



**MINUTES OF A MEETING
OF THE ASSOCIATION OF VANCOUVER ISLAND
AND COASTAL COMMUNITIES EXECUTIVE
HELD IN THE COMMITTEE ROOM
NANAIMO REGIONAL DISTRICT OFFICE, NANAIMO, BC
FRIDAY, JUNE 11, 2010**

IN ATTENDANCE: Mayor Christopher Causton, Oak Bay, President
Chair Joe Stanhope, Nanaimo RD, First Vice-President
Councillor Barry Avis, Qualicum Beach, Second Vice-President
Director Mary Marcotte, Cowichan Valley RD, EA Representative
Mayor John Fraser, Tofino, Director at Large
Councillor Ronna-Rae Leonard, Courtenay, Director at Large
Mayor Darren Inkster, Sechelt, Director at Large
Mayor Barry Janyk, Gibsons, Past President

STAFF ATTENDANCE: Iris Hesketh-Boles, Executive Coordinator

GUESTS: Neil Sweeney, Vice President & Chief, Communications & External Relations
Chief Medical Officer, Dr. Richard Crow, VIHA

President Causton called the meeting to order at 10:00 am.

DELEGATIONS:

10:00 am - Neil Sweeney, Vice President & Chief, Communications and External Relations
Chief Medical Officer, Dr. Richard Crow, VIHA

President Causton welcomed Mr. Sweeney and Dr. Crow with members at the table introducing themselves. Mr. Sweeney opened his presentation providing regrets that he hadn't been aware of the invitation to attend the AVICC Convention and noting that it would have been an opportunity he would have welcomed. He then provided an overview of the operations and issues facing VIHA with strategies and plans for the future. Members were able to ask questions and raise concerns as they arose throughout the presentation. Key questions included:

- What overtime costs have resulted from 1 in 10 staff being injured last year averaging 70 days leave? 2008-09 was \$25m; is being improved. A key to reducing injuries is the consistent availability of patient lifts.
- Are efficiencies affected by the lack of available capital funds? Not necessarily. Needs have changed in specific hospitals that may be affecting how they are resourced.
- How has the availability of capital funding been affected now that there is no longer a direct allocation of capital funding to healthcare resulting in competition with other government priorities? Expecting that it might actually be an improvement as feel that they may be able to out-compete and gain a larger share. Operating budget is protected.
- Are closed circuit televisions being utilized? Only for security.
- Is VIHA responsible for all alternate care? VIHA is responsible for home care, residential care and assisted living. Alternative care models are being investigated with the goal of prevention or providing care in different way as a means of reducing costs. Currently the home care budget is overspent.

- What is being done in the area of mental health services? 4 large ACT (Assertive Community Team) each with approx. 10 staff with involvement of the police, have been established to work at the street level, one on one, to try to ensure clients are receiving treatment. It was noted that not all patients accept treatment and can't be forced unless they commit a criminal act.
- Has the Province increased support to mental health services? There is no new funding, however some funding has been reallocated from Riverview for example, with new mental health beds being added to the island. It was noted that the community team assigned to Victoria has capacity for 60-70 additional clients. Negotiation still underway with the Cowichan Valley Centre, but is expected to have 51 beds and Nanaimo has 8 beds.
- How is North Island mental health issues being served? Clinics are available; currently investigating linking/combining services; some homelessness initiatives are coming on stream.
- Has Port Alberni lost all services? Psychiatrist is available through regular medical unit; available as needed; local providers are on side with present strategy.
- What is status of operating room on Salt Spring Island? Endoscopy services are being maintained; review indicated that more complex services should be moved as best practice shows that surgeons should not work in isolation; reallocation of primary priorities for the island: mental health, senior health and reallocation of some space for emergencies and an private interview room.
- Is health care cleaning and food services at an acceptable level? Services are being offered in a variety of ways. VIHA is not satisfied in a number of areas and noted that it has a number of older facilities that provide challenges.
- What is the status of the proposal for a primary health care facility at Qualicum Beach? It is a recognized need. The work of the Oceanside Task Force is moving forward.
- With strategy of transitioning services from one type to another, is the expectation that beds will close once the transition has occurred; specific example: St. Joseph's in Courtenay? Currently 109 beds, change in staffing mix will provide better care; cost savings will result in additional capacity.
- Are lower birth rates reducing costs? Costs early in life are required on a short-term basis. The increase in life expectancy, on the other hand, is increasing costs as support of the elderly is long-term.

