

PROVINCIAL CAPITAL COMMISSION
BOARD OF DIRECTORS MEETING
MINUTES
TUESDAY, 9th DECEMBER 2003

There being due notice given and a quorum present, the December 2003 monthly meeting of the Provincial Capital Commission Board of Directors was called to order at 9:05 a.m. on Tuesday, the 9th December 2003 at Ocean Point Resort, Victoria, British Columbia

DIRECTORS PRESENT

Bill Wellburn, Chair
Beth Campbell
Rob Hunter
Russell Irvine
Jane Durante
Pamela Madoff
Jackie Ngai
Darwin Robinson
Leif Wergeland

RESOURCES

Ray Parks, CEO
Brian Rowbottom, Director, Programs and Projects
Deborah Eddy, Director, Financial Services, Property and Planning, PCC Secretary
Sean Nacey, Policy and Planning

REGRETS

Barbara Brink
Chris Fairbank
Christa Williams

ABSENT

Rob Fleming

GUESTS

Kathi Springer, PACE Communications

CALL TO ORDER

The meeting was called to order at 9:05 a.m. by the Chair, Bill Wellburn.

APPROVAL OF AGENDA

The Agenda was approved without change or additions.

VERIFICATION OF MINUTES OF PREVIOUS MEETING

<p>It was moved and seconded that the Minutes of the PCC regular meeting held the November 18, 2003 be adopted.</p>
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CARRIED

COMMUNICATIONS PLAN PRESENTATION

Ray Parks introduced Kathi Springer of PACE Communications. A draft Communications Plan was circulated to Directors.

Kathi Springer said that the fundamental purpose of the Communications Plan is raise the profile of the PCC. Kathi articulated the proposed communications options:

- New logo – raising the profile provides an opportunity to re-brand the PCC
- Province-wide Outreach
 - Poster targeting school visits to the Legislature detailing the history of the Capital and its relationship to the rest of British Columbia
 - 60 second vignettes provided to stations around the province as public service announcements
 - Create a Capital City badge for Girl Guides and Boy Scouts
 - BC communities to celebrate the date of their incorporation with a special letter from the Chair and Premier
 - Education component added to a renewed PCC website
 - PCC Directors to tour BC (Chambers of Commerce and/or Rotary Clubs)
 - Recognize the achievements of individuals at local festivals and cultural events
- Becoming the Local Authority – regular distribution of press releases that highlight the history of the Capital and its relationship to other cities around the province
- Branding BC Day - CBC radio program, contests, BC Day Celebration
- The Best of British Columbia – champion local success, build relationships, speaking engagements
- Existing PCC Events at St. Ann’s Academy and Crystal Garden – recognition given to PCC highlighting its mandate and vision.

It was indicated that the Municipalities of Saanich and Oak Bay will be celebrating their centennial in the year 2006 and that there may be an opportunity to combine their celebrations with showcasing the Capital.

Directors discussed various components of the proposed Communications Plan including financial planning, quarterly newsletters and partnerships.

Kathi Springer was thanked for her presentation and she departed from the meeting.

CEO REPORTING

REVIEW OF NOVEMBER 19 CONFERENCE

Ray Parks reported that he expects to receive the Visioning Session Report this week. The report will contain summaries of the guest speakers’ presentations and the group discussions.

Directors discussed the first steps in the planning process including a Master Plan for the Inner Harbour, the formation of a tripartite committee between the PCC, GVHA and the

City of Victoria and ownership and management of the Inner Harbour lands.

The next meeting of the tripartite committee is scheduled for December 16.

FINANCIAL REPORT

The CEO reported that the Finance and Audit Committee reviewed the September operating statement in detail and that the results do not reveal any areas of concern.

It was requested that a reporting of the Visioning Session costs will be available at the next board meeting in January.

COMMITTEE REPORTING

FINANCE & AUDIT COMMITTEE

Rob Hunter reported on the meeting held December 2, 2003. The Chair said there were no budget discrepancies for October other than what was reported at previous board meetings and there were no unusual items to report for November. He indicated that staff have been directed to provide a breakdown of costs for professional services used to date and acknowledged that the 2004-05 budget and forecasts will most likely change with the development of outreach programs.

With respect to St. Ann's Academy and its National Historic significance, staff was directed to pursue federal funding support for the Interpretive Centre.

With no further business, the meeting was declared concluded at 10:55 a.m.

Board Chair

Secretary