

The Corporation of the Village of Cumberland
Committee of the Whole Meeting Agenda

Monday, March 18, 2024, 5:30 p.m.
Council Chamber, 2675 Dunsmuir Avenue



We are honoured to gather on the unceded traditional territory of the K'ómoks First Nation.
The public may view the meeting live on the [Village of Cumberland YouTube channel](#)

Pages

1. Call to Order

2. Agenda

2.1 Agenda for Committee of the Whole meeting, March 18, 2024

Recommendation:

THAT the Committee approve the Agenda for the March 18 Committee of the Whole Meeting.

3. Reports

3.1	Third-Party Events Assessment Criteria Prepared by Ryan Parton, Acting Manager of Parks & Recreation	2
3.2	Review of Outstanding Action Items and Council Policies Prepared by Rachel Parker, Corporate Officer	30
3.3	2024 Community Grant Program Applications Prepared by Rachel Parker, Corporate Officer	43
3.4	Communications Strategy Prepared by Kate Ashton, Communications Coordinator	48

Recommendation:

THAT the Committee recommend that Council approve the additional expenditure of \$3,000.00 in the Legislative Services advertising budget, to be funded through General Financial Stabilization Reserve and THAT Council direct staff to bring forward an amendment to the adopted 2024-2028 Financial Plan Bylaw to reflect this expenditure.

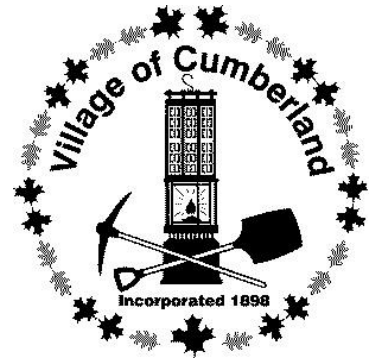
4. Question Period

A member of the public may only inquire about items included on the Agenda for that meeting during a question period.

- Please send questions by email to info@cumberland.ca using subject line "Question Period" ; Note: please limit to questions only - comments will not be read.

5. Adjournment

COMMITTEE OF THE WHOLE REPORT



REPORT DATE: March 9, 2024
MEETING DATE: March 18, 2024

File No.

TO: Mayor and Councillors
FROM: Ryan Parton, Acting Manager of Parks & Recreation
SUBJECT: Third-Party Events Assessment Criteria

PURPOSE

The purpose of this report is to give the Committee an opportunity to provide feedback and direction on the Village's approach to event applications, and particularly park use permits.

Further, this report should allow the Committee to comment on any aspects of event applications or approvals that it deems to be high priority and/or missing from the current assessment criteria. This feedback will be considered in the development of an Events Policy and/or an update to the Recreation Fees Bylaw, both of which will be brought to Council at a later date.

PREVIOUS COUNCIL DIRECTION

No previous direction.

BACKGROUND

The number of community events being held in Cumberland is increasing. While these events have become an important part of the social fabric of the village, they also have an effect on our parks and trails, which can bear the impacts of several hundred or several thousand concentrated users with just a single event, and on Cumberland residents, particularly those who live adjacent to popular venues such as Village Park.

In 2023, from May through September, there were only five weekends during which there was not an event happening in one of our parks (May 27-28; Jul 1-2 (Canada Day weekend); Jul 15-16; Aug 5-6 (BC Day weekend); Aug 12-13; and Sep 30-Oct 1 (Truth & Reconciliation weekend). That figure does not include the Comox Valley Farmers Market, which occurs weekly on Sundays in Village Square. Most events are based out of Village Park, and many also use the trail network in the Cumberland Community Forest. The frequency and, in some cases, size of these events have become topics of conversation at the staff level, and staff would like to give the Committee the opportunity to comment on the types of events it feels are appropriate for the Village to

accommodate, and any other criteria it would like staff to consider when assessing event applications.

Currently, the Parks Regulation Bylaw gives the Manager of Parks and Recreation the authority to approve a park use permit only if, among other reasons,

- the location used is selected with a sensitivity to the Park resources and the experience of other Park visitors; and
- the carrying on of a special use will result in minimum negative environmental impact.

While these guidelines are useful, staff would appreciate direction from the Committee on other parameters by which they could assess the suitability of proposed events. For example:

1. **How big is too big?** Staff may require a traffic management plan, which must demonstrate that the applicant can effectively manage parking and traffic concerns. Large events have a cumulative impact on parks, however, and can also impact residents. To what degree should these impacts affect the permissibility of an event?
2. **Trail-based events?** All trail-based events in Cumberland involve the use of the Cumberland Community Forest, which has a conservation covenant on it. Currently the Parks Regulation bylaw allows staff to consider the “experience of other park visitors” when assessing event applications. In light of the frequency of trail-based events in the village, how would Council like staff to apply that criterion, and/or the matter of the covenant? Would it like to see limits on number of participants and/or frequency/location of trail-based events? Is it comfortable leaving these decisions to the discretion of staff?
3. **What if the event lacks community support?** Currently the Parks Regulation Bylaw allows staff to not approve an event based on potential ecological damage or impact on other park users. What about a new event for which other community groups have expressed their disapproval for other reasons?
4. **What if there are other potential effects not addressed in the bylaw?** For example, if an event proposes to attract a large number of people to the village, but available accommodations are insufficient, that could have an effect on illegal camping. Would Council like to see us provide such applicants the option of using the Village Park parking lot (or another public parking lot) for camping? If an event features late night drinking, that could have effects on rowdiness elsewhere in the village.

Additionally, staff is working on proposed updates to the Recreation Fees Bylaw (mainly for consumer price index increase updates) and will present a draft to Council for consideration later this spring. If the Committee has specific concerns it would like to see addressed in that bylaw, staff may be able to incorporate those concerns into the draft proposal.

Developing and formalizing an Events Policy is in alignment with Councils’ strategic priority of a Diverse and healthy Community, specifically goal #4: thriving community arts, culture, and recreation. This goal includes the objectives of developing parks & recreation strategies and encouraging Village culture through existing and emerging community events.

ALTERNATIVES

1. THAT the Committee direct staff to discontinue its efforts to create an Events Policy and/or update the Recreation Fees Bylaw.
2. Not proceed with any action at this time.

STRATEGIC OBJECTIVE

- Diverse & Healthy Community
- Sustainable Service Delivery & Asset Management
- Community Planning

FINANCIAL IMPLICATIONS

In 2023, the Village received approximately \$16,700 in parks rental fees, and community events can provide other spin-off economic benefits to Village-owned businesses. Proposed changes to the Recreation Fees Bylaw are expected to result in park booking fees increasing by various amounts depending on the type and location of the booking, but possibly resulting in an overall increase to parks rental fees received of 25%.

OPERATIONAL IMPLICATIONS

Significant staff time is devoted to the administration of third-party events. Recreation staff administers the application process and is the point of contact for event organizers, Parks staff provide input on appropriateness of events, Operations staff assess traffic management plans, and the Manager of Parks & Recreation prepares reports for Council when appropriate and ultimately approves park use permits. Most of this work is considered part of regular work planning, but an opportunity exists to recover additional costs that are directly related to third-party applications – such as the cost to get Council approval for new street closures or noise bylaw exemption requests – through updates to the Recreation Fees Bylaw.

CLIMATE CHANGE IMPLICATIONS

Cumberland welcomes a wide variety of events, and these events carry wildly different climate change implications. Currently, the Manager of Parks & Recreation has the delegated authority to approve park use permits based on “minimum negative environmental impact,” but there are no other climate change contributors explicitly named in the Parks Regulation Bylaw. The Committee is invited to provide direction, at its discretion, on whether other considerations should be included in that assessment, such as:

- The number of vehicles an event is expected to bring to the Village
- The burning of fossil fuels in relation to an event
- A cause or theme promoted at the event
- Any other considerations

ATTACHMENTS

1. Village of Cumberland Events Application Manual (updated 2024)
2. Village of Cumberland Recreation Fees Bylaw (2019)

CONCURRENCE

[none]

Respectfully submitted,

R. Parton

Ryan Parton
Acting Manager of Parks & Recreation

M. Mason

Michelle Mason
Chief Administrative Officer



Event Application Manual



THE VILLAGE OF
CUMBERLAND

250.336.2231

recreation@cumberland.ca
cumberland.ca

2665 Dunsmuir Avenue
Cumberland, BC
V0R 1S0

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INTRODUCTION

The Village of Cumberland’s recreation & culture section of the Parks and Recreation Department facilitates third-party events that utilize municipal facilities, parks, trails and other municipal properties. The purpose of the community event policy is to balance community use and special event use of Village amenities, to coordinate between special events, and to manage special event impacts on the natural environment, users, operations and facilities.

Governing Bylaws

Bylaws governing special events include the latest version of the [Recreation Fees Bylaw](#) and the [Parks Regulation Bylaw](#) or equivalent.

Application Requirements and Process

An event application is required for the following:

- ✓ Anyone who intends to hold a commercial or non-commercial activity or event using Village of Cumberland facilities and/or parks. This includes, but is not limited to, a festival, competition, race, tournament, show, meeting, private event, ceremony, guided use or training.
- ✓ Anyone who intends to provide a commercial service within a Village facility, park or trail (including guided operations or trainers).
- ✓ Anyone who intends to carry on, with the intent of monetary return, commercial filming using still or motion photography.

Timelines for application submission

Special event applications take time to process and may require additional approvals from other departments and/or permitting authorities, and referrals to other agencies (i.e. for street closures). In all cases, you should submit your application at least two weeks prior to your planned event or activity. In order to give your application the greatest chance of being approved, and to avoid conflicts with scheduled recreation & culture programming, we further recommend you submit your application by the following dates:

Date of Proposed Event	Submit Application by
January 1 – March 31	September 30
April 1 – June 30	January 31
July 1 – August 31	March 30
September 1 – December 31	June 31

Note: *Though the dates above are not hard deadlines, they could significantly increase the likelihood of your event being approved.*

Fees, Insurance & Damage Deposits

The Village of Cumberland charges fees for the use of its parks and facilities in accordance with the [Village of Cumberland Recreation Fees Bylaw](#). All fees are due two weeks before the proposed event date (see “Payment & Cancellations” below) or at time of permit issuance. Many events also require a security deposit and/or proof of sufficient liability insurance. The online event application form will calculate these requirements for you based on the details of your event. Refer to the [Recreation Fees Bylaw](#) for details.

If you require third-party liability coverage for your event, a convenient option is the [MIABC EventPolicy portal](#) (enter “Village of Cumberland” when prompted to enter an event space owner). When you book a policy through that portal, Cumberland Recreation will automatically receive your certificate of insurance with all Additional Insureds listed. Please note that while the [MIABC EventPolicy portal](#) is provided as a convenient resource, you are free to purchase your insurance from any provider you choose. *MIABC does not provide liability coverage for inflatable bounce houses.*

Event Types

The Village of Cumberland’s [Recreation Fees Bylaw](#) distinguishes between three types of events: Commercial, Not-For-Profit and Private. Generally speaking, events organized by a for-profit organization are Commercial, events organized by a registered BC Society are Not-For-Profit and most other events open by invitation only are Private. The Manager of Parks & Recreation has the final say on event type classification.

Approval Process

A special event permit will be issued when:

- ✓ A complete [Event Application Form](#) has been submitted in its entirety to the Village of Cumberland’s Recreation & Culture section (please note that applications are typically processed Monday to Friday except holidays)
- ✓ A satisfactory comprehensive general liability insurance policy or certificate has been received by the Village
- ✓ All required additional documentation has been submitted
- ✓ The Village of Cumberland has approved the application, including all required additional documentation
- ✓ The Village of Cumberland’s Fire Department has approved the event from an emergency planning perspective (for events of 100 or more attendees)
- ✓ The permit fee and refundable damage deposit (if applicable) have been received

The Village of Cumberland may provide preliminary approval upon submission of a completed event application in order to “hold a date,” but **a permit will not be issued until all required documentation has been reviewed and approved, and fees are paid.** Event organizers must not advertise their event or make financial commitments before signing and submitting the release and indemnification form and receiving preliminary approval from the Village of Cumberland.

The Village of Cumberland processes applications by:

- Determining the suitability of a facility, park, trail or site to accommodate the event
- Referring applications to other departments and agencies, as required (e.g. for street closers, to emergency services, BC Transit, etc.)
- Consulting with stakeholders as required
- Ensuring applicable insurance, permits and licenses are obtained
- Collecting the applicable fees
- Providing approval as per procedures and guidelines

Facility and Park Use Priority

Preferred booking for events and activities are given in the following order:

1. All Village of Cumberland internal programs and special events
2. Village of Cumberland sponsored events
3. Previously permitted events on the same day as past year(s)
4. Previously permitted events on a different day than past year(s)
5. New non-profit events with a community focus
6. Private and commercial events

Event Application Process

Please submit your [Event Application Form](#) with the required documentation to the Village of Cumberland Recreation Department. Applications can be submitted online, via email to recreation@cumberland.ca or in person at the Cumberland Recreation Centre, 2665 Dunsmuir Avenue. If you have any questions, please feel free to connect with Cumberland Recreation staff at 250.336.2231 or recreation@cumberland.ca.

Applicants must fully disclose the event's purpose, associated activities and expected number of participants, as well as any other special activities such as alcohol, food preparation, sales, structures and amplified sound.

CHARGE-OUTS

Any Village of Cumberland staff time required to manage, prepare for, clean up after or otherwise facilitate a special event that goes beyond the scope of routine operations will be invoiced at a cost recovery rate in accordance with section 9 (Additional Fees) of the [Cumberland Recreation Fees Bylaw](#).

Payment of any costs required to repair or replace Village property that result from a special event shall be the responsibility of the permit holder. In such a case, a detailed billing will be provided by the Village.

A Village employee is required to be on shift at all times when the public is in our buildings. Therefore, any indoor bookings that take place outside of regular staff hours are subject to the availability of staff. If we're able to accommodate your request, all hours outside of the regular staff hours below will be charged at a cost-recovery rate of \$37.34/hr (for 2023 events) or \$38.08/hr (for 2024 events). These rates are doubled on statutory holidays, and on Mondays following a statutory holiday that falls on a weekend.

Regular Staff Hours for Indoor Events

Summer (Victoria Day weekend through Labour Day)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:45am to 12:30am	6:45am to 12:30am	6:45am to 12:30am	6:45am to 12:30am	6:45am to 12:30am	4:00pm to 7:00pm	2:00pm to 4:00pm

Fall/Winter/Spring (Labour Day to Victoria Day weekend)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:45am to 12:30am	6:45am to 12:30am	6:45am to 12:30am	6:45am to 12:30am	6:45am to 12:30am	8:45am to 11:00pm	8:45am to 8:30pm

EVENT AND ACTIVITY RESPONSIBILITIES

General

- An event should incorporate provisions for members of the public to benefit as spectators and/or participants whenever feasible. Please see “Accessibility & Inclusion” below.
- Event organizers are responsible for applying for (and post, as required) an Island Health Food Permit, Special Event Liquor Permit and any other permits or permissions required for the event.
- In the spirit of reconciliation, event organizers are encouraged to acknowledge that their event is taking place on the unceded ancestral territory of the K’ómoks First Nation, in addition to incorporating additional Indigenous content, as appropriate.