Mayor Causton thanked Mr. Sweeney and Dr. Crow for their presentation and the resulting dialogue, summarized the key issues concerning members as being mental health services, continued support of home care programs and developing partnerships with recreation, and requested the continued development of relationship between VIHA and AVICC members be supported. Mr. Sweeney and Dr. Crow agreed that ongoing development of these relationships was valuable. A copy of the power point presentation handouts is attached to these minutes

11:00 am - Dave Petryk, President and CEO and Chuck Fast, Chair, Tourism Vancouver Island

President Causton welcomed the guests to the meeting noting the timeliness of the anticipated discussion followed by a second round of self-introductions by members. Mr. Petryk began the presentation noting that although their organization does not serve all of our members, it does collaborate with the regional association for the area that it does not. He went on to provide an overview of the organization's vision, mission, mandate, structure, programs and goals and strategies for the future. The presentation was interactive with a

number of questions arising including:

- What would be involved in extending the boundaries of the region currently served by Tourism Vancouver Island to include member communities presently being served by the regional counterpart? Although agreeing that it makes a lot of sense to do so, it would be difficult and require substantial advocacy. Softening the boundaries may be a better solution.
- How is the hotel tax affected by the introduction of the HST? Province is not entertaining any more taxes. 8% will be scrapped with 7% HST replacing. The option of having an additional 2% tax is still available to local governments.
- How do we market to visitors who come to Vancouver? Try to get them before they come as it is felt that it would be difficult to get them to change their travel plans after they have arrived. At this point, it would be the community role to take on the promotion. Mr. Petryk agreed to take concern forward that this is a missed opportunity.
- What are the statistics indicating in terms of recent success? Room revenues are used as the measurement of success. Although revenues are down in the last two years, market share is increasing in this region (17% of the provincial market share with 54% being north of the Malahat and 46% south of the Malahat). It has been difficult to measure individual programs. Can see growth and visitation to website, but can't measure travel conversion.
- Is there a correlation of decreased travel with increased ferry rates? Feedback indicates that visitors feel that ferry service is a great service at a good rate. It was noted that residents may provide a disservice as media communicates the resident's dissatisfaction to our visitors. The proposed strategy to treat the two segments separately with two rates may be an alternative. Mr. Petryk noted the more significant issue is that BC Ferries doesn't see itself as part of the tourism industry, only transportation. Although BC Ferries is providing additional services/programs through their new downtown office, there is still a gap, i.e. billboards in downtown Vancouver.
- What is the expected impact of HST? Will affect competitive advantage. Companies will need to cover the increased tax implications of pre-booked travel as costs will not be able to be passed on to the consumer; not known if there will be any assistance.
- Who comprises the Board? Broad, well represented regional representation mostly from industry.
- What are the expected impacts of the change in structure from being a crown corporation to being part of a government ministry? Previously was formula funded; now funded through appropriation; anticipate that could result in significant changes.
- Does Tourism Vancouver Island assist resorts/communities in their email marketing? Through newsletter articles and on a consultation basis, but is not a specific service.
- What are seen as the barriers? More resources are required to create a strong awareness of the region, i.e. that we are not a Granville Island and how to get here, i.e. BC Ferries to market appropriately and consider extending the runway to allow direct international travel from Europe.

Mayor Causton thanked the guests for their presentation and expressed appreciation for the timely discussion, noting that marketing and publicity in Vancouver is a significant issue. A copy of the power point presentation is attached to these minutes.

AGENDA

The agenda with the addition of 5 (m) Unmanned Lighthouses was approved by consensus.

ADOPTION OF THE MINUTES

On motion by Past President Janyk, seconded by Electoral Area Representative Marcotte,
That the minutes of April 8, 11 and 23, 2010 be adopted was **CARRIED**

REPORTS

a. President's Report

President Causton advised that he would be conducting member visits during the first week of July with anticipated stops at Lake Cowichan, Ladysmith, Parksville, Gold River, Sayward, Port Hardy, Port McNeill, Port Alice, Powell River, Sechelt and Gibsons.

b. Executive Coordinator's Report

Staff provided a brief overview of the report that was distributed. In addition, staff outlined generally how the 60% staff time was allocated throughout the year: full time from January to April for Convention planning and follow-up, 25% or approximately one week for the months where no Executive meeting was scheduled, and 50% or two weeks per month for the months of Executive meetings. Staff will be on leave between June 20-August 20 with UBCM staff member, Natalie Laframboise, being available to cover emergent issues.

