



**Town of Sidney – COVID-19 Recovery Task Force Committee
AGENDA**

Thursday, November 12, 2020 – 2:00 pm to 3:00 pm

Meetings are video recorded and posted on the Town's website.

1. Call to Order
2. Territorial Acknowledgement
3. Adoption of October 22nd Meeting Minutes
4. Adoption of Agenda
5. Feedback on recent [Special COVID-19 Edition Town Talk](#)
6. Update from the COVID-Friendly Activities Committee
7. Roundtable
8. Adjournment



**Town of Sidney – COVID-19 Recovery Task Force Committee
Meeting Minutes
Thursday, October 22, 2020 – 2:00PM – 3:30PM
Zoom Meeting**

Present: Mayor C. McNeil-Smith, Glenys Cavers, David Calveley, Councillor B. Fallot, Steve Duck, Kirsten Norris, Morgan Shaw, Denny Warner

Regrets: Graden Sol

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

1. Call to Order
Meeting called to order by the Chair at 2:02.
2. Territorial Acknowledgement
3. Adoption of Agenda
Moved by G. Cavers, seconded by S. Duck, that the agenda be adopted.

CARRIED
4. Adoption of Minutes
Moved by S. Duck, seconded by M. Shaw, that the Recovery Task Force Committee minutes from the October 1st and October 8th 2020 meetings be adopted.

CARRIED
5. Update on Virtual Town Hall Wed October 14th
R. Humble reported that approximately 25 participants attended. Speakers were excellent and the variety of community topics were engaging. Covered events as well as community wellness aspects such as flu shots.

B. Fallot entered the meeting at 2:04.

- B. Fallot added that at the ArtSea meeting the value of the Virtual Town Halls were discussed, and that it is being well received and people are encouraged to watch it that were unable to attend live.

K. Norris entered the meeting at 2:06.

- Staff have ability to track the number of viewers that have watched after the fact on the Town's website.

D. Warner entered the meeting at 2:07.

6. Next steps for the four purposes within the Committee Terms of Reference

Chair reported that D. Calveley's suggestions from the October 8th meeting went to Council this week, Council has referred recommendations for comments and discussion to the Economic Advisory Committee (EAC). EAC meets tomorrow, will then go back to Council. Chair invited S. Duck to speak.

- **S. Duck:** M. Shaw and S. Duck have been working with Sidney Hotel group to create a winter destination campaign for the snow birds to come to Sidney. M. Shaw working hard on an active campaign for western Canadian that points out the attraction of coming to Sidney.
- Highlights of committee discussion:
 - Campaign is a full destination marketing plan; BIA is working with all sectors
 - Destination Victoria is running a similar campaign
 - Working with Vancouver Island tourism
 - Marketing campaign acknowledges provincial guidelines and that Sidney is following protocol and expects visitors to as well
 - Town staff do not enforce provincial health bylaws or orders
 - Can enforce Short Term Rental (STR) bylaw. Staff will be providing a report to Council reporting on enforcing STR bylaw either late 2020 or early 2021.

Chair welcomed committee to discuss economic resilience.

- **M. Shaw:** working on budgeting for 2021. Difficult to determine long term plans with the uncertainty of the pandemic. Planning short term campaigns only.
- **D. Warner:** Chamber is continuing to adapt events. Focusing on convening different groups together to assist one another.
- **Chair:** provided brief update on facilities new protocols.

Chair welcomed committee to discuss community and cultural resilience.

- Committee discussed pedestrian counters as a measure of success.
Action: M. Shaw to forward pedestrian counter statistics to D. Barner to distribute to the committee.
- **M. Shaw:** BIA has found offering events under one umbrella helpful for organizers and for the public. Will be using the approach for Christmas events as well. K. Norris echoed M. Shaw's comments that collaborating with other organizations has been phenomenal as a support system.
M. Shaw left the meeting at 2:36.

- **G. Cavers:** would like to see more suggestions on things residents can do. "50 COVID friendly things to do." In addition to activities provided by organizations, include ideas such as walking the airport path.
- Committee discussed the idea of "50 COVID friendly things to do." Highlights of discussion:
 - BIA produces a monthly brochure on "things to do in Sidney"
 - Utilize the Sidney online events calendar, Town of Sidney website and social media
 - Possibility of a weekly calendar (less overwhelming)
 - Tie in all events in Sidney; work with SEAG, Town, Panorama/CRD, etc.
 - Potential for a contest through social media, the public posts photos of them participating in activities. Prizes could be first rights to tickets to another drive in movie event; Town swag; photo in annual report.
 - Currently a list of 50 ideas does not exist. Ideas suggested at meeting included;
 - Airport loop
 - Bike park
 - Sidney Museum

- Sculpture walk
- Town's first Tree Appreciation Day
- Remembrance Day ceremony
- Involvement of food bank. Host a "can castles" event like Parksville sand castles, with castles built out of cans for food bank.

Committee formed a working group to build a "50 COVID friendly things to do" list and develop promotional strategies for the list consisting of G. Cavers, K. Norris, A. Verhagan, D. Barner and C. Baxter.

- **B. Mikkelsen:** when focusing on community resilience, would like to see attention on those below the poverty line. Fire Department annually hosts a food drive for our local food bank. Will be revising this year. Likely to see hampers out and donations through point of sale beginning mid-late November.

Chair referred to the Staff Report to Council: COVID-19 EOC Activation Conclusions and Insights and the confidence it gave the Town, our committee, and our community that the Town is prepared to activate and/or increase measures as required in response to a second wave.

Chair welcomed committee to discuss preparing for the second wave.

- **G. Cavers:** Thanked Sidney for being so forward with support and assisting with re-opening protocols. Town has taken the lead. Has not seen any other municipalities be so proactive.
- **G. Cavers:** Beacon Community Services running a flu immunization clinic on November 7th. Will be reaching out to R. Humble for ways the Town can support.

7. Next Meeting: November 12th. Meetings will move to every three weeks or more frequently as required for one hour from 2:00-3:00PM.

8. Adjournment

Chair adjourned the meeting at 03:11

Meeting adjourned at 03:11

Chair

Date