Safety & Security

Event organizers are responsible for ensuring their event is conducted in a safe, orderly manner and is restricted to the park(s) or facility(ies) identified in the permit. This includes providing adequate personnel to safeguard participants, spectators and the public. Further, event organizers shall have total responsibility for creating the event’s site plan and shall take all necessary steps to ensure the event is properly supervised to prevent injury to participants, spectators and the public.

If your event is expected to attract 50 or more people, your event’s site plan and emergency contingencies must be approved by the Village of Cumberland’s Fire Department. You may be required to participate in a fire/emergency inspection with a member of the Fire Department to ensure adequate emergency procedures are in place. ***If your event is expected to attract 100 or more attendees, you must call 250.400.9200 to schedule an appointment with the Deputy Fire Chief.***

Condition of Parks, Facilities and Public Spaces

Event organizers are responsible for inspecting the requested park(s) or facility(ies) prior to use to confirm its suitability for their purpose. They agree to accept the permitted area(s) “as is” and to use the space at their own risk. For details on each venue, including equipment/amenities that are available, please see our [Parks, Recreation & Cultural Event Venues page](#).

Event organizers must leave all Village of Cumberland parks and facilities in the same condition as before they were rented. All evidence of the event, including but not limited to signs, decorations, and temporary structures, must be removed immediately following the event and within the permitted date/time. Any damage to walls, floors, turf, vegetation and/or equipment, including any items that are missing or left in an unclean state, will be the financial responsibility of the permit holder. Any additional cleaning or maintenance that is required due to an event and that goes beyond routine post-event tasks will be invoiced to the permit holder on a cost-recovery basis (see “Charge-Outs” below).

Event organizers must notify the Village of any condition that may render a park, facility or equipment unsafe for use. At the request of the Village, they may be asked to join Village staff in inspecting the permitted area(s) before and/or after an event.

Events in parks or trails must be conducted in a manner and location such that it will minimize the impact on the natural environment, park users, park operations and facilities.

No Smoke Machines in Facilities

Smoke machines have typically triggered fire alarms when used in the Cultural Centre or Recreation Centre in the past. Because a fire alarm being triggered would be hugely disruptive to your event, ***we do not allow the use of smoke machines in our facilities***. If an alarm is triggered due to a smoke machine being used, you may incur additional fees to cover emergency response call-outs and/or resetting of the alarm system(s).

Vehicle Access in Parks

Any park access required for vehicles, other than in designated parking/driving areas, must be noted in the event application. Vehicles are not allowed to enter into Village of Cumberland parks without express approval from the Village of Cumberland.

Notifications

Any non-participants of your event who may nonetheless be affected by it should be notified and any such adverse impacts kept to a minimum. Written notification must be provided to businesses and residents likely to be affected by sound, parking or park/trail/street closures associated with your event. Notifications must include phone numbers and/or email addresses for contacts before, during and after your event.

If your event is expected to attract 100 or more attendees, you must also call 250.400.9200 to schedule an appointment with the Deputy Fire Chief (see Safety & Security” above).

Accessibility & Inclusion

In order to be truly inclusive, events must be accessible to everyone. To the extent possible, your event plan should include access provisions for people of all abilities, including seniors, families with strollers and people with cognitive and/or physical impairments. The Village will not permit events that exclude or otherwise discriminate against people for any reason, including but not limited to age, ethnicity, religion, physical ability, sexual orientation and gender identity/expression.

Provisions to ensure accessibility are included throughout this document. For outdoor events, we recommend your plan include reserved spectator seating for people with disabilities, well-lit entrance(s) with a firm, level surface on a defined path and a shaded place of refuge with access to water near your accessible toilet(s).

For guidance on making your event as inclusive and accessible as possible, please refer to our [Checklist for Accessible and Inclusive Events](#).

Point of Contact for Indoor Events

A Village employee will be available during all events for safety purposes and to be the event organizer's main point of contact in the case of an emergency.

Numbers to call if assistance is required:

When recreation centre is open: 250.336.2231

When recreation centre is closed: 250.897.5792 or 250.650.4197

Please note that it is not the responsibility of Village staff to wash dishes, support caterers or otherwise assist with the operation of special events.

SITE AND SERVICE REQUIREMENTS

Utilities and Staking of Structures in Parks

Village Park, Village Square, and No. 6 Mine Heritage Park have limited 120 V power and water service available. Additionally, Village Park has access to 240 V power at the Concession building. For park maps showing the locations of these services, visit our [Recreation & Culture Event Venues page](#).

Village Park and Village Square also have underground irrigation and electrical lines, so the staking of tents or other structures is prohibited within these parks. Any damage caused to underground utilities as a result of event activities will be the financial responsibility of the permit holder.

Waste Disposal

Event organizers are responsible for the removal of all waste and recyclables immediately following their event, and the Village strongly encourages all applicants to include recycling stations as part of their event planning. Village dumpsters are not available for public use; if you require additional solid waste disposal capacity, there are several commercial providers of rental dumpsters that serve our region.

Additional clean-up required by Village staff and/or dumpster tipping fees may be invoiced to the permit holder on a cost-recovery basis (see “Charge-Outs” above).

Commercial or other large-scale use of the sanitary dumping station (“sani-dump”) at Village Park is not permitted under any circumstances. If your event requires the disposal of sewage waste, please use the [Comox Valley Water Pollution Control Centre](#), located at 445 Brentwood Road in Comox.

Traffic Management, Street Closures & Equipment Borrowing

All event organizers are required to identify the traffic management impact of their event. Traffic management refers to pedestrian as well as motorized vehicle traffic, and it includes ensuring adequate and appropriate parking, including temporary on- or off-street parking near the venue for people with disabilities. Designated Accessible parking is required for events expecting public attendance of 100 or more.

A [Traffic Management Plan](#) is required for any and all events, other than block parties, that require the full or partial closure of any road, bike lane, alleyway or sidewalk, and one may be required for other events at the discretion of Village staff. (Organizers of block parties should use our simplified [Application to Host a Block Party](#).)

If a Traffic Management Plan is required, it should be submitted at least six weeks prior to your target date to allow adequate time for the review and approval process. For further details, please also see “Temporary Street Closures” below and view our [Sample Traffic Management Plan](#).

If required by the Village, event organizers are responsible for providing, at their own expense, temporary markers and/or personnel (such as signs, barricades, cones and traffic marshals) for traffic control. Equipment may be available for loan from the Village of Cumberland upon submission of an [Equipment Request Form](#).

The Village attempts to balance the social and economic benefits of street closure applications with impacts on residents and businesses. For street closures longer than three hours, you must demonstrate the economic and social benefits to the community (See the [Street Closures for Special Events Policy](#) for details).

Please note that emergency vehicle access may stop, delay or otherwise disrupt your event at any time.

Toilet Facilities

Organizers of outdoor events that are expected to draw 100 attendees or more are required to have at least one Accessible toilet on site, and to ensure that there is at least one toilet available for every 100 expected attendees. For larger events, at least one in five toilets should be Accessible. Toilet location(s) should be indicated on your site plan.

Site Plans & Course Maps

If you are requesting the use of a park, you are required to submit a site plan as part of your event application. Your plan should provide an overview of your park use footprint, including tents, toilets and other structures, plus any infrastructure requirements such as water and power. Site plan templates can be found on our [Parks, Recreation & Cultural Event Venues page](#).

If you are organizing a trail-based special event using the Cumberland Community Forest Park trail network (e.g. mountain bike and trail running races), you must also submit a course route depicting the roads and trails you intend to use. Please note that additional permits will be required if you intend to use the trail network on private lands beyond Cumberland Community Forest Park. Please also see “Trail-Based Events” below.

ADDITIONAL CONSIDERATIONS

Mobile Food Vendors

For complete information about where and when food trucks and other mobile food vendors are permitted, please refer to [Cumberland’s Zoning Bylaw](#) (see section 4.9 - Mobile Vending).

In general, food trucks and other mobile food vendors are:

- not permitted to operate in public spaces within 30m of an existing food business without written consent of the business(es);
- permitted to operate on private, non-residential lands within the Village, with permission from the property owner;
- permitted to operate as part of a larger permitted event within a Village of Cumberland park or facility, as long as they are located within the permitted area;
- required to have a valid Village of Cumberland business license to operate in Cumberland, unless operating under a valid, permitted event as described above; and
- not permitted to operate in the parking lot of the Cumberland Recreation Centre at any time.

If a mobile food vendor is part of your proposed event, include it in your event permit application. For standalone mobile food vendor applications (i.e. those that are not part of a larger permitted event), please contact the Village of Cumberland municipal office at info@cumberland.ca or 250.336.2291.

Block Parties

The Village of Cumberland is pleased to offer a simplified application process for neighbourhood block parties. Once you have determined the date, time, location and nature of your block party, as well as an on-site liaison who will be present during the party, please submit an Application to Host a Block Party, available on our [Neighbourhood Block Parties page](#). A separate Event Application Form is not required.

Events Serving Alcohol

If alcohol will be sold or served at your event, a valid [Special Event Permit](#) is required from the Province of British Columbia. Applications may be obtained online or at any government liquor store. Your proof of insurance must indicate that liquor liability is included with your coverage.

Noise Bylaw Exemption Requests

If your event will generate noise that may disturb residents and the public, such as concerts, festivals and fairs, the [Village of Cumberland Noise Control Bylaw](#) stipulates the permitted hours of such activities on weekdays, weekends and holidays.

If your proposed event will generate such noise outside of those hours, you will need to submit a Noise Bylaw Exemption Request as part of your event application. These applications may take up to six weeks to process, so we recommend you submit your request well in advance of your proposed event. A non-refundable fee of \$50 is required for a noise bylaw exemption request, except to non-profit applicants.

Please note that the Noise Control Bylaw does not apply to dances, concerts and other musical events held wholly indoors at the Cumberland Recreation Centre and/or Cumberland Cultural Centre. Organizers of such events do not need to apply for an exemption.

Trail-Based Events

Organizers of trail-based events should note that the Village of Cumberland is only able to grant permits for access to the trails within Cumberland Community Forest Park and other Village-owned properties in the Perseverance Creek Watershed Community Drinking Water Supply Area. If your event requires the use of trails on private lands beyond park boundaries, additional permits from the landowners will likely be required. For additional details and access to landowner maps, please visit cumberland.ca/trail-based-events.

Due to the implications of climate change and the increasing risk of wildfire to our forest and our community, and in coordination with the owners of adjacent forest lands, **the Village of Cumberland will typically NOT approve permits for trail-based events between July 15 and August 31 of each year.**

Organizers of trail-based events must practice good trail etiquette, consider other trail users and, if necessary, make special provisions in the interest of watershed protection.

Many of Cumberland's popular trails are within the Village of Cumberland's drinking water supply area (Perseverance and Cumberland Creek Watershed), which is ultimately part of the Comox Lake Watershed

and the drinking water source for most of the Comox Valley. Swimming, boating and fishing are prohibited in Village reservoirs and no permits will be issued for events that propose these activities in any of the Village's reservoirs (Allen, Hamilton, Stevens, Henderson Lakes or No. 2 Reservoir).

VENUES MANAGED BY OTHER PARTIES

Coal Hills BMX Track

Coal Hills BMX Society is a non-profit club that operates, maintains and manages the BMX track at Village Park through a lease agreement with the Village of Cumberland. Any permits issued by the Village for the use of Village Park do not provide access to the Coal Hills BMX track, its concession or its washrooms. For information on use of the track, please contact Coal Hills BMX through their website at www.bmxcanada.org/tracks/1538.

Please note that the lease of the BMX track does not include the main parking lot off Dunsmuir Avenue on the northwest side of Village Park, which remains open to the public at all times.

Cumberland Lake Park

Cumberland Lake Park, a Village-owned park on the shores of Comox Lake, is operated and managed by Lake Park Society (LPS) under contract with the Village. Applicants interested in hosting a special event in the park or campground are required to seek approvals and permissions from LPS. For information, please visit www.cumberlandlakepark.ca.

For clarity, no permits for special events in Cumberland Lake Park are issued by the Village.

Trails on Private Forest Lands

Only a small portion of Cumberland's vast trail network is owned by the Village. If you plan to use trails on privately owned land for your event, you will likely require additional permits from the landowner(s). For more information and access to maps, see cumberland.ca/trail-based-events.

PAYMENT & CANCELLATIONS

Payment in full is required at least two weeks prior to the event or at time of permit issuance.

A full refund will be issued for events that are cancelled, in writing, at least two weeks prior to the proposed event date. Events cancelled with fewer than two weeks' written notice are not eligible for a refund of fees. This includes events that are cancelled due to weather or other natural events.

The Village of Cumberland retains the right to revoke an event permit up to and including the day of the event, or at any time during the event in the case of an emergency, if the applicant does not adhere to the conditions of the permit.

RELEASE OF LIABILITY

All park and facility rentals and bookings with the Village of Cumberland are subject to the following release of liability:

LICENSE TO USE OR OCCUPY FACILITIES - INCLUDING BUT NOT LIMITED TO PARKS, PLAYING FIELDS, GYMNASIUMS AND MULTIPURPOSE ROOMS

All references to the Licensees shall be deemed to include the officers, agents, employees, representatives, executors and all others acting on their behalf; all references to the Village shall be deemed to include all officers, agents, employees, representatives, executors and all others acting on their behalf; no interest in the land is hereby conveyed; and all references herein to the masculine or singular shall be deemed to include the plural, the feminine and the body politic or the corporate whenever due context so requires.

Whereas the Village of Cumberland has the ownership or responsibility for the operation of the above facilities and the Licensee has applied for a License to use and occupy these facilities, the following covenants, rents, conditions and agreements are to be performed and observed by the

Licensee. Failure to comply will result in immediate cancellation of use of the said premises.

Terms and Conditions

1. The Licensee shall pay to the Village a license fee as specified on the Permit. Payment will be due as specified on the Permit. Outstanding accounts may result in the cancellation of this booking and future booking privileges.
2. The Licensee shall use only those premises named on the Permit.
3. The Licensee acknowledges that the Village has made no warranty or representation as to the state of repairs of the said premise or of their fitness for the Licensee's purposes and the Licensee hereby declares that it relies solely on its own inspection of the premises.
4. The licensee shall agree to inspect and assess said premises prior to and during use, for hazards, including weather and environment related, that may pre-exist and/or occur. Licensee shall ensure appropriate safety measures are enforced.
5. The Licensee shall not construct, erect or attach or cause or permit to be constructed, erected or attached, any device, fixture or other thing of whatsoever nature to any part of the said premise without the prior written consent of the Manager of Parks & Recreation or designate, and the Licensee shall remove and dispose of everything so affixed as indicated on the Permit.
6. The Licensee must strictly observe and comply with all regulations and bylaws relating to the said premises.
7. The Licensee must ensure all attendees observe and comply with all regulations and bylaws relating to the said premises and to advise all attendees accordingly. Failure to adhere to said rules and regulations may result in termination of this License without refund of any fees paid, and may include invoicing of penalties and/or additional costs incurred by the Village.
8. The Licensee shall exercise the greatest care in the use and occupation of the said premises and adjacent facilities and shall provide a competent and trustworthy adult who will personally undertake to be responsible for the due observance of the rules and regulations governing the said premises.