On a motion by Past President Janyk, seconded by Electoral Area Representative Marcotte,
That the two reports be received was **CARRIED**

FINANCIAL AND ADMINISTRATION

a. Financials to May 31, 2010

The impact of the HST was raised. Staff noted that only GST was charged on membership dues this year based on advice by the UBCM Manager, Finance and Operations. The advice provided in January by the UBCM Financial Services Officer was that the HST impact should be revenue neutral as is currently experienced with the GST (\$800 in GST was rebated for the 2009 year). Staff was asked to follow-up now that more information is known and report back.

On a motion by Past President Janyk, seconded by Electoral Area Representative Marcotte,
That the report be received and purchasing of new Convention signage at a cost of \$1,500-\$2,000 was **CARRIED**

b) Dues Status Report

Staff noted that payment has now been received from the Capital Regional District, that the payment was in process for Gibsons. Further that the two from Port McNeill and Sayward had been sent to the incorrect address and were in the process of being corrected.

On a motion by Director Leonard, seconded by Second Vice President Avis,
That the dues status report be received was **CARRIED**

c. Appointment of Auditor

On motion by Second Vice President Avis, seconded by Director Leonard,
That KPMG be appointed as auditors was

CARRIED

CONVENTION

a. 2010 AVICC Delegate Evaluation Summary

Consensus was reached on the following areas for implementation at the 2011 AGM & Convention:

- That sponsors and the refreshment breaks would be held in the room beside the plenary session.
- That delegates would be freed up to go out into the community for lunch on the Saturday, a time traditionally reserved for the Delegate's Luncheon.
- That members attending the Area Association Luncheon at the 2010 UBCM Convention will be asked to provide suggestions for speakers/sessions for the 2011 AVICC Convention using a brief survey with a drop-box to collect them.
- That sponsor speaking time would be limited.
- That seating at tables be provided for the business sessions.
- That a paper-based evaluation will be utilized with the completed forms being used as the draw tickets for the Grand Prize Award.

On motion by Second Vice President Avis, seconded by Past President Janyk,
That the report be received was

CARRIED

b. 2011 AVICC Convention Planning

On motion by Second Vice President Avis, seconded by Past President Janyk,
That the report be received was

CARRIED

First Vice President Stanhope noted the FCM success of hosting a banquet at an aviation hangar.

c. Potential Session Proposals – UBCM Convention

In addition to the Derelict Vessel proposal to be considered under 5 (b), Mayor Janyk and Chair Stanhope will collaborate to put in a proposal on Community Energy and Sustainability Initiatives. It was noted that if both proposals are accepted, they should not be scheduled at the same time. The deadline for submission is June 25.

d. Planning for Area Association Luncheon at the UBCM Convention

The preliminary program was reviewed with the suggestion that under Item #6, Mayor Causton address the recommendations arising from the AVICC Convention evaluations and talk about the brief survey that will be available canvassing for suggestions for speakers/sessions. Staff was asked to determine what facility UBCM was providing for the luncheon location and the proposed menu for Mayor Causton's review.

POLICY

a. 2010 Resolutions Disposition

On motion by Director Leonard, seconded by Director Avis,
That the 2010 Resolutions Disposition Report be received was

CARRIED

b. Derelict Vessels

On motion by First Vice President Stanhope, seconded by Second Vice President Avis,
That the proposed resolution on Derelict Vessels be approved with the addition of “education and” being added to “vessel product stewardship programs, and “for example” replacing “such as” was

CARRIED

The revised resolution reads:

DERELICT AND ABANDONED VESSELS, BARGES & DOCKS

WHEREAS UBCM has previously endorsed a resolution on the topic of derelict vessels in 2005 and the issue of derelict and abandoned vessels, barges, and docks continues to be of significant concern and cost for local governments and harbour authorities in British Columbia;

AND WHEREAS there are many derelict and abandoned vessels, barges and docks that pose safety hazards, risks of environmental contamination and visual pollution:

THEREFORE BE IT RESOLVED that the UBCM petition the provincial and federal governments to develop a coordinated approach to the timely and adequate removal of all types of derelict and abandoned vessels, barges and docks in all situations and consider the following strategies:

- funding mechanism(s) such as a fee on vessel registrations or a surcharge on marine fuel to fund the removal of derelict and abandoned vessels, barges and docks;
- designated disposal areas where owners can take their unwanted boats and structures to provide an alternative to abandonment on public property; and
- education and vessel product stewardship programs, for example fibreglass boat recycling centres.

