

PEACE RIVER REGIONAL DISTRICT  
ELECTORAL AREA DIRECTORS COMMITTEE MEETING

A G E N D A

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for the meeting to be held on Thursday, February 20 2014 in the  
Regional District Office Boardroom, 1981 Alaska Avenue,  
Dawson Creek, BC, commencing at 10 a.m.

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1. Call to Order: Director Goodings to Chair the meeting
2. Director's Notice of New Business:
3. Adoption of Agenda:
4. Adoption of Minutes:  
M-1 Electoral Area Directors' Committee Meeting Minutes of January 16, 2104.
5. Business Arising from the Minutes:
6. Delegations:
7. Correspondence:
8. Reports:  
R-1 February 4, 2014 Report from Fran Haughain, Communications Manager / Commission Liaison regarding  
2014 Communications Plan.
9. New Business:
10. Diary:
11. Adjournment:



**PEACE RIVER REGIONAL DISTRICT  
ELECTORAL AREA DIRECTORS' COMMITTEE  
MEETING MINUTES**

**M-1**

DATE: January 16, 2014  
TIME: 10 a.m.  
PLACE: Regional District Office Boardroom, Dawson Creek, BC

**PRESENT:**

Directors: Karen Goodings, Electoral Area 'B' and Meeting Chair  
Arthur Hadland, Electoral Area 'C'  
Wayne Hiebert, Electoral Area 'D'  
Jerrilyn Schembri, Electoral Area 'E'

Staff: Fred Banham, Chief Administrative Officer  
Barb Coburn, Recording Secretary

1) Call to Order Chair Goodings called the meeting to order at 10:05 a.m.

**ADOPTION OF AGENDA:**

2) January 16, 2014  
Agenda

MOVED by Director Schembri, SECONDED by Director Hadland,  
That the Electoral Area Directors' Committee agenda for the January 16, 2014 meeting,  
including additional items, be adopted:  
Call to Order: Director Goodings to Chair the meeting  
Director's Notice of New Business:  
Adoption of Agenda:  
Minutes:  
M-1 Electoral Area Directors' Committee Meeting Minutes of October 17, 2013  
Business Arising from the Minutes:  
Delegations:  
Correspondence:  
C-1 November 19, 2013 UBCM Member Release regarding Electoral Area Directors Meeting  
C-2 Local Government Leadership Academy 2014 Leadership Forum  
Reports:  
New Business:  
NB-1 Doctor Shortage  
NB-2 Fracking  
NB-3 BC Hydro power outage concerns  
Diary:  
Adjournment:

CARRIED.

**MINUTES:**

3) M-1  
EADC meeting minutes of  
October 17, 2013

MOVED by Director Schembri, SECONDED by Director Hiebert,  
That the Electoral Area Directors' Committee Meeting minutes of October 17, 2013 be adopted.  
CARRIED.

**M-1**

CORRESPONDENCE:

4) C-1  
re: Electoral Area Directors Meeting at UBCM

MOVED by Director Shcembri, SECONDED by Director Hiebert,  
That the Electoral Area Directors Committee recommend to the Rural Budgets Administration Committee that any Electoral Area Director wishing to attend the UBCM Electoral Area Directors Meeting in Richmond on February 4 and 5, 2014 be authorized to do so.

CARRIED

5) C-2  
re: Local Government Leadership Academy Meeting

MOVED by Director Schembri, SECONDED by Director Hadland,  
That the Electoral Area Directors Committee recommend to the Rural Budgets Administration Committee that any Electoral Area Director wishing to attend the Local Government Leadership Academy in Richmond on February 5 to 7, 2014 be authorized to do so.

CARRIED

NEW BUSINESS:

6) NB-1  
re: Medical Professional shortages and Assisted Living facilities

MOVED by Director Hadland, SECONDED by Director Schembri,  
That the Electoral Area Directors Committee recommend to the Regional Board that the Regional District host a regional public forum to discuss:

- a) how to provide additional assisted living unit opportunities in the region; and
- b) medical professional recruitment and retention, including physicians and support staff.

CARRIED

7) NB-2  
Fracking Issues

MOVED by Director Hadland, SECONDED by Director Hiebert,  
That the use of fracking for oil and gas exploration be diarized.

CARRIED

8) NB-3  
BC Hydro outages

MOVED by Director Schembri, SECONDED by Director Hiebert,  
That the Electoral Area Directors Committee recommend to the Regional Board that representatives from BC Hydro be invited to a Regional Board meeting to discuss emergency response plans for wide-spread power outages in the northeast and to explain the cause, effect and remediation of the recent power outage in the northeast.

CARRIED

9) Adjournment

MOVED by Director Hadland, SECONDED by Director Schembri,  
That the meeting adjourn.

CARRIED

The meeting adjourned at 11 a.m.

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Karen Goodings, Chair

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Barb Coburn, Recording Secretary

**February 20, 2014**



# Peace River Regional District REPORT

Date: February 4, 2014

To: Electoral Area Directors Committee

From: Fran Haughian, Communications Manager/ Commission Liaison

**Subject: 2014 Communications Plan**

**RECOMMENDATION 1: THAT** the Electoral Area Directors work with the Communications Manager to contribute information for the following communications:

- Electoral Area Web Pages
- Content for the Spring & Summer Peace River Regional District newspaper insert
- Content for Press Releases throughout the year

**RECOMMENDATION 2: THAT** the Electoral Area Directors work with the Communications Manager to organize and participate in the following activities:

- Electoral Area Community Conversations
- Tradeshows and community events throughout the year.
- Attend Media Training

## **BACKGROUND/RATIONALE:**

At its November 28, 2014 meeting, the Board received and approved the Corporate Communications Strategy as presented by Acumen Communications.

External Communication recommendations for the Electoral Area Directors included:

- Provide administrative support to help Directors better engage communities and increase overall communications support
- Develop more opportunities for community engagement –in rural communities and in municipalities

Tactics to meet recommendations:

- Create Electoral Area page on web site
- Increase communications with communities through:
  - Regional reporting back to the communities
  - Community Conversations
  - Participation in community-based trade shows and events

**STRATEGIC PLAN RELEVANCE:** Communications Plan

**FINANCIAL CONSIDERATION(S):** Included in the proposed 2014 Communications & Administration budgets

Dept. Head: *FH*

CAO: 

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**February 20, 2014**

## ELECTORAL AREA DIRECTORS' COMMITTEE

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### DIARY ITEMS

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<u>Item</u>	<u>Status</u>	<u>Notes</u>	<u>Diarized</u>
1. LED Speed Signs	Ongoing	reconsider the cost of purchasing and installing LED speed signs along remote roads	June 20, 2013