9. The Licensee shall not permit the consumption of alcohol within the said premises without proper permit under the Liquor Control and Licensing Act and clearly stating such activity in its permit application. Authorization granted by the Village shall not relieve the Licensee from any legal obligations and/or requirements.
10. The Licensee shall not assign, sublicense or apportion the whole or any part of the said premises without the prior written consent of the Manager of Parks & Recreation or designate.
11. The Licensee shall ensure all of its equipment used and/or stored on the premises is insured with appropriate coverage for all loss, damage, and other claims that may arise from such use and/or storage, and the Licensee saves harmless and indemnifies the Village from any claims whatsoever in connection with such use, loss or damage.
12. The Licensee shall not sell food or any other item within the said premises without proper permit.
13. The Licensee shall not allow vehicles on grassed areas except as expressly approved through the permit application process.
14. The Licensee acknowledges that this License covers only the use of the said premises and that the use of any equipment within the said premises belonging to the Village must be arranged separately.
15. The Licensee shall be responsible for returning, at their own expense, all furnishings, fittings and equipment thereof to the same condition in which they were when the Licensee took possession, save always reasonable wear and tear, and shall upon demand pay to the Village:
 - a) The cost of repairing and restoring anything damaged, and
 - b) The full current value of any furnishings, fitting and equipment which are missing or damaged beyond repairs as determined by the Manager of Parks & Recreation or designate.
16. The Licensee shall report all damages immediately to the Village of Cumberland Recreation department at 250.336.2231.
17. The Licensee agrees to leave the said premises in a similar state of cleanliness, as when received, and shall upon demand pay to the Village the cost of any additional clean-up required as a result of the Licensee's use of the facility.
18. The Village may in its absolute discretion terminate this License and at any time and thereby sever all obligations hereunder to the Licensee without the Village incurring any liability for resulting losses if the Licensee's use or occupation of the said premises is in any way interfered with or curtailed by reason of fire, mechanical failure, accident, casualty, lockout, strike, labour conditions, riot, war, Acts of God, legislative enactment or any kind by any level of government or any other circumstance beyond the Village's control. Furthermore the Village reserves the right to cancel this License for any other reason at any other time without notice and the Licensee acknowledges that this License constitutes a revocable license and not a lease or an irrevocable license.
19. The Licensee agrees to pay for all materials (e.g. lime) and services (e.g. lights) used in conjunction with the said premises.
20. The Licensee acknowledges that the Village makes no warranty or representation as to the security of the premises, that the Licensee relies solely on its own inspection of the security of the premises, and that the Village is not responsible for the loss of any personal articles or the Licensee's equipment used and/or stored on the premises.
21. The Licensee shall not do, suffer or permit to be done, any act or thing upon or to the said premises, which would constitute a nuisance to the occupiers of any lands or premises adjoining or in the vicinity of said premises or to the public generally.

22. The Licensee, its employees, agents, servants or workers and / or volunteers shall not be deemed to be either employees, agents, servants or workers and / or volunteers of the Village.

23. The Licensee, at its own expense and in respect of all operations under this Agreement, shall obtain and maintain comprehensive general liability insurance including insurance for contingent liability with respect to the operations of agents or subcontractors, and completed operations liability, personal injury, and liability insurance in the amount of not less than that indicated during the application process. A Certificate of Insurance from such policies shall be delivered to the Village a minimum of two weeks prior to the event. The Village should be added as an Additional Named Insured in all insurance policies.

24. Cancellation Policy: Fourteen (14) days notice of cancellation is required.

25. Licensees shall at all times follow the instructions of Cumberland Parks and Recreation staff regarding use of the said premises.

Waiver and Indemnity Clause

The Licensee recognizes that the use of the said premises can result in injury to its occupants and that the nature of that injury can include minor cuts, sprains, dislocations, broken bones, concussion, internal injury, dental injury, eye injury and a variety of other injuries, even death.

In consideration of being allowed to use the said premises the Licensee agrees that it will indemnify and save harmless the Village and their officers, employees, servants, agents, successors, and assigns from and against any and all claims whatsoever including all damages, liabilities, expenses, costs, including legal or other fees incurred in respect of any such claim, or any cause or proceeding brought thereon arising

directly or indirectly from or in connection with the granting of this License and the use and occupation of said premises, save that this Licensee will be under no obligation to indemnify and save harmless the Village against or in respect of any damages or judgment rendered

against the Village resulting from or arising out of any negligence or fault on the part of the Village in connection with the maintenance or condition of the premises to the extent that the damage, loss or injury was caused or occasioned by the negligence of the Village.

The Licensee Representative warrants and represents that if he/she executes this Agreement on behalf of a Group or Organization that the Representative has sufficient power, authority and capacity to bind the group or organization with his/her signature.

The Licensee, in consideration of being granted permission to use the said premises, agrees to be bound by the Terms and Conditions referred to above and the Representative agrees to inform all responsible officials associated with the Licensee of the Terms and Conditions and Waiver and Indemnity Clause.

THE CORPORATION OF THE VILLAGE OF CUMBERLAND

BYLAW NO. 1111

A bylaw to impose fees payable for goods and services, use of municipal property.

The Council of the Corporation of the Village of Cumberland, in open meeting assembled, enacts as follows:

1. This Bylaw may be cited as the "Recreation Fees Bylaw No. 1111, 2019."
2. This bylaw comes into force on September 1, 2019.
3. The fees set out in Schedule A to this bylaw are imposed for the goods, services or use of municipal property indicated.

Tax Implications

3. Taxes will be added to fees where noted throughout as required by legislation.

Age Classifications

4. The following age classifications are set out for the purpose of imposing fees:
 - (a) Early Years: 0-4 years of age
 - (b) Child: 5-12 years of age
 - (c) Youth: 13-18 years of age
 - (d) Adult: 19-59 years of age
 - (e) Senior: 60+ years of age

Definitions

5. In this bylaw,
 - (a) **Commercial event** means an event organized by a business for a for-profit purpose and an event organized by a political organization, and includes commercial filming;
 - (b) **Commercial business** means a commercial business providing personal services including guiding, instruction, education, and recreation;
 - (c) **Not-for-profit event** means an event organized by a not-for-profit organization or registered society that is open to the public, and includes public funerals and all candidates meetings;

- (d) **Outdoor education** program means a program offered by a business or not-for-profit organization for educational purposes, and includes a program provided by a pre-school and an independent school, as defined by the British Columbia Independent School Act;
- (e) **Private event** means an event that is not open to the public and includes, but is not limited to, a funeral, a wedding, a banquet, an event to celebrate a wedding, anniversary or birthday, a block party, and a neighbourhood or family picnic.

Exemptions

- 6. The following events are exempt from the **facility rental fees** imposed by this bylaw:
 - (a) Remembrance Day services held by the Cumberland Legion;
 - (b) Santa's Breakfast held by the Cumberland Community Schools Society;
 - (c) Educational programs held by the Board of Education of School District No. 71 (Comox Valley) under a joint use facility agreement with the Village of Cumberland;
 - (d) Programs held by the Cumberland Community Schools Society that are provided in cooperation with the Village of Cumberland Recreation Department.
- 7. The following events are exempt from the **park use permit fees** imposed by this bylaw:
 - (a) Educational programs held by the Board of Education of School District No. 71 (Comox Valley);
 - (b) Programs held by the Cumberland Community Schools Society.
- 8. The following organizations are exempt from **damage deposit** requirements set out in this bylaw:
 - (a) Board of Education of School District No. 71 (Comox Valley);
 - (b) Cumberland Community Schools Society.

Additional Charges

- 9. The Manager of Recreation is authorized
 - (a) to impose set-up and teardown rates for rented space based on a cost recovery basis.

- (b) to impose fees to a user for any additional costs incurred by the Village of Cumberland on behalf of the facility renter on a cost recovery basis.

Promotional Events

- 10. The Manager of Recreation is authorized to waive or reduce the fees for promotional purposes and special events.

New Programs and Services

- 11. The Manager of Recreation is authorized to establish fees for new programs, events and services.

Insurance

- 12. An applicant for

- (a) a park use permit,
- (b) a recreation facility rental, and/or
- (c) an event held on other municipal property or road right-of-way,

except for an applicant for a private event, must provide the general commercial liability insurance in the minimum amount required set out in Schedule B to this bylaw, based on points allocated in the Risk Factor Table in Schedule B, inclusive per occurrence, including damages and allocated loss expenses combined against bodily injury, personal injury and/or property damage, including non-owned auto.

- 13. All insurance required in the previous section must be endorsed to

- (a) add the Village of Cumberland as an additional insured, and
- (b) provide the Village of Cumberland with 30 days advance written notice of cancellation.

- 14. Evidence of the required insurance must be received by the Village before the event take place.

- 15. Any requirement as to the amount of insurance coverage does not constitute representation that the amount required is adequate. It is the responsibility of the applicant to obtain insurance in adequate forms and amounts.

Damage Deposits

16. An applicant for

- (a) a park use permit,
- (b) a recreation facility rental contract, and/or
- (c) an event held on other municipal property or road right-of-way must

must provide the damage deposit required set out in Schedule B to this bylaw, based on the points allocated in the Risk Factor Table in Schedule B to this bylaw.

READ A FIRST TIME THIS	24TH	DAY OF	JUNE	2019.
READ A SECOND TIME THIS	24TH	DAY OF	JUNE	2019.
READ A THIRD TIME THIS	24TH	DAY OF	JUNE	2019.
ADOPTED THIS	8TH	DAY OF	JULY	2019.

Mayor

Corporate Officer

**SCHEDULE A
 RECREATION FEES**

Fee Type	Description	Fees & Charges
1.0 Cumberland Recreation Centre Admission Fees		<i>Tax included</i>
Single Admission	Early Years	\$1.00
	Child & Youth	\$2.00
	Adult	\$4.00
	Senior	\$3.00
	Personal Trainer	\$5.00 per client per session
	Shower	\$2.00
10 Pass	Early Years	\$9.00
	Child & Youth	\$18.00
	Adult	\$36.00
	Senior	\$27.00
1 Month <i>Includes climbing wall</i>	Early Years	\$10.00
	Child & Youth	\$20.00
	Adult	\$40.00
	Senior	\$30.00
1 Year <i>Includes climbing wall</i>	Early Years	\$60.00
	Child & Youth	\$120.00
	Adult	\$240.00
	Senior	\$180.00
Climbing Wall	Early Years	\$2.00
	Child & Youth	\$4.00
	Adult	\$6.00
	Senior	\$5.00
Payment Plans	Administrative fee	\$25.00
Refunds & Withdrawals	Administrative fee	\$10.00
1.1 Cumberland Recreation Centre Equipment Rental Fees		<i>Tax included</i>
Racquet Rental		\$2.00
Climbing Shoes		\$2.00
Climbing Harness		\$2.00
Disc Golf Discs		\$2.00

1.2 Cumberland Recreation Centre Rental Fees		<i>Tax extra</i>
Gymnasium/Hall	Not-for-Profit	Hourly \$30.00
		Daily \$150.00
	Private	Hourly \$60.00
		Daily \$300.00
	Commercial	Hourly \$120.00
		Daily \$600.00
Commercial Kitchen	Not-for-Profit	Hourly \$20.00
		Daily \$100.00
	Private	Hourly \$40.00
		Daily \$200.00
	Commercial	Hourly \$50.00
		Daily \$250.00

2.0 Cumberland Cultural Centre Rental Fees		<i>Tax extra</i>
Multi-Purpose Room	Not-for-Profit	Hourly \$20.00
		Daily \$100.00
	Private	Hourly \$40.00
		Daily \$200.00
	Commercial	Hourly \$80.00
		Daily \$400.00
Small Kitchen	Not-for-Profit	Hourly \$10.00
		Daily \$50.00
	Private	Hourly \$20.00
		Daily \$100.00
	Commercial	Hourly \$40.00
		Daily \$200.00

3.0 Sport Fields & Ball Diamonds Rental Fees		<i>Tax extra</i>
Village Park: Sport Field Ball Diamond A Ball Diamond B	Not-for-Profit Youth	
	Hourly	\$4.00
	Tournament (Daily)	\$25.00
	Not-for-Profit Adult	
	Hourly	\$8.00
	Tournament (Daily)	\$100.00
	Private	
	Hourly	\$16.00
Daily	\$200.00	
Commercial		
Hourly	\$32.00	
Daily	\$400.00	

4.0 Parks/Trail Use Permits		<i>Tax extra</i>	
Village Square	Not-for-Profit		
	Hourly	No charge	
	Daily	No charge	
	Private		
	Hourly	\$30.00	
	Daily	\$150.00	
Commercial			
Hourly	\$60.00		
Daily	\$300.00		
Village Park (Entire Park)	Not-for-Profit		
	Hourly	\$25.00	
	Daily	\$125.00	
	Private		
	Hourly	\$50.00	
	Daily	\$250.00	
Commercial			
Hourly	\$120.00		
Daily	\$600.00		
Other Parks (and individual sections of Village Park)	Not-for-Profit		
	Hourly	\$10.00	
	Daily	\$50.00	
	Private		
	Hourly	\$20.00	
	Daily	\$100.00	
Commercial			
Hourly	\$40.00		
Daily	\$200.00		
Trail Network	Commercial	Daily	\$100.00 or \$1.00 per participant, whichever is greater

Outdoor Education Program	Annual	\$50.00
Multi Day Discount	Additional days after first 3 days	25% discount off the daily rate

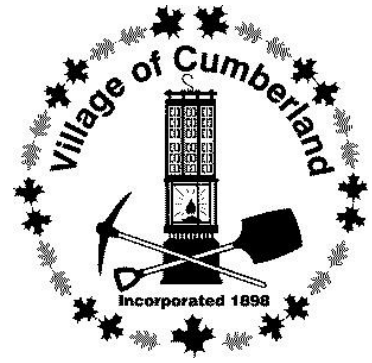
5.0 Miscellaneous		<i>Tax extra</i>
Key Replacement		\$50.00
Electrical Hookup (daily)		\$10.00
Parking Stall (daily)		\$50.00
Dumpster Tipping		\$82.62
Employee Call Out		At actual cost

**SCHEDULE B
 INSURANCE AND DAMAGE DEPOSIT REQUIREMENTS**

Points	Risk Level	Minimum Liability Insurance Required	Damage Deposit Required
1-2	Low	None	None
3-5	Medium	\$2 million	\$200
6-8	Medium/High	\$3 million	\$300
9-13	High	\$5 million	\$400
14+	High	As recommended by insurer	\$500

Risk Factor Table	Points	Points Allocated
Attendance (maximum expected)		
1 to 100	1	
101 to 300	3	
301 to 1,000	4	
1,001 to 2,000	5	
2,001 to 5,000	7	
5,001 to 10,000	9	
Alcohol Served	5	
Animals in attendance or involved in activity	1	
Fireworks or open flame	9	
Prepared food served to the public	1	
People on roadway	1	
Rides offered of any kind, including mechanical and animal	2	
Stage	1 (per stage)	
Motorized vehicle involvement	1	
Sport activity:		
Non-contact (tennis, running, yoga, etc.)	1	
Minor contact (soccer, baseball, etc.)	2	
Contact (football, rugby, roller derby, etc.)	3	
Adventure sports (mountain biking, kayaking, rock climbing, etc.)	5	
TOTAL		

COMMITTEE OF THE WHOLE REPORT



REPORT DATE: February 23, 2024
MEETING DATE: March 18, 2024

File No. 0550

TO: Mayor and Councillors
FROM: Rachel Parker, Corporate Officer
SUBJECT: Review of Outstanding Action Items and Council Policies

PURPOSE

The purpose of this report is to present a number of Council action items that have been inactive for some time or have proven difficult to complete. Each action item includes a brief discussion on work to date and challenges completing the action.