Contacts to speak to AVICC’s position on the issue of derelict vessels for article Jack Knox is writing would be Mayor Causton and Mayor Inkster.

On motion by First Vice President Stanhope, seconded by Electoral Area Representative Marcotte,

That the proposal for \$1,000 to cover speaker costs be approved with President Causton permitted to authorize amounts greater than \$1,000 if required was

CARRIED

c. Gas Franchise Fees

A briefing with the new minister will be required. Mayor Janyk, Chair Stanhope and Mayor Ruttan of City of Nanaimo will contact Terasen to request a meeting. Mayor Janyk will raise

the issue at the July UBCM meeting.

d. Carbon Tax Follow-up

The importance of having continuous messaging around the development of programs and strategies was identified as members feel that communication to date has been passive and that more active communication is needed to better assist elected officials improve their knowledge and understanding of the issues with the expected result being better communication with its constituents of the actions being taken in the area and opportunities that may be present. The value of a follow-up session at the 2010 UBCM Convention was identified. Mayor Causton agreed to write a letter to provide this feedback to the Province.

First Vice-President took over the Chair as President Causton provided his regrets and left the meeting.

e. Vancouver Island University

Director Fraser advised that the Vancouver Island University is in the process of setting up satellites with plans progressing well.

f. Island Corridor Foundation

Director Leonard reported that the cycling association will be undertaking a petition to obtain support for the installation of bicycle racks on trains.

g. Water Act Modernization

Second Vice President Avis advised that the reports included in the documentation were provided for information. No further action is required at this time.

h. DL33 – Coastal Douglas Fir Moist Maritime Land Use

Second Vice President Avis advised that this issue is still of significant concern to the area, but that not much further can be done. It is now up to the Province to respond.

i. Wage and Salary Settlement Trends – Union & Exempt

Past President Janyk noted that the demands being placed on local governments for employee costs are unsustainable. It is seen as a UBCM issue that needs to be dealt with at the Provincial level. Past President Janyk will be raising the issue at the July UBCM meeting.

j. Towns for Tomorrow

The email from Liane Ushock advising of plan for a new intake was received for information.

k. BC Ferries

Past President Janyk noted that the resolution endorsed at the 2010 AVICC Convention and being brought forward to UBCM is sufficient action at this time.

l. Youth Outreach Worker Funding

Past President Janyk noted that the costs are being downloaded and will bring forward the issue to UBCM.

m. Unmanned Lighthouses

UBCM resolutions on this topic have been endorsed in 1991, 1995, 1996 and 2003. The issue was discussed again by AVICC last September. Past President Janyk and staff will seek advice from Jim Abram on follow-up that may be appropriate at this time.

CORRESPONDENCE

On motion by Electoral Area Representative Marcotte, seconded by Second Vice President Avis, That the correspondence be received and a letter of response be sent to Sunshine Coast Regional District advising that they forward a resolution to UBCM by the June 30 deadline or to the 2011 AVICC AGM & Convention was **CARRIED**

NEXT MEETING

3:00 p.m., Friday, September 10, 2010 via teleconference.

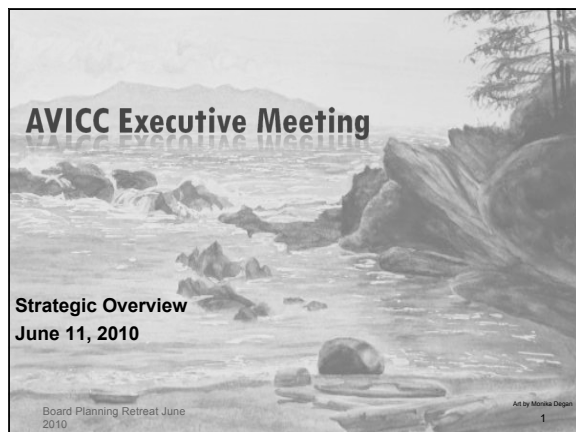
ADJOURNMENT

The meeting was adjourned at approximately 2:25 pm.


