Life | Coast is a presentation of the Coastal Community Network, established in 1993 to serve as an issue and opportunity clearing house for local and aboriginal governments on the Coast of British Columbia.

Presented at the Association of Vancouver Island and Coastal Communities Annual General Meeting Ucluelet April 13-15 2012.

Coastal Community Network is Co-Chaired by:
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Photo: North Coast Community-to-Community Forum 2008
Members of the Board of Directors met with leaders at the First nation Summit September 2011 to discuss how best to proceed and ensure that aboriginal governments are served by participating in the Network.

The UBCM and its Area Associations focus on Municipalities, not the Coast.

The First Nations Summit focuses on aboriginal governments, not the Coast.

The Network focuses on the Coast, not Municipalities or how governments work. Its really that simple.

Photo: Chief Mathias Centre Squamish 2011 Patrick N. Marshall
Let your Customers Outgrow You

This notion works for the Network as it continually refines its focus depending on what gets the most use.

Credits

Rework is the bestseller book by @37Signals founders @jasonfried and @dhh
The book can be purchased here

This Cheat Sheet was made by GnatGnat.com and reformatted by @svenningsen
These are the milestones from 2011 and how representatives were consulted, leading to this refreshed approach and reconstruction.
These are current files that the Board of Directors are working on.
The existing mandate for the Network involves the following which predates the Brundtland Commission and is not very focused:

2. The purposes of the society are:
   (a) To be committed to the sustainable economic and social well-being of coastal communities.
   (b) To enhance the long-term viability of coastal communities through optimal involvement in building integrated and sustainable economies.
   (c) To empower coastal communities to assume greater levels of responsibility and self-reliance through the use of resources and the environment.
   (d) To provide strong advocacy on behalf of coastal communities to ensure accountability in policy development.
   (e) To facilitate communication and relations among coastal communities and to build alliances with other groups which share our goals.
   (f) To pursue the above purposes without prejudice to the land claims of First Nations.

Mr. Moore from Metro Vancouver advised that these were too vague.

This underlying statement has been drafted for consideration by the Board of Directors for the network.
These are subjects that the Network should be addressing.

Mr. Nohr from the Sunshine Coast stated that he had a list of 20 probable subjects, but the discussion did not illuminate them.

Unfortunately, he has yet to provide his list to the network.
The Network does not have the financial resources to meet with every aboriginal government, so attempts to communicate through the First Nation Summit are being pursued.

Photo: PNCIMA participants at Moresby Camp, Queen Charlotte Islands Kim
Focusing on CAO’s and Chairs is the first point in pursuing reconstruction of the Network as only Regional Districts and Tribal Council can be Members. Everyone else is an associate.

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Area Municipalities and Bands can participate as Associate Members. In order to make the effort focused, 5 regional forums made up of representation from local and aboriginal governments will serve small organizational needs.

The Interim Board of Directors must be comprised of Chairs of organizations, otherwise, there is no clout. Designates are permitted, however, it is the assembly of leadership that will provide the clout that the Network requires.
158 community organizations.

Renewal for 2012 will include:

All participants from 2011 at 2011 rates.

All new Regional Districts and Tribal Councils, full Board status at Associate Fee $250 for 2012

New 2013 rates to be set at $5,000 and $10,000 with Board to decide on limits as well as setting $2500 for Associate Members.

Special rates for rural and remote areas will be defined.
This Business Plan must be simple.

Photo: Skidegate Heritage Centre Boat Shed, Patrick N. Marshall
Scratch your own itch.

Focusing on Regional District and Tribal Council needs helps establish what subjects are common in spite of the fact that aboriginal governments have responsibilities way beyond municipal core services.

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This is a schedule for the next six months to prepare the organization to shift and focus its efforts.
This financial plan is fundamental and represents the expected case scenario for the Network.

The worst case scenario is to stay at 2011 levels.
The five forums would include:

- North Coasts and Islands
- North island and Coasts
- Vancouver Island West Coast
- Vancouver Island East Coast
- South Coasts and Islands

The sixth Forum is the actual Board of Directors for the organization.
This is the Province of British Columbia, Ministry of Environment Watershed Map.

Note that the Coast is designated grey as are other undefined areas.
The Network uses the linguistic map for aboriginal spheres of influence as the lines are softer than Treaty lines.
This is a business case that demonstrates the rationale behind investing time and cash into marketing at UBCM.

The result is $5,520 invested in time and goods purchased to render 25 weeks of work and a profit of $50,000.

A very simplified approach to demonstrating the cash value of the network.
Using the expected business case for 2013, we see that we expect an expenditure of $29,705 on Goods and $46,360 in billable hours.

We estimate this to be 30 weeks of work spread across the year.

We estimate 10 key resolutions, plus 10 at the Network Board level for a total of 60 key resolutions on the Coast in a year.

Translated into actions, at a very minimum, we can estimate ~$100,000 per resolution generating ~$7 million in direct results to the Coast.

This excludes any side referrals to Municipal associations that may come out of a consultation process.
Photo: Ocean Initiatives British Columbia Celebrate Oceans Day, Victoria Harbour, Vancouver Island, courtesy of Ocean Initiatives British Columbia

www.oceanmarinespace.com
Less Mass

Huge organizations can take years to pivot. They talk instead of act. Meet instead of do.

The more expensive it is to make a change – the less likely you are to make it.

Instead of following the conventional Membership model, the Network will be supported by contract management staff and will purchase hours from existing local and aboriginal government staff who will maintain correspondence files on behalf of the Network so that there is representation out in the regions.

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A simple web based platform has been designed to communicate the subjects that elected and appointed people said they wanted out there so there is a focal point on issues and opportunities on the coast.
This is the Leader Listing typical page layout.
This is the typical page layout for all the other listings.
We need these resolutions at your Board or Council in May.
Pick a Fight

Having an enemy gives you a great story to tell your customers.

Taking a stand always stands out

People takes sides. Passion are ignited. People take notice.

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Call Patrick Marshall
At +1 250 595-8676 to
• Rework your Economic Statement
• Reconstruct your Commission
• Fix your Board of Directors
• Work for your CMO
• Help the Mayor
• Advise the Chair
• Speak with the EDO
• Update your communications
• Prepare your area strategy
• Build your business case or plan

These are the first 10 reasons to call Patrick Marshall for the next ten reasons to engage him.