



**Town of Sidney – COVID-19 Recovery Task Force Committee
Meeting Minutes
Thursday, September 10, 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

Regrets: Graden Sol, 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

1. Call to Order

Meeting called to order by the Chair at 2:02.

2. Adoption of Agenda

Moved by S. Duck, seconded by B. Fallot, that the agenda be adopted.

CARRIED

3. Territorial Acknowledgement

4. Adoption of Minutes

Moved by B. Fallot, seconded by S. Duck, that the Recovery Task Force Committee minutes from the August 27th 2020 meeting be adopted.

CARRIED

5. Business arising from previous minutes

a. A. Verhagen to share Virtual Town Hall poster advertisement with committee.

- A. Verhagen circulated Virtual Town Hall poster advertisement with committee. Will continue this practice for future Virtual Town Halls. Thanked committee for sharing.

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

i. Discussion

- **M. Shaw:** BIA does not traditionally organize Thanksgiving activities and does not have plans to this year, but there is opportunity to work with Town Staff. Treat Street is not occurring. Exploring ideas such as; an interactive map of displays in Sidney, costume contest, drive in movie at Mary Winspear Centre.
- Committee discussed logistics of drive in movie and partnering opportunities with local businesses. Noted that there is advertising opportunities with this event through the screen itself and distributing items to vehicles.
- **Chair:** an indoor Remembrance Day ceremony will be hosted at the Mary

Winspear Centre and will be broadcasting live for the community.

- **M. Shaw:** Christmas campaign will run longer than in years past. November 12 – December 23. The SBIA is putting together a Sidney Guide, which will be inclusive of organizations, not strictly a commercial base. Ideas include Christmas light up contests; socially distanced Santa photos; small, unadvertised, pop up parade. Committee discussed opportunity to host more than one pop up parade in different neighbourhoods.
- Committee discussed the concept of neighbourhood contests. Town Staff GIS Technician could assist with mapping.

6. Updates from working groups and initiatives

a. Safe Sidney campaign working group

M. Shaw reported:

- 16 sandwich boards are downtown Sidney. Also one at the Chamber; waiting on placements in west Sidney and on Harbour Road. Businesses have “adopted” sandwich boards and bring them in at night and will report if there any issues. Opportunity to shuffle them around.
- **A. Verhagen:** discussed with M. Shaw the Council resolution for a printed brochure. Patrons are not picking up items during the pandemic. Have agreed to format sandwich board print into a digital poster for businesses to print and display.

Action: M. Shaw and A. Verhagen to format sandwich board print into a digital poster for distribution to businesses

b. Community Organizations campaign working group

B. Fallot reported:

- Staff are putting together Town Talk. It’s clear that communication is important. RCMP are reporting lack of connection due to Sidney Street Market, are looking at other methods for connecting with communities. Town of Sidney website is “adequate.” COVID related information is great, but website itself is cumbersome. Website is a highly important tool, we need to find a way to address that tool and improve upon it.
- Committee discussed opportunities to improve communication on events the community can look forward to. Potential to reach out to SEAG and local community groups to promote their events.

c. Town Talk items

A. Verhagen reported:

- C. Baxter in Administration is putting together. Working to achieve a balance of helpful and interesting items.

d. Virtual Town Hall meetings

Chair opened up a discussion amongst the committee for feedback on the first Virtual Town Hall.

D. Calveley: attendance could have been better. We were looking backwards: message was what we have done, not what there is to look forward to. How do people attend when they are “Zoom’d out”.

A. Verhagen: speaker selection was informative, disappointed by turn out. Going forward, advertising needs to be increased. Administrative staff have some ideas on how to advertise for the next Virtual Town Hall.

K. Norris: Will the Virtual Town Hall be available to watch after the fact with a link on the website? R. Humble confirmed that the intent was to have the videos posted online, yes.

G. Cavers: Information was interesting, but could have been accompanied by a visual such as a PowerPoint. SHOAL also would have been appropriate to include as they offer several recreation opportunities the public may be unaware of.

Chair: At next Virtual Town Hall, would like to present ideas that we heard today. Halloween, SHOAL Centre, Sidney Seaside Run, etc. Overall what events there are to look forward to.

Committee discussed flu shots, in particular if there should be consideration for where community vaccination clinics can occur.

R. Humble: In the draft speaker list for future Virtual Town Halls, VIHA was identified as a speaker under the focus of mental health. Flu shots could be addressed in this segment. For future Virtual Town Halls, content can have a greater focus on upcoming events. Perceives people having to register in advance is an encumbrance. Will work with staff to reduce barriers.

D. Calveley: Suggested using billboards to advertise upcoming Virtual Town Halls, and be sure to advertise what topics are being covered.

7. Next Steps

Chair, Vice Chair and R. Humble have not had the opportunity to address the framework of this committee. High degree of uncertainty on the pandemic, so it may not be definitive but the committee needs direction.

Action: Chair will meet with R. Humble, Vice Chair, and A. Verhagen, and will bring committee framework ideas to next meeting.

8. Meeting: September 24

9. Adjournment

Chair adjourned the meeting at 03:12

Meeting adjourned at 03:12

Chair

Date