Mayor Christopher Causton
President

Iris Hesketh-Boles
Executive Coordinator

VIHA Presentation



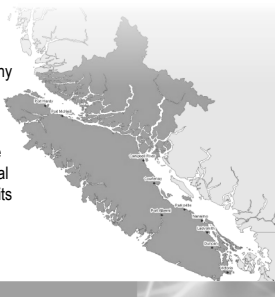
Agenda



- VIHA Context
- Strategic Overview
- System Wide Initiatives (SWI)
- Financial Picture
- Summary
- Questions?

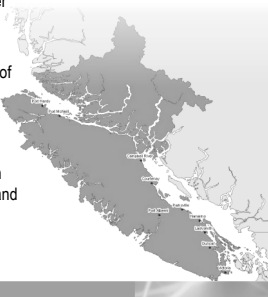
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Vancouver Island Health Authority

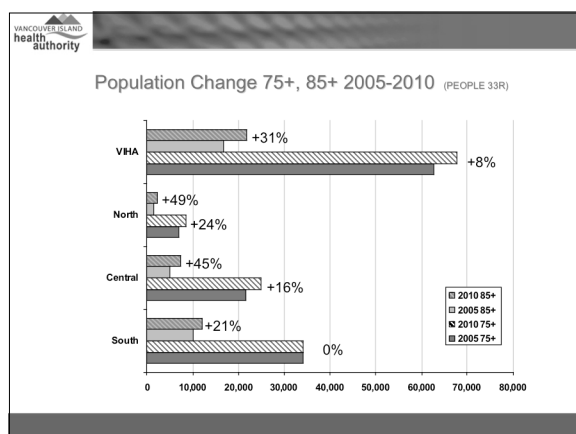


- ◆ Over 730,000 people
- ◆ 138 facilities throughout 56,000 km² of varied geography
- ◆ Approximately 17,000 staff and 1,700 physicians
- ◆ Provides just over 1,450 acute care beds and 4,900 residential care beds & assisted living units

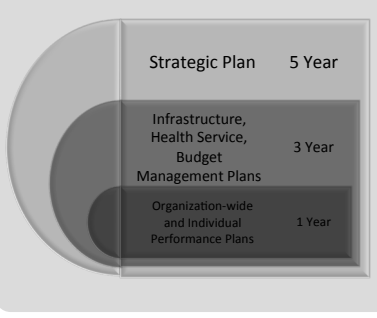
VIHA Population Challenges




- ◆ Second highest population over 65 but highest over 75 and forecast to grow
- ◆ Eg: Central Island has 19.7 % of its population older than 65
- ◆ Forecast to grow to 24.4 % by 2018
- ◆ Aboriginal Population is high in North and Central Island (9.7 and 8.7 percent)



Strategic Planning Process



- Strategic Plan** (5 Year)
- Infrastructure, Health Service, Budget Management Plans** (3 Year)
- Organization-wide and Individual Performance Plans** (1 Year)



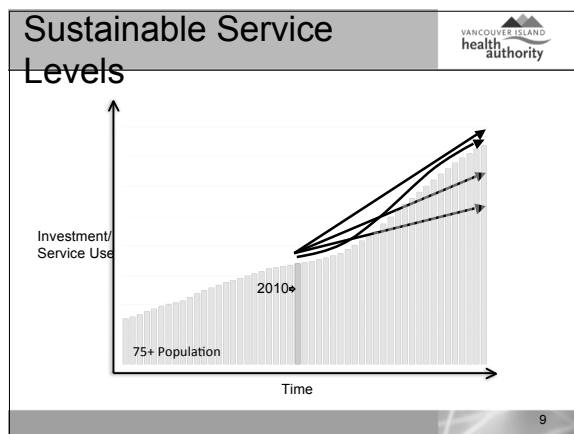
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VIHA Presentation



Changing Times

- Birthrates world wide ↓
- People living longer: 75+ will more than double in 25 yrs
- Baby-boomers retiring
- Fewer replacements; different values
- Job requirements ↑



Strategic Plan Update 2009

What We Heard:

- Too many priorities – need more focus
- Status quo is not acceptable
- Need a fundamentally different approach

