information: Sidney BIA Midterm Marketing Report – Welcome Back Campaign

*Moved by B. Fallot, seconded by K. Norris, that the committee receives the Sidney BIA Midterm Marketing Report – Welcome Back Campaign for information.*

**CARRIED**

- M. Shaw provided overview of the Sidney BIA Midterm Marketing Report –

## Welcome Back Campaign

### Highlights:

- Numbers are from 6 weeks ago and are now outdated. Will be doing a final report in early September.
- Overall campaign was received well.
- Next steps are planning for fall and Christmas. Normally has been completed by now but this year it has not started yet. Current mindset is to have a few options available and implement as appropriate.
- Businesses are reporting they are not suffering economically.
- Discussion:
  - **G. Sol:** Does the Town have mechanisms in place to continue supporting spill out into streets as we approach wetter and colder months?
  - **A. Verhagen:** The amended Off-Street Parking and Loading Bylaw and Sidewalk Cafe Regulations and Licensing Bylaw are to be reviewed after six months. Could include considerations for colder months. Liability and insurance considerations will need to be reviewed.

*Moved by G. Sol, seconded by B. Fallot, that the Committee recommends that Council direct staff to research options such as tents on sidewalk cafes and parking spaces for the upcoming season.*

**CARRIED**

- **B. Mikkelsen:** Staff will need time to consider applicable codes are met.
- Committee agreed that time is of the essence.
- **A. Verhagen:** Staff could give council interim update on how amended bylaws are going. Should include consideration for weatherproofing the deck in front of Sidney bakery.

## 9. Updates from working groups and initiatives

### a. Sidney Safe campaign working group

M. Shaw reported:

- Shared communication from Province for visitors.
- Exposures in Sidney this week has resulted in more businesses implementing mandatory masks.
- Messaging will relay that it is everyone's responsibility to keep Sidney safe.

### b. Community Organizations campaign working group

B. Fallot reported:

- Due to the timeline for the season and current volunteer staffing levels with BIA, kiosk idea is shifted to the side for now.
- Any project that involves on the street we need to be out as soon as possible. We need to be out in the community.
- COVID edition Town Talk is expected for mid-September. Will aim to be as "in the moment" as possible.
- Direct messaging to a Sidney specific themes on "how do we live in COVID Sidney" and "how do we still live our normal life in Sidney."
- Committee agreed again time is of the essence. All needs to go out sooner than later.
- **S. Duck:** Town should use as many tools as possible to communicate to the public.
- **R. Humble:** The four planned virtual town hall meetings will provide an avenue for the public to engage with staff and selected speakers.

- **B. Fallot:** by encompassing the ideas of providing sheltered spaces for outdoor use, advertising what is available for residents to do, and creating a sense of normalcy, this will relay the message from the appropriate authorities that we can carry on. Mental health aspects can begin to be addressed if the public can seek comfort in a level of normalcy.
- b. Discussion: Town Talk items
- **A. Verhagen:** Outline is put together for Town Talk. Special thank you to G. Cavers for her contributions. Some ideas are: Parks and recreational opportunities, BC Transit mask protocols, food bank accessibility, options for accessing Town Hall, Meet Your Street, mental health tips, what to look forward to this fall, and pointing people to resources.
- c. Virtual Town Hall meetings
- **R. Humble:** Monday August 31<sup>st</sup> will be the first of four virtual Town Halls. Topic is Parks, Trails, and Recreation. Guest speakers are Brian Robinson, Manager of Public Works and Parks for the Town of Sidney; Melanie Alsdorf, Manager of Program Services for Panorama Recreation Centre, and Marcia Morash, Superintendent for Gulf Island National Parks Reserve of Canada.

**Action: A. Verhagen to share poster advertisement with committee.**

- **K. Norris:** Inquired if people can submit questions ahead of time.
- **R. Humble:** Questions cannot be submitted ahead of time, but this will be considered for next meeting. There will be a question period for the public to participate in. May revisit so public does not have to register ahead of time. It was a security issue for the municipality but will look at removing.
- **B. Fallot:** Having to register ahead of time creates a barrier by not allowing spontaneity.

#### 10. Next Steps

- Minutes will be going to Council for September 14 meeting
- **A. Verhagen:** Town communications staff have been talking about Halloween, Thanksgiving, and typical fall events. Looking at getting ahead on the messaging on how the Town can support community well-being initiatives. Possible ideas like decorating yards for fall celebrations. Wondering if SEAG and BIA would be interested? Messaging could come from Town, but may be a recommendation from committee for Town staff to work with BIA and SEAG.
- **M. Shaw:** BIA has been in discussions with Peninsula Celebrations Society for these events, plans are being developed. Can provide further updates at a future meeting.

**Action: M. Shaw and Town Staff to bring ideas for community initiatives for the fall season to the September 10 meeting.**

- **M. Shaw:** asked committee to send ideas to her as soon as possible so she can present them to Peninsula Celebrations Society.

#### 11. Next Meeting: September 10, 2:00PM

#### 12. Adjournment

*Moved by B. Fallot seconded by G. Sol, that the meeting adjourn at 03:12*

**CARRIED**

**Meeting adjourned at 03:12**

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Chair

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Date