

VISION KEEPERS GROUP



Meeting Notes

Thursday, July 2nd., 2009

Attendees:

Members of the Committee: Simon Hudson, Ron Deans, Joanna McCallum, Amy Krause, Hugh Simson, Hans Holthuis

Town Administration: Gary Buxton

Regrets: Corina Dootjes, Doran Hanert

Members of the Public: None

The meeting was called to order by the Chair, Ron Deans at 7:05 P.M.

Gary Buxton recorded the notes of the meeting.

1. Adoption of Agenda

The agenda was adopted as presented.

2. Adoption of Meeting Notes

The meeting notes of April 23, 2009 were approved as presented.

3. CSP Process Review

Gary Buxton gave an overview of the CSP process to date. Council had rescinded the motions that discussed possible changes to the urban growth boundary in the Three Sisters area. The receiver had expressed some concerns with the proposed changes and advised that litigation may result if Council proceeded with the changes. Discussions with the receiver for the Three Sisters area are ongoing to address their concerns, and it is intended that third reading would occur on August 18th.

4. Trends from the 2008 Monitoring Report and moving toward MTF

The group discussed the trends shown in the 2008 Monitoring Report and whether or not these trends were moving us closer to the objectives of the Mining the Future Vision. The group focussed the decision on the "Recommendations" section of the document.

Identity:

There were some concerns expressed that the indicators used in this section were more related to social fabric than to identity. Amy Krause had some suggestions about possible alternate indicators, and could provide these to the group. There was a sense that there is not enough information from current surveys to know much about "Identity."

Recommendation #2. Tracking identity could partly be achieved through the Annual Sense of Community Survey.

ACTION ITEM: Gary will e-mail the document to the Group.

There may also need to be different ways of administering the Sense of Community Survey to reach a representative cross section of the population and groups that do not respond to typical surveys. The Sense of Community Survey could also be amended to try and determine what interests and activities people like to do, to get a sense of what identity means. How active are we? How interested are we in the arts & cultural community? How often do we eat out at restaurants?

The spectrum of questions may need to be increased in the Sense of Community Survey to help clarify/get at/determine what is defined /meant by "mountain lifestyle."

Recommendations #5 - 7. The group discussed that it may be useful to periodically replicate the Second Home Owner Survey to establish a better understanding of our non-permanent residents. Both this and the Sense of Community Survey may help to establish a baseline of information about the community and our identity.

The group also discussed the possibility of surveying how our image is presented outside of the community. Are we marketing or branding the community in a way that is understood and supported by the community? This should be of particular concern for any community marketing undertaken by the Town and its affiliated organizations. This should form part of the Economic Development and Tourism Strategy, and getting a message or image of the community that is "exported," and is supported by the community. This would represent our identity outside of the community.

The group also discussed the possibility of sponsoring an essay contest annually, for people to describe what's important about Canmore to them. This would provide qualitative data that may not be that useful in being representative of the larger community.

5. Next Meeting

The next meeting was scheduled for August 13, 2009.

6. Adjournment

The meeting was adjourned at 8:50 P.M.