This report also includes a number of inactive Council policies that staff recommend to be rescinded by Council.

The Committee is asked to review the action items and policies, discuss any concerns with removing the action item from the list or rescinding the Council policy. Any action items not identified for retention will be brought forward at an upcoming Council meeting for removal and policies for Council to rescind.

ACTION ITEMS REVIEW

1. Path to Recreation

Date: January 16, 2023

Action: THAT Council endorse the Rotary Club of Cumberland Centennial "Path to Recreation" trail proposal to partner to develop a trail from the Village core to Comox Lake in principle, direct staff to proceed with further investigations into the feasibility of the project, and report back to Council; and THAT Council direct staff to draft a Partnership Agreement with the Rotary Club of Cumberland Centennial to clarify the roles of each organization in the project, and to report back to Council.

Discussion: Cumberland Rotary Centennial withdrew partnership for this project in July 2023. The topography and private land ownership in the area make the feasibility of this project challenging. The new Transportation Master Plan, currently draft, includes a project to create an active transportation route from the Village to the Lake Park.

2. Co-op Housing Project

Date: October 28, 2019

Action: THAT Council direct staff to prepare a list of possible publicly-owned sites within the Village of Cumberland that could be further evaluated by Co-operative Housing Federation of BC, for the feasibility of a Co-op Housing project.

Discussion: Co-op Housing did not respond to staff inquiry.

3. Speed Limit Review

Date: September 14, 2020

Action: THAT Council direct staff to include a speed limit reduction review as part of the Traffic and Pedestrian Study and Transportation Master Plan identified in Council's Strategic Priorities, 2020 – 2023.

Discussion: This was a resolution from a report presented by Mayor Baird on Sep 14 2020 from a UBCM resolution from City of Vancouver 2019 B7, Safer Slower Streets - provincial response for municipalities to lower speed limits by bylaw. This matter has been referred to the Transportation Master Plan process.

4. Implement 30 km/h Speed Zone

Date: February 8, 2021

Action: THAT Council direct staff to bring forward a report on implementing a 30km/h speed zone in the Village.

Discussion: This was a COTW recommendation from presenting the Quarterly Report January 25, 2021. Referred to Transportation Master Plan process. Staff will follow up on this specifically through the Transportation Master Plan.

5. Single-Use Plastics Regulation

Date: September 7, 2021

Action: THAT Council directs staff to provide a report and recommendations on any needed steps required by the province to enact Single-Use Item Regulation Bylaw No 1098, 2019.

Discussion: Now federally and provincially regulated. Staff resources are limited to assess the regulation single use plastic by bylaw in relation to provincial and federal legislation.

6. Communication Antenna Policy

Date: December 13, 2021

Action: THAT Council refer the correspondence from the Comox Valley Regional District regarding Communication Antenna Policy to staff and include a request for regular maintenance updates on the towers and a fulsome engagement process.

Discussion: This request from the Electoral Area Services Committee was to encourage member municipalities to consider consistent communication antenna policies across the Comox Valley. The Village does not have a communication antenna policy. This work is not within staff's current work program. Other work could be deferred to include this policy review in the staff work plan.

7. School Active Travel

Date: February 28, 2022

Action: THAT Council direct Staff to engage with School District #71 relating to school active travel and the intersection of First Street and Ulverston Avenue.

Discussion: Action in response to request related to safety concerns from PAC. No further action required as School District 71 is expanding the site.

8. Invitation Guardian Watchmen

Date: March 14, 2022

Action: THAT Council invite the K'ómoks First Nation to meet to provide information on the Guardian Watchman program.

Discussion: The Guardians are now funded through the Lake Park operating agreement and additional funding streams may also be recommended in the forthcoming Recreation Fees Bylaw update.

9. Automotive Service Station Zoning

Date: June 27, 2022

Action: THAT the correspondence from Jesse Ketler, Chair of the Comox Valley Regional District Board regarding Automotive Service Stations be referred to staff to report back to Council.

Discussion: CVRD Board resolution to share with Comox Valley municipalities to encourage a regional approach on new gas stations during time of rapid transition to zero emission mobility. Staff recommendation to be considered in Official Community Plan review.

10. BC Speculation Tax

Date: August 8, 2022

Action: THAT Council direct staff to bring forward a report on the BC Speculation Tax.

Discussion: A correspondence request from a Cumberland resident. The Province of B.C. Speculation and vacation tax will apply to Cumberland (announced Nov 2023 to take effect January 2025). Staff resources are limited to take any further action.

11. Geotechnical Reports Peer Review

Date: September 21, 2022

Action: That Council require a peer review for the geotechnical report for the blasting under a building permit issued for the development at 2714 Dunsmuir Avenue.

Discussion: This land use application has been withdrawn.

12. Regional Recreation Access Membership Pilot

Date: September 25, 2023

Action: THAT Council approve a one-year Regional Recreation Access Membership pilot project.

Discussion: This pilot project has been cancelled by the regional recreation partners due to low feasibility.

COUNCIL POLICIES REVIEW

The following are inactive Council policies that will be brought forward to be rescinded unless the Committee indicates otherwise:

1. Wastewater Advisory Committee Terms of Reference 2016
Committee purpose, expectations, and member commitment. The committee is inactive. A new terms of reference will come forward with Phase 3 LWMP process.
2. Maple Lake Fundraising Policy 2014
Terms of reference of committee, process for raising funds for land acquisition. The committee is inactive. The property was sold.
3. Coal Creek Advisory Committee Terms of Reference
Sets out the purpose of the committee, membership, etc. Inactive Committee
4. Economic Development Strategy Steering Committee
The strategy was completed in 2018. Inactive Committee.

5. Economic Development Steering Committee
The committee is inactive.
6. Cumberland 125th Anniversary Celebration Committee
The celebration has been completed.
7. Bottle Drives Application 1997
To manage and limit the number of bottle drives by community groups each month.

STRATEGIC OBJECTIVE

- Diverse and Healthy Community
- Sustainable Infrastructure and Asset Management
- Community Planning

FINANCIAL IMPLICATIONS

None

OPERATIONAL IMPLICATIONS

All of the action items presented require staff resources to complete.

CLIMATE CHANGE IMPLICATIONS

Not applicable.

ATTACHMENTS

1. Council Action Items list.

CONCURRENCE

Annie Bérard, Chief Financial Officer **AB**

Rob Crisfield, Manager of Operations **RC**

Courtney Simpson, Manager of Development Services **CS**

Ryan Parton, Acting Manager of Parks and Recreation **RP**

Respectfully submitted,

R. Parker

Rachel Parker
Corporate Officer

M. Mason

Michelle Mason
Chief Administrative Officer

Res #	Date	Council Resolution	Assigned To	Status
	2016-01-26	THAT Council endorse the Rotary Club of Cumberland Centennial "Path to Recreation" trail proposal to partner to develop a trail from the Village core to Comox Lake in principle, direct staff to proceed with further investigations into the feasibility of the project, and report back to Council; and THAT Council direct staff to draft a Partnership Agreement with the Rotary Club of Cumberland Centennial to clarify the roles of each organization in the project, and to report back to Council.	PR	In Progress
	2019-01-28	THAT Council agree to participate in the Municipal Natural Assets Initiative project with the Comox Valley Regional District, City of Courtenay, Town of Comox and K'omoks First Nation; AND THAT Council approve the expenditure of \$10,500 over the 2019 and 2020 fiscal years, with funding to come from the Water Financial Stabilization Reserve Fund, and THAT Council direct staff to amend the 2019-2023 Financial Plan bylaw to reflect the expenditure.	OP FS	In Progress Complete
	2019-10-28	THAT Council direct staff to prepare a list of possible publicly-owned sites within the Village of Cumberland that could be further evaluated by Co-operative Housing Federation of BC, for the feasibility of a Co-op Housing project.	DS OP	In Progress
COTW	2020-04-27	THAT the Committee of the Whole recommend that Council consider cash in lieu parking requirements for Camp Road neighbourhood during a comprehensive Village parking study.	DS	In Progress
COTW	2020-04-27	THAT the Committee of the Whole recommend that Council consider reducing the minimum setback to 0 meters and establishing a maximum setback of 2 metres for the Camp Road neighbourhood during the next zoning bylaw update.	DS	In Progress
	2020-09-14	THAT Council direct staff to include a speed limit reduction review as part of the Traffic and Pedestrian Study and Transportation Master Plan identified in Council's Strategic Priorities, 2020 – 2023.	OP	In Progress
	2020-11-09	THAT Council approve the revised Heritage Alteration Permit (2019-01-HAP REV) to collect a security for a mural or other decorative treatment of the east-facing wall of 2700 Dunsmuir Avenue and direct staff to prepare a report with mural options and process to complete the project for Council's consideration.	DS	Complete In Progress
	2020-11-09	THAT Council direct staff to provide report to Council with recommendations to the Village's Business Licence Bylaw (No. 896, 2009), Inter-Community Business Licence Bylaw (No. 995, 2013) and/or other policy needs such as vacation rental and/or mobile vending regulations.	DS FS	In Progress
COTW	2021-01-25	THAT Council direct Staff to develop a Village of Cumberland Complaint Handling Policy and staff to report back to Council with the draft policy and procedures for Council's consideration;	LS	In Progress
21-45	2021-02-08	THAT Council direct staff to bring forward a report on implementing a 30km/h speed zone in the Village.	OP	In Progress
21-221	2021-06-28	THAT Council investigate an agreement with AirBnB to recoup the hotel tax that is currently being collected by the company.	CAO	In Progress
COTW	2021-07-26	THAT the Committee direct staff to consider options for re-locating the sani dump outside the downtown core in future facility planning projects.	OP	In Progress
21-293	2021-09-07	THAT Council directs staff to provide a report and recommendations on any needed steps required by the province to enact Single-Use Item Regulation Bylaw No 1098, 2019.	CAO	In Progress
21-330	2021-09-27	THAT Council allocate \$70,000 in COVID-19 Safe Restart Grant for Local Government funds to fund the development of a Recreation, Arts and Culture Master Plan.	FS PR	Complete In Progress

21-308	2021-12-13	THAT Council refer the correspondence from the Comox Valley Regional District regarding Communication Antenna Policy to staff and include a request for regular maintenance updates on the towers and a fulsome engagement process.	DS	In Progress
22-012	2022-01-10	THAT Council approve the Bevan Industrial Lands Implementation Plan dated November 2021; THAT Council direct staff to bring back items/actions within the Implementation Plan that are not included within current work plans and that may require further funding; and THAT Council approve the expenditure of up to \$25,000, to be funded through the Infrastructure Asset Renewal Reserve, for the Bevan Industrial Servicing Strategy (water supply and sanitary sewer) and THAT Council direct staff to bring forward an amendment to the adopted 2022-2026 Financial Plan Bylaw to reflect this expenditure.	DS DS FS FS	Complete In Progress Complete Complete
22-287	2022-02-28	THAT Council direct Staff to engage with School District #71 relating to school active travel and the intersection of First Street and Ulverston Avenue.	Op	In Progress
22-299	2022-03-14	THAT Council invite the K'ómoks First Nation to meet to provide information on the Guardian Watchman program.	LS	In Progress
22-346	2022-04-11	THAT Council direct staff to bring back a report on updating bylaws to require stormwater plans to speak to 100 year storm events with a 15% climate change percentage impact as well.	DS OP	In Progress
22-399	2022-05-30	THAT Council adopt the following resolution: WHEREAS the Council of the Village of Cumberland has the authority, under Division 12 of Part 3 of the Community Charter, to impose remedial action requirements in relation to hazardous conditions and declared nuisances; AND WHEREAS, Council received the Remedial Action Requirements, 2721 Derwent Avenue Report on May 30, 2022; AND WHEREAS, the Mayor and Council of the Corporation of the Village of Cumberland, in an open meeting assembled, and pursuant to Division 12 of Part 3 of the Community Charter, hereby resolve as follows: i. THAT Council considers and declares that the accumulation and untidy storage of the following matters and things located upon the Property are unsightly and a nuisance, and are so dilapidated or unclean as to be offensive to the community, all within the meaning of subsections 74(1) and (2) of the Community Charter: (a) all vehicles or parts thereof, including all cars, trucks, all-terrain vehicles, recreation vehicles, motorcycles, trailers, and any modified configuration thereof (collectively referred to as "Vehicles"), that: 1) are physically wrecked or disabled; 2) are not capable of operating under their own power or, in the case of trailers, are incapable of being towed in the manner a trailer is normally towed; or 3) do not have attached number plates for the current year pursuant to the regulations of the Motor Vehicle Act R.S.B.C., 1996 c. 318, as amended, from time to time; (b) all Vehicle parts and tires not currently affixed to a Vehicle; (c) all Vehicle storage boxes and Vehicle ramps; (d) all gas storage containers, Vehicle fluid storage containers, rusted and partially rusted containers, all batteries, including without limitation, all Vehicle batteries, and all household furnaces; (e) all machinery, equipment, mechanical and metal parts, appliances, fixtures, and furniture; (f) all building materials and equipment, including, without limitation, all lumber, shingles, roofing materials, plumbing, tubing, nails, ladders, and solar panels; (g) all cords, hoses, and cables, including, without limitation, all illegally installed cables attached to the hot tub; (h) all fences and accessory structures characterized by holes, breaks, rot, leaning, crumbling, cracking,	CAO	In Progress
22-401	2022-05-30	THAT Council adjust the bylaw in section 4.2(j) by changing "two (2) MOTOR VEHICLES" to "four (4) MOTOR VEHICLES"; and THAT Council give first reading to Good Neighbour Bylaw No. 1168, 2022 with the following section 1.2 added: The purpose of the Good Neighbor Bylaw is to regulate, prohibit, and impose requirements and fees in relation to nuisances, disturbances, and other objectionable situations, and to authorize broad powers to be applied in a reasonable manner in response to complaints received that involve significant nuisances and negative impacts to neighbouring properties.	DS	In Progress