System Wide Issues-Case for Change

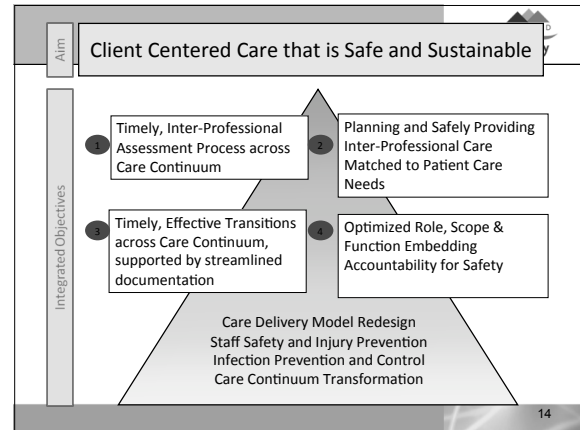
In 2008/09:

- High Hospital Infection Rates: 29.0 per 1,000 admissions
- High Alternate Level of Care Rates: 16% of Patient Days
- High Staff Injury Rates: 11.1 per 100 full time equivalents
- Nurses spent only
 - 5% of time on patient assessment/evaluation
 - <1% on care planning

Metrics



VIHA Presentation

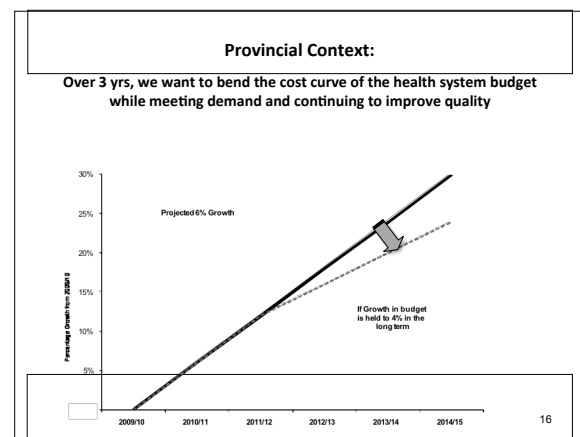


Inter-Professional Assessment, Processes, & Care Planning

Pertinent information is gathered by an inter-professional team to identify risk:

- Functional Abilities;
- Violence Risk;
- Falls Risk;
- Clinical Documentation;
- Antibiotic Resistant Organisms.

The foundation for care planning



2010/11 Operating Budget

- **VIHA received \$94.3 M grant increase or 6.9%**
 - Targeted funding = \$42.7 M increase or 3.1%
 - Global funding = \$51.6 M increase or 3.8%
- **Pressures funded include:**
 - \$25 M in wage and employee benefit plan costs; and
 - \$30 M in demand, service annualization and other unavoidable costs.
- **New Investments:**
 - \$31 M for Royal Jubilee Hospital Patient Care Centre;
 - \$10 M for equipment (MOHS approval pending); and
 - Investment Phase scheduled for fall, 2010.

2010/11 Budget Efficiencies

- **\$40 M from service, efficiency, revenue changes sustained from 2009/10 efforts**
- **\$12 M new savings in Integrated Health Services, through:**
 - Service consolidation/Seasonal closures;
 - Bed conversion/closures to meet complex care needs;
 - Staff mix changes;
 - Supplies standardization/reprocessing;
 - Management of drug use; and
 - Administrative savings and operational efficiencies.
- **\$3 M new non-clinical savings, primarily through:**
 - Efficiencies; elimination of discretionary spend; vacancy management; and service contract savings.

VIHA Presentation

Summary



- VIHA appreciates the partnerships with local government and Regional Hospital Districts
- We have important initiatives across the Island to improve health care but we also have service pressures that can lead to difficult choices.
- VIHA looking to expand engagement opportunities with local officials through semi-annual meetings to discuss issues of interest and importance to VIHA and our communities