22-402	2022-05-30	THAT Council amend THE Good Neighbour Bylaw No. 1168, 2022 in section 2.5 by removing subsection (e) of the definition of "UNSIGHTLY".	DS	In Progress
22-403	2022-05-30	THAT Council direct staff to prepare an update to Council's Bylaw Enforcement Policy to update pro-active enforcement areas and prioritize enforcement response to complaints; and THAT Council direct staff to prepare an amendment to the Municipal Ticket Bylaw to include ticket amounts for contravention to the Good Neighbour Bylaw. THAT Council direct staff to prepare an amendment to the Municipal Ticket Bylaw to include ticket amounts for contravention to the Good Neighbour Bylaw.	DS	In Progress
22-432	2022-06-27	THAT the correspondence from Jesse Ketler, Chair of the Comox Valley Regional District Board regarding Automotive Service Stations be referred to staff to report back to Council.	DS	In Progress
22-479	2022-08-08	THAT Council direct staff to bring forward a report on the BC Speculation Tax.	CAO	In Progress
22-503	2022-08-08	THAT Council refer the proposed Anti-Racial Discrimination and Anti-Racism Policy to staff for review and recommendation.	LS CS	In Progress
22-531	2022-09-21	That Council require a peer review for the geotechnical report for the blasting under a building permit issued for the development at 2714 Dunsmuir Avenue.	DS	In Progress
COTW	2022-11-28	THAT the Committee direct Council to determine the funding source and allocate funding for a 2024-2027 Community Services Partnership Program in the 2023-2027 Financial Planning Bylaw development process; THAT the Committee direct staff to develop a 2024-2027 Community Services Partnership Program and to bring back a report to Council in spring 2023 with a draft program policy that considers Council 2023 Strategic Priorities to guide services to be delivered through the program and the local organizations to pursue partnerships with.	PR	In Progress
23-069	2023-04-11	THAT Council refer the request for improved cycling route to Courtenay to staff to liaise with the Comox Valley Regional District on the Regional Active Transportation Network Plan implementation and the Comox Valley Cycling Coalition, and include the CV Cycling Network Community Working Group as a stakeholder group for the Cumberland Transportation Master Plan.	OP	In Progress
23-103	2023-05-08	THAT Council allow the Comox Strathcona Waste Management Centre an additional one (1) year to connect to Village water beyond the one-year requirement contained in the Municipal Water System Regulation and Fees Bylaw 1023, to allow a review of water servicing requirements; and THAT Council instruct staff to review the newly adopted DCC Bylaw and how it may be applied to the Comox Strathcona Waste Management Centre site, and to bring back a report for discussion at a future date.	OP	In Progress In Progress
23-104	2023-05-08	THAT Council consider the principles of responsible conduct and decide to update its code of conduct and consider resourcing the review during its 2024 budget development.	LS	In Progress
23-105	2023-05-08	THAT Council approve the temporary installation of the two K'wax Dzi Dsas welcome poles in Peace Park; THAT Council approve the expenditure of up to \$40,000 to be funded through the General Asset Reserve for the installation of the welcome poles and THAT Council direct staff to bring forward an amendment to the adopted 2023-2027 Financial Plan Bylaw to reflect this expenditure; THAT Council direct staff to research potential grant programs for funding for the carving and raising of permanent welcome poles at the Peace Park location; THAT Council direct staff to conditionally grant up to \$40,000 to Dawn to Dawn Action on Homelessness Society for the sole purpose of raising two welcome poles and related costs at Peace Park; and THAT Council direct staff to enter into a Waiver Agreement with Dawn to Dawn Action on Homelessness Society and their construction contractor acknowledging the Village has approved construction of the pole footings without structural engineering sign off on the condition that the contractor demonstrate the necessary knowledge, recent experience on a similar project, and provide a reference satisfactory to the Village from a similar recent project.	PR FS	Complete Complete In Progress Complete Complete
23-107	2023-05-08	THAT Council direct staff to work with the United Riders of Cumberland on a Project Partnership Agreement for the proposed paved pump track at Village Park and report back to Council with a draft agreement.	PR	In Progress
23-117	2023-05-29	That Council direct staff to work with owners of the Cayet land to include appropriate information about the land in the Official Community Plan Review for community engagement on future land use.	DS	In Progress

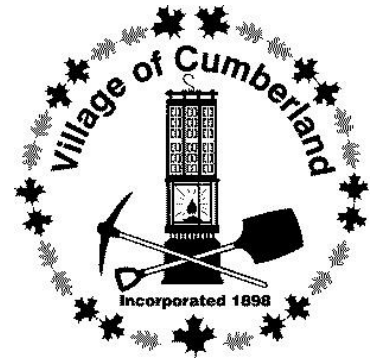
23-129	2023-05-29	THAT Council direct staff to respond to the Ministry of Housing’s invitation to share information on municipally owned land potentially available for affordable housing with information on the following parcels: Dunsmuir North (PIDs 001-418-041 and 008-932-212) Dunsmuir South (PIDs 002-828-855, 029-462-576) including 3249 First Street (PID 029-462-568) Union Road North (PID 023-888-521) Union Road South (PID 024-959-219).	DS	Complete
23-136	2023-06-12	THAT Council direct staff to engage in the Cumberland Community Forest Society-Comox Valley Regional District led Comox Lake-Lower Perseverance Creek Conservation Lands planning process and report back to Council with a draft Conservation Plan for consideration; and THAT the following Village-owned properties be considered in the Conservation Plan: ·The approximately 1.1 hectare parcel of land north of Comox Lake Road that forms part of Coal Creek Historic Park, PID 025-477-366 ·The 0.64 hectare property adjacent to Comox Lake, PID 006-689-256	PR	Complete
23-158	2023-07-10	THAT Council approve the climbing boulder in principle and refer the Climbing Boulder proposal to staff for follow up with the project proponents, and report back to Council with more information.	PR	In Progress
23-161	2023-07-10	THAT Council approve the development permit for the purpose of a 2-lot subdivision of the lots legally described as SECTION 34 TOWNSHIP 10 COMOX DISTRICT PLAN 552H EXCEPT THOSE PARTS SHOWN OUTLINED IN RED ON PLAN 21 RW AND IN PLANS VIP55123 VIP69987 EPP93477, EPP111856 AND EPP127706; and THAT PART OF SECTION 34, TOWNSHIP 10, COMOX DISTRICT, PLAN 552H INCLUDED IN PLAN 21 RW EXCEPT PART IN PLAN VIP69987 AND EPP111856.	DS	In Progress
23-176	2023-07-24	THAT Council endorse the approach to a tree protection bylaw presented in the Tree Protection Bylaw Recommendations Report prepared by Diamond Head Consulting.	DS	In Progress
23-180	2023-07-24	THAT Council support the purchase and installation of five sleeping barrels at Cumberland Lake Park and agree to take said barrels on as Village-owned assets; and THAT Council direct staff to include funding for maintenance and eventual replacement of said sleeping barrels as part of the Village of Cumberland’s 2024-2028 budget planning process.	PR	In Progress
23-181	2023-07-24	THAT Council direct staff to submit a Housing Accelerator Fund Action Plan that includes the initiatives as generally outlined in the staff report dated July 14, 2023, along with all additional required documentation to the Canada Mortgage and Housing Corporation as the Village’s application under the Housing Accelerator Fund program; and THAT Council authorize the Chief Administrative Officer to enter into any contribution agreements or amending agreements that may be required should the Village be approved for funding under the program.	DS	Complete
23-182	2023-07-24	THAT Council direct staff to include into the scope of the Complete Communities Project an analysis of the long-term servicing costs of different development patterns such as single-family compared to multi-family and include that information in the Official Community Plan review.	DS	In Progress
23-188	2023-09-11	THAT Council support local news media and the Online Media Act through a letter to the Prime Minister and to MP Gord Johns; and THAT Council direct staff to explore a policy to not use paid advertising through online media that has removed accredited news content.	LS	Complete In Progress
23-190	2023-09-11	THAT Council approve the short-term borrowing from the Municipal Finance Authority through the Equipment Financing Program for an amount of \$272,500 for the purchase of three vehicles for a five year term that must be repaid in five years.	FS	In Progress
23-192	2023-09-11	THAT Council adopt Reserve Funds Establishment Amendment Bylaw No. 1185, 2023. THAT Council adopt the amended Reserve and Surplus Policy No. 3.5. THAT Council direct staff to work with the Homelessness and Affordable Housing Committee on eligibility criteria and application guidelines for funding from the Affordable Housing Reserve Fund.	DS	Complete Complete In Progress
23-203	2023-09-25	THAT Council approve a one-year Regional Recreation Access Membership pilot project.	PR	In Progress
23-204	2023-09-25	THAT Council approve the expenditure of up to \$23,000, to be funded by \$8,000 in rental revenues and \$15,000 from the municipal facility asset reserve, for operations, repairs and maintenance in preparation of renting 3249 First Street; and THAT Council direct staff to bring forward an amendment to the adopted 2023-2027 Financial Plan Bylaw to reflect the revenues and expenditures. THAT Council approve the Village Owned Residential Rental Properties policy as presented.	CAO	In Progress

23-205	2023-09-25	THAT Council approve the award of the 2023 Capital Works Tender to Knappett Industries in the amount of \$2,035,871.35 (excluding GST); and THAT Council authorize the Chief Administration Officer to execute the contract. THAT Council direct staff to bring forward an amendment to the adopted 2023-2027 Financial Plan Bylaw to reflect these expenditures and funding reallocations.	OP FS	Complete In Progress
23-214	2023-10-16	THAT Council direct staff work with the Comox Valley Food Policy Council to incorporate food policy into the Official Community Plan review; and That Council direct that the Village of Cumberland be a signatory to the Vancouver Island Food Charter.	DS LS	In Progress Complete
23-218	2023-10-16	THAT Council support an application to the UBCM Community Emergency Preparedness Fund: Volunteer and Composite Fire Department Equipment and Training program for \$30,000 for projects that will ensure compliance with the BC Structure Firefighter Minimum Training Standards for interior standard; AND THAT Council direct staff to include this in the Financial Plan Bylaw to reflect this expenditure.	PS FS	In Progress
23-219	2023-10-16	That Council endorse the Comox Valley Local Governments Accessibility Framework. That Council direct staff to include an equity, diversity and inclusion (EDI) lens in the scope of the Accessibility Assessment and Action Plan. That Council refer the Accessibility Assessment and Action Plan scope to the Accessibility and Inclusion Committee. That Council direct staff to prepare an updated Accessibility and Inclusion Committee terms of reference.	LS	In Progress
23-232	2023-10-30	THAT Council approve staff to undertake paving of Bevan Road based on tender pricing being in line with the engineering estimates, and THAT Council approve funding in the amount of \$970,000 from the Roads DCC reserves, \$300,000 from the Comox Valley Regional District, and the remainder of the funding to come out of the Community Works Funds up to a maximum of \$560,000, and THAT Council Authorize the Chief Administrative Officer to execute the contract between the Village and successful contractor should bid pricing be in line with the engineering estimates.	OP FS CAO	Complete In Progress Complete
23-242	2023-11-14	THAT Council approve the renewal of a temporary use permit for a non-medical cannabis retail store for the property described as Lot 8, Block 2, District Lot 21, Nelson District, Plan 522 (2701 Dunsmuir Avenue). THAT Council recommend to the Liquor and Cannabis Regulation Branch that the cannabis retail license for the property described as Lot 8, Block 2, District Lot 21, Nelson District, Plan 522 (2701 Dunsmuir Avenue) be issued.	DS	In Progress
23-242	2023-11-14	THAT Council direct staff to review Council Policy No. 9.5 Cannabis Retail Sales for consistency with current applicable Federal and Provincial regulations.	DS	In Progress
23-243	2023-11-14	THAT Council approve the application for \$100,000 to the Rural Economic Diversification and Infrastructure Program for continuation of the Village of Cumberland Investment and Development Readiness – Union Road project with the Village cash contribution of \$13,000 and in-kind contribution of \$12,040.	DS	In Progress
23-253	2023-11-27	THAT Council not participate in the Comox Valley Track and Fields service; and THAT Council direct staff to work with the Comox Valley Regional District to determine an appropriate contract for service for the Comox Valley Track and Fields Service for the first and/or further years with the option to participate in the service in a year following the contract for services.	PR	In Progress
23-254	2023-11-27	THAT Council direct staff to initiate work with the City of Courtenay and other regional partners to develop a new sports field allocation policy and centralized booking function for the Comox Valley and to report back with recommendations.	PR	In Progress
23-255	2023-11-27	THAT Council allocate \$12,500 from the Local Government Climate Action Program funding to participate in the Home Energy Navigator Program in collaboration with the Comox Valley Regional District, K'ómoks First Nation and City of Courtenay.	DS FS	In Progress
23-257	2023-11-27	THAT Council provide a letter of intent to the Japanese Canadian Legacies Society stating that the Village is willing to receive and manage funding as a primary applicant to the Heritage Sites program, enter into suitable partnerships with other organisations, and manage a heritage sites project funded under the program.	LS PR	Complete
23-267	2023-12-11	THAT staff be directed to develop policy around the activation and operation of warming centres and cooling centres in Village facilities.	PR	In Progress
24-004	2024-01-08	THAT Council direct staff to consider Perseverance Creek, fish habitat, and environmental flows during the pre-design of the No. 2 Dam project, and report back to Council with more detailed information, whether environmental flows can be achieved, and impacts to the drinking water supply.	OP	In Progress
24-006	2024-01-08	THAT Council direct staff to participate in the Comox Valley Regional District Request for Proposal for solid waste collection services.	OP	In Progress

24-007	2024-01-08	THAT Council approve the Corporation of the Village of Cumberland to enter into the Royston Water Supply Agreement with the Comox Valley Regional District for a period of two years, starting January 1 2024 and terminating December 31 2025, with the option to renew in a one year increment for an additional two years.	FS	Complete
24-014	2024-01-22	THAT Council send a letter to the Town of Comox that while the Village appreciates hearing about the project and the application, and since we participate in regional advisory table for ICET, we would consider supporting the application at that level.	LS	Complete
24-015	2024-01-22	That Council approve the submission of the following resolutions to the 2024 Association of Vancouver Island and Coastal Communities convention: Housing Authority Feasibility Study Work and Extreme Weather Response Shelter System.	LS	Complete
24-016	2024-01-22	THAT Council approve the temporary closure of First Street between Penrith Avenue and Dunsmuir Avenue on June 8, 2024 between 8:00 am and 5:30 pm in support of the Comox Valley Seniors Support Expo and subject to all other elements of an event application; and THAT Council approve a temporary closure of Dunsmuir Avenue between First Street and Egremont Avenue on June 8, 2024 between 8:00 am and 5:30 pm IF AND ONLY IF First Street is inaccessible at that time due to road works.	PR	Complete
24-018	2024-01-22	THAT Council receive the recommended feedback to the Province of BC on the Regulations for Local Authorities discussion paper for BC’s Modernized Emergency Management Legislation and that the feedback be submitted to the Province of BC by the January 31st deadline, and; THAT Council submit a joint letter with Comox Valley Emergency Management Service members and partners to the Premier and Minister of Emergency Management and Climate Readiness requesting a local government emergency management operational working group to collaborate in developing regulations under the Emergency and Disaster Management Act.	FD	Complete In Progress
24-020	2024-01-22	That Council direct staff to request the RCMP to attend Council meetings twice a year to present the policing services quarterly report.	LS	Complete
24-021	2024-01-22	THAT Council direct staff to review the proposed Official Community Plan Amendment Bylaw No. 1178 and Zoning Amendment Bylaw No 1179 for the Comox Lake Land Corporation in regard to options on docks, accessory buildings height, and the upper limit of size of cabins expanded more than 1500 ft2.	DS	In Progress
24.031	2024-02-12	THAT Council approve the closure of the Recreational Vehicle Sani-dump station located adjacent to Village Park on Royston Road; and, THAT Council submit a letter to the CVRD Board and request they address the need for a Recreational Vehicle Sani-dump station facility in the Comox Valley.	OP LS	In Progress Complete
24-028	2024-02-12	THAT staff provides a letter of support directed to Health Minister Dix for the Nanaimo Regional Hospital District priority capital projects, including the new patient tower and cardiac catheterization lab to be located at the Nanaimo Regional General Hospital.	LS	Complete
24-029	2024-02-12	THAT Council support the Comox Valley Regional District’s application to the Union of BC Municipalities’ Community Preparedness Fund in the amount of up to \$150,000 to further build regional capacity to prepare for and respond to disasters, reduce risks from natural hazards in a changing climate, assist with the modernization of Emergency Support Services, and to build capacity to ensure that group lodging and reception centres are delivered in a trauma-aware and culturally safe environment; and, THAT the Comox Valley Regional District receives and administers any funding received from said grants in 2024-2025 on behalf of the Village of Cumberland.	PR	Complete

24-032	2024-02-12	<p>I. THAT Council receive the presentation from Paul Nash with an update to the Wastewater Project.</p> <p>II. THAT Council approve the additional expenditure of \$1,520,000 to increase the budget for the “Wastewater Upgrade Project Phase 1” from \$14,550,000 to \$16,070,000, with:</p> <ul style="list-style-type: none"> a. \$791,700 to be funded through Community Works Funds; and b. \$406,000 to be funded through the Sewer and Water Infrastructure Asset Replacement Reserve; and c. \$187,300 to be funded through the Sewer Stabilization Reserve; and d. \$135,000 to be funded through Host Amenity Funds. <p>III. THAT Council direct staff to bring forward an amendment to the adopted 2024-2028 Financial Plan Bylaw to reflect this expenditure.</p> <p>IV. THAT Council direct staff to bring forward an amendment to the adopted 2023-2027 Financial Plan Bylaw to reflect a change in funding for the Bevan Road Project with \$560,000 coming from the Linear Asset Renewal Reserve.</p> <p>V. THAT Council direct staff to bring forward an amendment to the adopted 2024-2028 Financial Plan Bylaw to:</p> <ul style="list-style-type: none"> a. Update the funding for the Sewer and Storm Master Plan with \$151,500 coming from the Linear Asset Renewal Reserve. b. Remove the \$135,000 contribution from the Host Amenity Funds towards the General Municipal Facility Asset Renewal Reserve. <p>VI. THAT Council direct staff to prepare a loan authorization bylaw for the borrowing of an amount of \$2,500,000 for the proposed budget increase to the “Wastewater Upgrade Project Phase 1” through the Municipal Financial Authority of British Columbia, with a term of 20 years</p>	FS	In Progress
24-033	2024-02-12	THAT Council authorize the Chief Administrative Officer to execute the contract with Alpha IT for the provision of Information Technology support services for the period starting February 1, 2024, and ending January 31, 2027.	FS	Complete
24-034	2024-02-12	THAT Council approve the Village Roundtable Terms of Reference.	LS	Complete
23-042	2024-02-26	THAT Council support the submission of a grant application to the Japanese Canadian Legacies Society for the purpose of funding the proposed heritage sites project Echoes of Community: Revitalizing Japanese Canadian Heritage in Cumberland & the Comox Valley.	PR	In Progress
23-043	2024-02-26	THAT Council direct staff to work with the Comox Valley Regional District and the Cumberland Community Forest Society to bring the draft Conservation Plan for the Lands at Comox Lake and Perseverance Creek forward for collaborative dialogue with K’ómoks First Nation; and THAT Council direct staff to report back with a revised draft of the Conservation Plan for the Lands at Comox Lake and Perseverance Creek once K’ómoks First Nation has had the opportunity to engage in a meaningful way and the Nation’s concerns, if any, have been addressed in the document.	PR	In Progress
24-040	2024-02-26	THAT Council direct the Chief Administrative Officer to approve an exemption to the Noise Control Bylaw No. 950, 2012 from 8pm to 9:30pm on Thursday evenings during July and August 2024 for the Summer Concert Series performances in Village Square.	PR	In Progress
24-044	2024-02-26	THAT Council direct staff to submit an application to the Union of BC Municipalities Local Government Development Approvals Program for funding to continue the review and modernization of the Village of Cumberland’s development approvals processes, with a maximum project value of \$150,000; and that Council is willing to provide overall grant management.	DS	In Progress
24-045	2024-02-26	THAT Council give first, second and third reading to the “Wastewater Upgrade Project Loan Authorization No. 2 Bylaw No. 1207, 2024.” and; THAT Council direct that elector approval for the wastewater project be sought to borrow up to \$2.5 million for a term of 20 years under the “Wastewater Upgrade Project Loan Authorization No. 2 Bylaw No. 1207, 2024”, and that this approval be pursued by means of an alternative approval process.	FS LS	In Progress

COMMITTEE OF THE WHOLE REPORT



REPORT DATE: February 27, 2024
MEETING DATE: March 18, 2024

File No. 1850-03

TO: Mayor and Councillors
FROM: Rachel Parker, Corporate Officer
SUBJECT: 2024 Community Grant Program Applications

PURPOSE

The purpose of this report is to present applications for community grant funding to allow the Committee to review and discuss applications. The Committee may make recommendations to Council on allocating funding under the program.

BACKGROUND

The Community Grant Program aims to provide a limited amount of funding for one-time special projects and seed funding to community organizations to provide social, cultural, recreational and environmental services that benefit the residents of Cumberland. Special events held primarily for residents are eligible.

Proposed programs must further the Village's 2023-2027 strategic priorities, including:

- Meaningful reconciliation with Indigenous Peoples
- Socio-economic diversity and inclusion, including food security and accessibility
- Thriving community arts, culture and recreation
- Multi-modal transportation, including active travel
- Effective response to climate change, including reduction in greenhouse gases

2024 Applications

The Village received three funding applications by the February 26, 2024 deadline. Council has a \$10,000 budget for funding allocations in 2024. A summary of applications is provided below. Full applications have been provided to Council in a separate package.

Council may consider grant funding allocations based on any factors, including how the application meets the criteria of the program, including alignment with Council's strategic priorities. Applicants are asked to provide the minimum amount of funding required for the project to proceed as funds are often more than budget available. The Program Guidelines are attached to this report.

	Applicant	Type	Project	Request	Minimum Required
1.	Beaufort Family Health Society	One-time special project	Purchase of an AED (defibrillator)	\$3,000	\$3,000
2.	Comox Valley Child Development Association	Seed funding	To engage families more in some existing Cumberland wide events and to create some events for Cumberland parents to connect with one another, including neighbourhood gatherings.	\$7,800	\$-
3.	Rotary Club of Cumberland	One-time special project	Installation of the outdoor climbing boulder in a Village of Cumberland park	\$5,000	\$42,000
Total				\$12,800	\$45,000

2023 Grants and Reporting

Council approved three grants in 2023, and all three are completed and final reports have been received.

	Applicant	Project	Grant
1	Cumberland Culture and Arts Society	Songwriting and Performance Camp	\$2,000
2	Comox Valley Health Network	Substance Use Strategy Phase 3	\$5,000
4	1 st Cumberland Scouts	World Scouting Jamboree in South Korea	\$3,000

ALTERNATIVES

Council’s community grant guidelines set out that there is one annual intake and organizations will have a higher chance of funding success if applications are submitted at the time of intake.

In May 2023, the K’ómoks First Nation invited Comox Valley local governments to support 2023 National Indigenous Peoples’ Day events on June 21. The Village did not have funds available and contributed staff in-kind services at that time. Staff understands that KFN will again be hosting an event to celebrate in 2024 and if Council chooses not to allocate all community grant budget funding, Council could consider a future allocation of funds for a contribution to the event. The event would directly contribute to Council’s strategic priorities of meaningful reconciliation with Indigenous Peoples and social-economic diversity and inclusion.

STRATEGIC OBJECTIVE

- Diverse & Healthy Community
- Sustainable Service Delivery & Asset Management
- Community Planning

FINANCIAL IMPLICATIONS

Council has provided a budget of \$10,000 annually from host community funds for the Community Grant program in its five-year financial plan. The CVRD Waste Management Centre Host community agreement is for a 20-year term, expiring in 2032.

The Village also provides support for community-based services through long-term service agreements with service organizations for operating funding in the amount of \$75,260 in 2023 and 124,760 in 2024. Council has also provided bridge funding to the Beaufort Family Health Services Society for community health centre services, and Cumberland Community School Society for the food share program in 2023 and 2024. Council also provides \$500 to the annual Obon ceremony, \$1,000 annually to the Comox Valley Community Foundation, reduced parks and recreation fees to not for profit organizations, and provides facilities at no cost to the Cumberland Museum and Archives and land to the Coal Hills BMX Club.

OPERATIONAL IMPLICATIONS

Operating the Community Grant Program requires administrative and financial staff support, which is part of core staff duties.

ATTACHMENTS

1. Community Grant Program Guidelines

Applications are provided to Council in a separate package.

CONCURRENCE

Ryan Parton, Acting Manager of Parks and Recreation **RP**

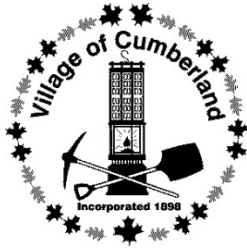
Annie Bérard, Chief Financial Officer **AB**

Respectfully submitted,

R. Parker

Rachel Parker
Corporate Officer
M. Mason

Michelle Mason
Chief Administrative Officer



Corporation of the Village of Cumberland

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P.O. Box 340
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File No. 1850-03
November 2023

Community Grant Program Guidelines

Special one-time projects and seed funding

The purpose of the Community Grant Program is to provide a limited amount of funding to assist community organizations to provide social, cultural, recreational and environmental services that benefit the residents of Cumberland.

A. Eligibility Guidelines

1. Applications will be accepted for a minimum of \$2000 in funding for community projects or services that further the Village's [strategic priorities and objectives](#), including:
 - Meaningful reconciliation with Indigenous Peoples
 - Socio-economic diversity and inclusion, including food security and accessibility
 - Thriving community arts, culture and recreation
 - Multi-modal transportation, including active travel
 - Effective response to climate change, including reduction in greenhouse gases

Applications will only be accepted for

- (a) a one-time special project or service,
- (b) seed operating funding to assist with initial operations and establishing revenue sources for a new project or service, and
- (c) a one-time special event or seed funding for a new special event provided that it is a community event held primarily for Cumberland residents.

2. The applicant must:
 - Be a not-for-profit society or not-for-profit organization
 - Provide services to Cumberland residents or provide other direct benefit to the Cumberland community.
 - Demonstrate financial need
 - Show how the service or project furthers the priorities and strategic objectives of the Village of Cumberland.
 - For a seed operating funding, provide information on future revenue generation for ongoing operations.
3. Applications will not be accepted:
 - From an organization which has not complied with conditions of a previous grant
 - From an organization whose sole purpose is fundraising

- From an organization that re-allocates or donates funding directly to individuals, businesses or other organizations
- For a project or service that duplicates a municipal service without a partnering agreement with the Village of Cumberland
- From sports organizations for competition or travel expenses

B. Application Process

1. The program has one annual intake and organizations will have a higher chance of funding success if applications are submitted at the time of the intake.
2. Completed applications must be received on the prescribed form by the annual deadline date. Incomplete or applications received after the deadline date will not be considered.
3. Applications will be evaluated on the information provided in the application.
4. Applications meeting eligibility and mandatory criteria will be provided to Council for consideration. Grant awards will be determined by Council at a public Council meeting. There is no opportunity for applicants to address Council at this meeting.
5. Approved grant funding will be disbursed in July each year.

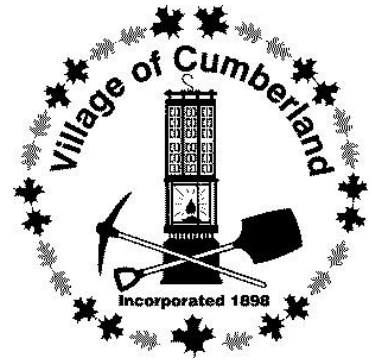
C. Grant Awards and Annual Program Budget

1. The program budget may be allocated entirely at the time of consideration of applications submitted as part of the annual intake.
2. Funding will be distributed based on alignment with Village strategic priorities. Requests that do not align with these priorities are unlikely to be funded.
3. Grant program funding will be allocated by Council within the available budget. No additional budgeted funds will be added to meet the demands of the applications.
4. Partial grants may be awarded at Council's discretion.
5. Grants must be spent in the year awarded and/or the following year.

D. Conditions of Funding

1. The organization must recognize the Village of Cumberland as a funder in all publications.
2. Funds must be used for the purpose for which they were requested. If circumstances change and the organization cannot meet its commitments or the project cannot be completed, the grant must be returned to the Village.
3. The organization must report to the Village of Cumberland how the grant was spent by January 31 in the following year using the form provided. The report must include a narrative summary, attendance figures, an evaluation of the impact on and benefits received by the community, and a statement of actual revenue and expenses following the completion of the project or activities.

COMMITTEE OF THE WHOLE REPORT



REPORT DATE: February 27, 2024
MEETING DATE: March 18, 2024

File No. 1390

TO: Mayor and Councillors
FROM: Kate Ashton, Communications Coordinator
SUBJECT: Communications Strategy

RECOMMENDATION

THAT the Committee recommend that Council approve the additional expenditure of \$3,000.00 in the Legislative Services advertising budget, to be funded through General Financial Stabilization Reserve and THAT Council direct staff to bring forward an amendment to the adopted 2024-2028 Financial Plan Bylaw to reflect this expenditure.