Tourism Vancouver Island

Presented to:
Association of Vancouver
Island and Coastal
Communities

Presented by:
Dave Petryk CEO Tourism
Vancouver Island



A Little About Tourism Vancouver Island

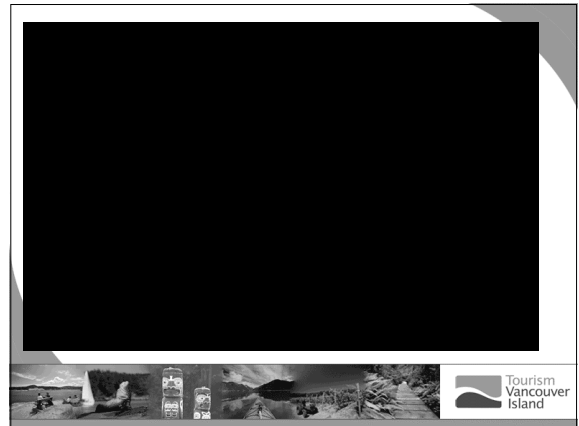
- Incorporated in 1962
- One of six regional destination management organizations (DMOs)
- Jurisdiction: Vancouver Island, the Gulf Islands and a portion of the mainland coast
- Gross Budget \$3.5 million
 - (\$2.5 million marketing – \$1 million operations)
- Stakeholder Model



Our Vision: To be the recognized leader for innovative regional destination management and stakeholder involvement

Our Mission: To increase the economic, social and environmental benefits from tourism to the Vancouver Island region

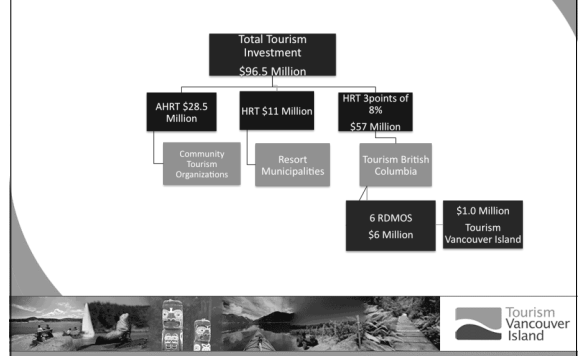
Our Mandate: To position the Vancouver Island region as a premier, all season tourism destination



Destination Marketing Structure



Provincial Tourism Investment



Tourism Vancouver Island Programs

- Tourism Partner Program
- Community Tourism Foundations – 10 Communities
- Community Tourism Opportunities
 - Last year 10 Communities = \$180,000 matched
 - This year 13 Communities = \$185,000 matched
- HelloBC Content = 28 Communities \$106,000
- Industry Services
 - Capacity Building
 - Stakeholder Support
 - Contracted Services



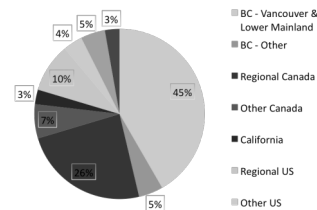
TPP – Cooperative Marketing

- Gross Budget \$2.5 Million - \$1.7M Stakeholder
- Publications
- Television/Radio
- Internet and Social
- Magazine and Newsprint
- Media Relations
- International Travel Trade



TVI Investment by Geographic Market

- 78% invested into short-haul BC, Alberta and Pacific Northwest
- 14% long-haul Canada and US
- 8% Overseas



Co-operative Programs – Eat Magazine

THE GOURMET ISLANDS

VANCOUVER ISLAND
 Start at the southern tip of Vancouver Island and work your way north as you explore the culinary journey that is a food for both the stomach and the senses.

THE GOURMET ISLANDS
 A culinary journey that is a food for both the stomach and the senses. The Gourmet Islands is a collection of articles, recipes, and photos that showcase the best of Vancouver Island's food scene. From the seafood of the coast to the produce of the hinterland, this is a food for both the stomach and the senses.



British Columbia Magazine

Discover Vancouver Island
 Wake up from your winter doldrums and experience a real spring in paradise. Whether you seek adventure, relaxation or education, Vancouver Island offers it all. Discover the beauty and excitement of this island paradise.

THE GOURMET ISLANDS
 A culinary journey that is a food for both the stomach and the senses. The Gourmet Islands is a collection of articles, recipes, and photos that showcase the best of Vancouver Island's food scene.

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 A culinary journey that is a food for both the stomach and the senses. The Gourmet Islands is a collection of articles, recipes, and photos that showcase the best of Vancouver Island's food scene.

Virtual Guide Insert

Just in time ...to hit the pause button
 Just in time for your Spring Summer Escape!

...and head to the island for the weekend
 FREE! Free! Free! Get it while you can!

Vancouver Island on the Web
 Want access to exciting Vancouver Island Specials, Vacation Packages and Content?

Interested in checking out stunning Views and Photos of the Vancouver Island Region
 as part of your Virtual Guide Insert?

Everyone needs a little island time.