PURPOSE

The purpose of this report is to present the Communications Strategy to Committee and to receive Council feedback generally on the Strategy, and for Council to consider additional advertising budget for implementation of the strategy.

PREVIOUS COUNCIL DIRECTION

Date	Resolution
April 25, 2022	The Committee received the Communications Planning Update Report
October 25, 2021	THAT the Committee receive the Village of Cumberland Communications Snapshot Report. THAT the Committee of the Whole recommend that Council direct staff to report to Council with an implementation plan as it relates to the Communications Snapshot report.
September 7, 2021	Motion 21-294 THAT Council receives the Corporate Communications Planning Update Report.
May 10, 2021	M 21-161 - THAT Council allocates \$25,000 in Restart Funding towards the development of a corporate communication plan and activities

BACKGROUND

In May 2021, Council allocated COVID-19 Restart funding and directed staff to undertake the development of a corporate communication plan. The goal of this initiative was to review the Village's current communication processes/practices and make recommendations on how the Village can improve internal and external communications.

In June 2021 staff engaged Zinc Communication Strategies to support and guide the corporate communication initiative. As part of this process, the Zinc team undertook a review of Village communication tools and practices and initiated both internal and external engagement processes.

The feedback collected was summarized in the Cumberland Communications Snapshot Report, along with short and long-term recommendations that will guide the Village's communications efforts. This report was provided to Council at the October 25, 2021 Committee of the Whole Meeting.

The 2023-2027 Strategic Priorities outlined Council's goal to finalize and implement the Communications Strategy. The final Communications Strategy (Attachment 1) builds off both the Snapshot Report and the Draft Communications Strategy that was presented to Council in April 2022. It showcases an internal and external communications plan that addresses the issues and reflects the recommendations presented in the Snapshot Report. The strategy has been presented to all departments and has been updated based on that feedback. It includes implementation objectives and a 2024-2026 implementation timeline. An appendix to the Strategy is a Communications Channels document that outlines the current communication channels and channels that could be developed for future use.

Social Media

Effective use of social media was identified in the Zinc Snapshot Report as an objective. It has been included in the attached Communications Strategy as a long-term priority, to be completed within four to five years, to increase the Village of Cumberland social media presence. Doing so will have both financial and operational implications as outlined below.

Rationale

Currently residents use a number of social media pages, including Currently Cumberland, Cumberland Bulletin Board and the Rants and Rave Facebook page, to keep informed on community events. There is no official channel from the Village of Cumberland where residents can access information that they know is accurate rather than from potentially inaccurate sources. Having our own channel would reach residents where they already are and allow residents to link to the official post when they want to share accurate information. It should be noted that the Village already has a wide range of social media channels that are being used effectively.

A Village of Cumberland Facebook/Instagram page would give the ability to:

- a) Engage residents where they already are, instead of them having to come to us to get the information.
- b) Advertise the council meetings in an additional way, and potentially use video messaging.
- c) Communicate urgent information efficiently and effectively, such as warming centre updates, garbage pick ups, event reminders etc.

- d) Give staff an additional communication channel.

Actions staff would have to take:

- a) Create a social media policy for how to handle comments and tough online interactions. Request feedback be sent to info@cumberland.ca
- b) Create a policy on the type of information that is communicated on our various social media channels, and that we always link back to cumberland.ca
- c) Even if we don't use the account, creating them so that others can't (and use them in a negative manner) is a good idea.

Obstacles

- a) Managing social media channels is time-consuming and would require an increase in staff hours which has a large financial implication.
- b) Staff would need to be trained in managing social media conflict and community building.
- c) While content created for this channel could be cross posted on other channels, it still needs to be created.
- d) If the community isn't managed correctly, it could be a negative asset for the Village.

ALTERNATIVES

1. Revise the Communications Strategy based on Council feedback.
2. Not proceed with any action at this time.

STRATEGIC OBJECTIVE

- Diverse and Healthy Community
- Sustainable Service Delivery and Asset Management
- Community Planning

FINANCIAL IMPLICATIONS

For 2024 implementation, staff is seeking a \$3,000 budget increase to the current advertising budget to allow for an e-newsletter, graphic updates, and image acquisition and monthly full page. Currently Cumberland ads for the rest of the year. Consolidating Village information in the newsletter provides value to the resident in that the information is easier to find.

Any additional costs associated with the implementation of the Communication Strategy will be brought forward through the 2025 annual budget approval processes for Council's consideration. The financial implications are limited.

The financial requirements will increase if/when the social media portion is implemented. This step may require an increase in hours for the Communications Coordinator position to allow them to effectively manage the various social media channels and their associated community.

OPERATIONAL IMPLICATIONS

There are some operational implications in work loads. The webpages associated with each department will now be managed by that department, increasing their workload. There will be some restructuring in work loads to manage external communications more effectively.

CLIMATE CHANGE IMPLICATIONS

Most communications from the Village of Cumberland are digital. All paper communications are sent out with already being delivered items, such as utility bills, to ensure we are saving paper and effort as often as possible.

ATTACHMENTS

1. Draft Communications Strategy, March 2024
2. Communications Channels, March 2024
3. Cumberland Communications Snapshot Report, October 2021

CONCURRENCE

Rachel Parker, Corporate Officer **RP**

Annie Berard, Chief Financial Officer **AB**

Respectfully submitted,

K. Ashton

Kate Ashton
Communications Coordinator

M. Mason

Michelle Mason
Chief Administrative Officer



File 1390-01

Draft Communications Strategy
March 2024





INTRODUCTION

In the summer and fall of 2021, the Village of Cumberland completed an internal and external communications review, to look at what works, what doesn't and what could be improved. Staff, residents, businesses, and organizations were surveyed to find out what the community has to say about how the Village of Cumberland is doing in our communications and how we can do better. A Snapshot Report was presented to Council in October 2021 and this Snapshot and the feedback received during the review has been used to create this Communications Strategy.

The purpose of this strategy is to provide a guide on the implementation of communication strategies over the next four to five years, with the short term being within the year, medium term being in the next two to three years, and long-term being within four to five years.

This Strategy completes Council's strategic goal to "implement the communications strategy" as well as moves forward the goal of "encourage stronger community engagement" in the 2023-2027 Strategic Priorities.

The actions are listed in order of implementation with the timeline listed above.

COMMUNICATION STRATEGY VISION

The Village is proactive, transparent, and responsive in its communication and engagement with residents and staff which creates an informed and connected community.



Part 1: INTERNAL COMMUNICATIONS

Effective internal staff communication is vital for enabling employees to respond to customer inquiries efficiently while also fostering a supportive and engaged team environment. This involves providing staff with the information they need to interact with the public, keeping staff updated on organizational developments, and recognizing individual and group successes. To ensure we reach all staff in a timely manner, including those without regular computer access, a variety of communication methods are employed. As the Village continues to expand, encouraging collaboration and communication between departments becomes more crucial.

Objective

1. Have a staff that is informed about the actions of their departments and other departments.

Actions

Short Term Priorities

- a) Send Weekly Update report to all staff through a variety of channels including email, printing and leaving it in staff areas, and posting it on Microsoft Teams.
- b) Have a box on the Weekly Update Report that managers can tick if a particular item should become a Village News website post.
- c) Have informal department meetings or Teams chats at the beginning of each week so employees can share what they are working on and be informed on what others are working on for the week.
- d) Have Communications as a standing agenda item in Managers Meetings – what needs to be shared with staff, with the public, and what avenues will be used.
- e) Have a yearly Communications Plan outlined by month with the main focus for the year e.g. Capital Projects, Bear Aware etc

Medium Term Priorities

- f) Create a Sharepoint Folder where staff can easily find important links and documents. This would include:
 - i. HR updates, such as staff changes and new programs or policies
 - ii. Contact information for department staff, including roles and responsibilities
 - iii. Training sessions
 - iv. Staff Benefits Links
 - v. CUPE information
 - vi. Where to submit your timesheet hours
 - vii. Map of Village offices as to who sits where
 - viii. Employee Recognition link



Objective

2. Improve employee morale and service levels by keeping staff members informed and aware of activities and decisions affecting their work and community.

Actions

Short Term Priorities

- a) Continue quarterly all-staff meetings that focus on upcoming priorities, key decisions and directions, and important information.
- b) Ensure each employee is subscribed to the Village of Cumberland automated newsletter so they can stay updated on public information.
- c) Create opportunities for staff to share their feedback and provide input on new initiatives through yearly reviews, department meetings, and quarterly all staff meetings.
- d) Have employees utilize the Microsoft Teams general chat for informal communications such as interesting photos from the Operations staff, reminders about upcoming events, staff polls etc. to create more of a team feel across all departments.
- e) Create an employee recognition program (online and paper) that allows staff to recognize each other for jobs well done and allows staff to record when the public gives them positive feedback.

Objective

3. Have set guidelines for distribution of external communications.

Actions

Short Term Priorities

- a) Have a Communications Flowchart that clearly illustrates the distribution process for each communication channel.
- b) Create a calendar of regular annual public communications. e.g. utility bills, business licences, annual operation items.
- c) Create a press release policy and procedure to determine what information is released and the approval process.
- d) Train customer services staff to post Village News items to ensure they know everything that is going on in the Village and can answer questions from the public.
- e) Create a social media policy on posting and response guidelines for Village social media.
- f) Include a Communications plan when developing capital and engagement projects.

Medium Term Priorities

- g) Post staff roles on Microsoft Teams to clarify the chain of information flow.



Part 2: EXTERNAL COMMUNICATIONS

Regular, proactive, and clear communication with residents, businesses and organizations is vital for building trust within our Village community. When we keep the community informed consistently, it helps them feel secure and confident in the Village's actions. By being transparent and sharing important information promptly, the community knows they can rely on us. This strengthens our connections and ensures that everyone feels involved and informed in the life of our community.

Objective

4. Improve external communications with residents, businesses, and other community stakeholders through strategic and proactive communication.

Actions

Short Term Priorities

- a) Use a variety of print and digital means to inform the community, such as press releases, utility bill inserts, Currently Cumberland, posters, the Waste Wise app, website News Post emails and other applicable social media.
- b) Create a plan to consistently engage with the community using tools such as Engage Comox Valley, surveys, Village Halls and in person events.
- c) Utility Bill inserts – Reintroduce bill inserts, focused on information priorities identified by the community, with high level overview and details on where to find more information. Can also be used to highlight new projects or initiatives. Utility Bills are issued in: January, April, July, October.
- d) Centralize the Village information onto a Village of Cumberland page in the Currently Cumberland community newspaper to make it easier to find information. This page shares updates on Village projects, upcoming important dates, and provides a place to share good news stories where we can increase the community's knowledge of Village services.
- e) Have a website News Post sign up campaign to get an increased number of residents on our email list.

Medium Term Priorities

- f) Create an e-newsletter to share Village successes and expand on projects that are happening, that is photo focused and is easy for residents to scroll through.
- g) As part of the annual communication plan, have project updates and strategic priority updates at Village events, to bring information to the residents and increase community engagement ex. Market Days, Winterfaire, Foggy Mountain Fall Fair, Farmers Market etc.
- h) Utilize the quarterly Village Hall to present updates from each department.
- i) Brainstorm ways to communicate the Village regulatory bylaws in a lighthearted manner.

Long Term Priorities

- j) Increase the Village of Cumberland social media presence.



Objective

5. Improve quality of communication through effective use of communication tools and tactics, consistent standards for writing, and adherence to visual identity standards.

Actions

Short Term Priorities

- a) Create an email signature policy to promote a consistent look and tone in our emails.
- b) Create Facebook templates for consistency in post design.
- c) Have a Communications Channels outline so staff are aware of current channels and the best usage of each channel.
- d) Create a Visual Identity Guideline that includes colours, logos, banners, font, tone, and writing style to reinforce consistency in the Village's messaging and have residents know from a glance that this information comes from the Village.
- e) Ensure the Visual Identity Guidelines are being used in all external communications (documents, News Posts, Currently Cumberland, Statutory Notices, social media posts etc) to create trust that the information originates from the Village of Cumberland.
- f) Have all visual identity elements in one place so that they are easy to find when creating documents.

Medium Term Priorities

- g) Have staff training on using the visual identity elements and writing in the Village of Cumberland tone.

Objective

6. Support elected officials by distributing timely, relevant, and current information to residents.

Actions

Short Term Priorities

- a) Ensure major council decisions are well messaged using a variety of methods – social media, News Post, press releases etc.
- b) Have a Council Corner element in the Currently Cumberland to provide updates on council decisions.
- c) Create a Communications point person in each department to ensure that their department webpages are kept up to date with accurate information.
- d) Create communication options advertising the upcoming meetings with an emphasis on why residents should attend, how this will affect them, and the YouTube link so they can watch from home.
- e) Encourage journalists to attend the Council meetings so they report on Council decisions.



Medium Term Priorities

- f) Proactively provide detailed background information on potentially controversial topics with speaking points for the Mayor and Council members.
- g) Create an Emergency and Crisis Communication Guide, in cooperation with Comox Valley Emergency Management, and advertise to residents how to find information in an emergency.



Village of Cumberland Public Communication Channels

This document outlines the current public communication channels used by the Village of Cumberland. By understanding how and when each channel is used the Village will be able to streamline messaging to achieve the strongest impact, within the available budget. Using a variety of communication methods ensure meaningful engagement with all Village's residents.

Staff Communication Team Roles

Communications Coordinator
Customer Service Assistant
Corporate Officer
Legislative Services
Department Communication Leads

The Communication Team notes for each communication channel outline the suggested level of effort required from Village staff communication team members.

PRIMARY CHANNELS

1. cumberland.ca

As a primary channel, cumberland.ca is a key part of communicating with residents, visitors, staff and media. It is an easy task to update the site with statements, releases, community news, and service updates, no matter the size of the project or event.

Using the website as the primary information centre for Village services and activities creates a trusted resource that residents can refer to for more information.

Communication Team: As this channel is recommended as primary for all departments we see involvement from all roles. We recommend approximately 8 hours per month, per communication event, for each month that it lasts. This comprises copywriting, general site updates related to the event, cross-posting from other platforms, and simple design tasks.

2. Village News Post

As a primary channel, website News Posts are a key part of communicating with residents and media. News posts are an easy way to send out information right to the inbox of all signed up residents.

Communication Team: Involvement from two of the five existing roles is anticipated. For each role involved, we recommend approximately 1 hour per month per communication event. This comprises copywriting, posting to the website, and linking to the appropriate pages.

3. Currently Cumberland Community Newsletter - 'News from the Village of Cumberland' page

As a primary channel, the Village News page has the capacity to reach all residents in a traditional format. It is sent to all households ten months of the year through Canada post bulk mail and is placed in various cafes and other gathering places. It is used to communicate Village operation updates, upcoming important dates and Council meetings. Information gathered for this source is also posted in the Village



THE VILLAGE OF CUMBERLAND

News Post and may also be a press release.

Communication Team: All communication roles are involved with this channel. For each role involved, we recommend approximately 2-8 hours per month. This comprises gathering the information, copywriting, and graphic design.

4. Press Release

Press Releases are used to communicate high importance events that affect the whole community, events that affect non-Cumberland residents, and events that shed a positive light on the Village of Cumberland.

Communication Team: This channel is used for specific events. We see involvement from 3 of the 5 existing roles, as well as additional manager oversight. For each role involved we recommend 4 hours per month per release. This comprises gathering the information, copywriting, approval process, and distribution.

5. Engage Comox Valley

This is a primary channel used to centralize information for public engagement projects such as the OCP Review, Transportation Master Plan and the Mobile Vending regulation update. It is primarily updated and maintained by the Development Services staff team.

Communication Team: This channel is used for specific events. It is maintained by Development Services with little involvement from the Communications Team. Most of the projects on this channel also require a news post and a press release.

SECONDARY CHANNELS

1. Currently Cumberland Facebook Post

This is a secondary channel used in conjunction with primary channels. It is used to communicate time sensitive items such as engagement events, water restrictions, or timely operation changes. The item is sent to Currently Cumberland and they post for the Village at a charge of \$10/post.

Communication Team: As this channel is used to enhance other channels, the information is already gathered, and the copywriting completed. We see involvement from one role for a total of 1 hour per event per month.

2. Cumberland Recreation Facebook post

This is a primary channel for the Recreation department and is used to communicate current and upcoming programs as well as remind residents about drop in events. This Facebook page is administered by Recreation staff.

Communication Team: This channel is managed by the Recreation department. It takes approx. 15 hours a month to maintain.



THE VILLAGE OF CUMBERLAND

This is also a secondary channel to communicate time sensitive information about Emergency Support Services as directed by the Manager of Parks and Recreation, ex. warming shelters and water restrictions.

Communication Team: As this channel is used to enhance other channels, the information is already gathered, and the copywriting completed. Frequently this is sharing posts that have been created by others. We see involvement from one role for a total of 1 hour per event per month.

3. Cumberland Emergency Program Facebook page

This is a secondary channel that is used to share emergency resources such as grab bag tips, smoke detector maintenance. This becomes a primary channel when/if there is an emergency (see below for Emergency Communication Procedures).

Communication Team: This is an underused channel that could use more time spent on it. We see involvement from one role for approx. 2 hours/week to ensure it is being kept up to date.

4. Waste Wise App

This channel is used to communicate weekly with residents about solid waste collection. It is an automated app that only needs to be updated by staff once a year. It can also be used to alert residents when collection is delayed. Staff may also use it to send out water restriction and fire safety messages.

Communication Team: This is an easy channel to maintain. The Finance department updates it once a year, which takes approx. 4 hours. All delay alerts are managed by the CVRD. We have yet to use it for other alerts but might in the future.

5. In Person Events

Facilitating in-person events is a valuable exercise that generates high engagement. It allows the Village to have staff in the community visibly—either through specific program-related pop-ups or attending general events for project engagement. Events also hold value as a ‘what the Village is up to’ update. Being in-person allows the Village to meet people where they are and connect with residents who may not otherwise engage with the Village. For general Village updates, targeting high throughput events such as farmers' markets or other community events would work best. This allows people to engage with the Village without having to purposely seek out the information.

Communication Team: These take a large amount of staff and council time but are important to increase engagement. We see an estimated inclusive 12-18 hours per event.

6. Village Office Bulletin Board

This is used to display statutory notices and council meeting agendas along with Village events.

Communication Team: As this channel is used to enhance other channels, the information is already gathered, and the copywriting completed. We see involvement from one role for a total of 1 hour per event per month.



PROPOSED CHANNELS

E-Newsletter

A well-maintained list is a useful way to get information out to residents. The information included in the newsletter should link back to the website to get more information. Give the newsletter a name (for example, Village Voice) and ensure that it is promoted on the website and social media channels. Cross using the content get more value from the content. Each subject in the newsletter should be short, engaging, and **visual**. Consistent presentation through the use of templates is important for both visual appeal and allowing people to be able to find sections that relate directly to them quickly. Consider including the following sections:

Mayor’s Message: A short note from the mayor (or CAO) summarizing key developments and priorities for the Village in the coming month.

Council Updates: Highlights from recent Council meetings, decisions, and upcoming agendas or opportunities for public comment.

Infrastructure & Public Works: Information on ongoing and upcoming infrastructure projects, road maintenance, and public works initiatives.

Emergency Preparedness: Tips and resources for residents to prepare for emergencies, such as natural disasters or public health crises—should be made relevant to the month/season.

Highlights: There is an opportunity to bring humanization of the Village staff into the picture through profiling and anecdotal coverage of the Village team members. This can easily tie to teams directly involved in key events of a given season, and present opportunities to showcase the events from different perspectives.

Did You Know? Section Information on how residents can access Village services, pay bills, and report issues or concerns.

Maintaining a list and ensuring a consistent delivery schedule maximizes the usefulness of a newsletter. If people know when they will get the newsletter, they will come to expect and rely on this channel. Also, offer print copies in key buildings (e.g. libraries and community centres). A newsletter should maintain a regular schedule, and given the regular updates the Village has, a bi-monthly issue would serve the residents well.

Communication Team: As this channel is recommended as primary for all work plan segments, we see involvement from all of the existing roles. For each role involved, we recommend approximately 8 hours per month. This comprises gathering the information, copywriting, and graphic design. If this channel was created it would mean less work for the Currently Cumberland channel as there would be overlapping information.

Village of Cumberland Facebook

Facebook should reflect the community through imagery, current events and honest, direct information that is backed up by the website when further information is needed. Actively linking to the Village website ensures that residents recognize the material is current, accurate, and relevant.

Meta is currently (As of Nov 2023) restricting or entirely preventing news and other informational web links from Canadian media outlets from being shared on Facebook and other meta platforms. Using Facebook as a tool to highlight both what is happening and how/why it is happening steps up and fills a potential vacuum of information while engaging and bringing attention to the Village. The Village needs



THE VILLAGE OF CUMBERLAND

to have correct, timely, easy-to-understand information on its channels to supply information to media outlets who may otherwise create a different narrative. It also works to shut down constituent concerns or misunderstandings that can be brought about by the human tendency to jump to the worst conclusion when faced with little or no facts.

Communications Team: Community management is both a crucial, and increasingly demanding aspect of effective Facebook usage. While the topics of Facebook posts will vary, we strongly recommend maintaining several key members of the Communication team as trained and available to moderate and respond to comments. For an individual with access to the appropriate FAQs, experience in community management, and a deep understanding of the Village tone and voice, this can be accomplished within the parameters stated in this section.

This channel is recommended as primary for all work plan segments, with most of the content being leveraged from core website content. We see dedicated involvement from Village roles that prioritize copywriting, graphic design, and social community management. For the identified role, we recommend approximately 1- 8 hours per month, per communication event, for each month that it lasts. This comprises copywriting, graphic design, and standard community management (this should be doubled for controversial content, as community management on Facebook can become a large task)

Instagram

Instagram is a similar channel of importance to Facebook and warrants focused efforts to engage with the strong audience representation and high-usage potential. The need to grow this channel remains rooted in providing core information to the public in a timely but playful manner as it is the channel most used by youth in the region.

Communications Team: This channel would have similar topics to the Facebook page. Posts could be generated at the same time, using the Facebook business manager, but Instagram posts should have a lighter tone to them. We see dedicated involvement from Village roles that prioritize copywriting, graphic design, and social community management. For the identified role, we recommend approximately 4-8 hours per month, per communication event, for each month that it lasts.

EMERGENCY USE CHANNELS

1. Cumberland.ca – a banner will be displayed on the top of each website page declaring the emergency and to go to Cumberland Emergency Facebook page for current information.
2. News Post – a news post will be emailed to all sign up residents giving them more information on the emergency and to go to Cumberland Emergency Facebook page for current information.
3. Cumberland Recreation Facebook page – a post will be pinned to the top of the page with directions to go to Cumberland Emergency Facebook page for current information.
4. Cumberland Emergency Facebook Page – a post will be pinned to the top with emergency information and more information and resources will be shared here as the information becomes available.
5. ConnectRocket – this channel is a partnership with the CVRD and will be updated by them and sent out to residents.

CUMBERLAND COMMUNICATIONS

SNAPSHOT REPORT

OCTOBER 2021



OVERVIEW

THE PROCESS

ENGAGEMENT "SNAPSHOT"

INTERNAL COMMUNICATIONS

Today

Opportunities

Goals

Short-Term Recommendations

Long-Term Recommendations

EXTERNAL COMMUNICATIONS

Today

Opportunities

Goals

Short-Term Recommendations

Long-Term Recommendations

FINAL THOUGHTS

THE PROCESS



01 REVIEW

IN THE SUMMER/FALL OF 2021, THE VILLAGE OF CUMBERLAND COMPLETED AN INTERNAL AND EXTERNAL COMMUNICATIONS REVIEW, TO LOOK AT WHAT WORKS, WHAT DOESN'T, AND WHAT INITIATIVES COULD BENEFIT FROM IMPROVED OUTREACH.



02 ENGAGE

WE HAVE ENGAGED WITH STAFF, RESIDENTS, BUSINESSES AND ORGANIZATIONS TO FIND OUT WHAT THE COMMUNITY HAS TO SAY ABOUT HOW WE'RE DOING IN OUR COMMUNICATIONS AND HOW WE CAN DO BETTER.

03 REPORT

THE FEEDBACK WE'VE COLLECTED HAS BEEN SUMMARIZED IN THE FOLLOWING SNAPSHOT REPORT ALONG WITH SHORT AND LONG-TERM RECOMMENDATIONS THAT WILL HELP GUIDE THE VILLAGE'S COMMUNICATIONS NOW, AS WELL AS DOWN THE ROAD.



ENGAGEMENT "SNAPSHOT"

ONLINE SURVEYS & BRAINSTORMING SESSIONS

The Village collected input from three surveys which were shared on the website long with background information about the review process. There was one survey for each audience group. Posters, social media posts, website news bulletins and email invitations helped promote the engagement window of August 29 to September 17, 2021.



2

STAFF BRAINSTORMING
SESSIONS



6

MANAGERS, COUNCIL
AND MAYOR INTERVIEWS



28

STAFF SURVEY
RESPONSES



12

COMMUNITY
PARTNER SURVEY
RESPONSES
Page 67 of 79

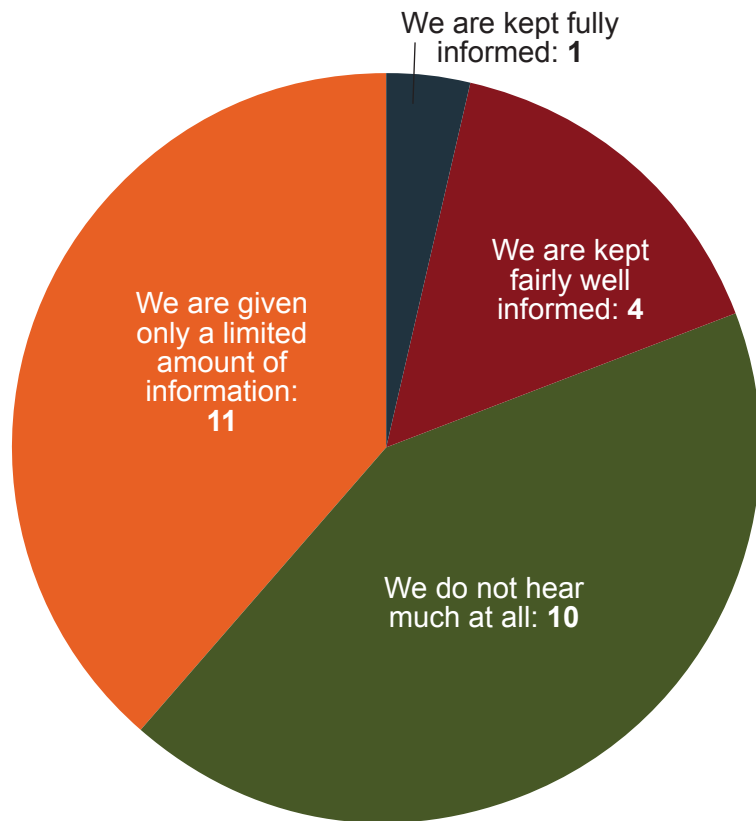


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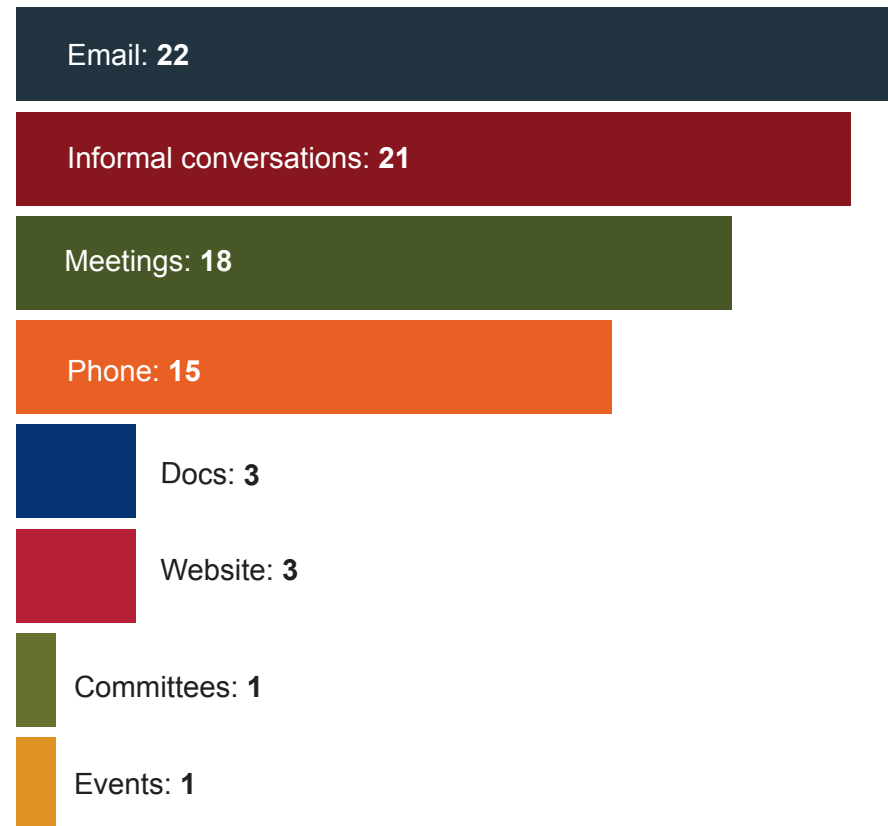
RESIDENT SURVEY
RESPONSES

In the staff survey, we asked about existing communications inside departments and between other departments within the Village.

Q How informed do you feel about information and activities from areas of the organization other than your own?



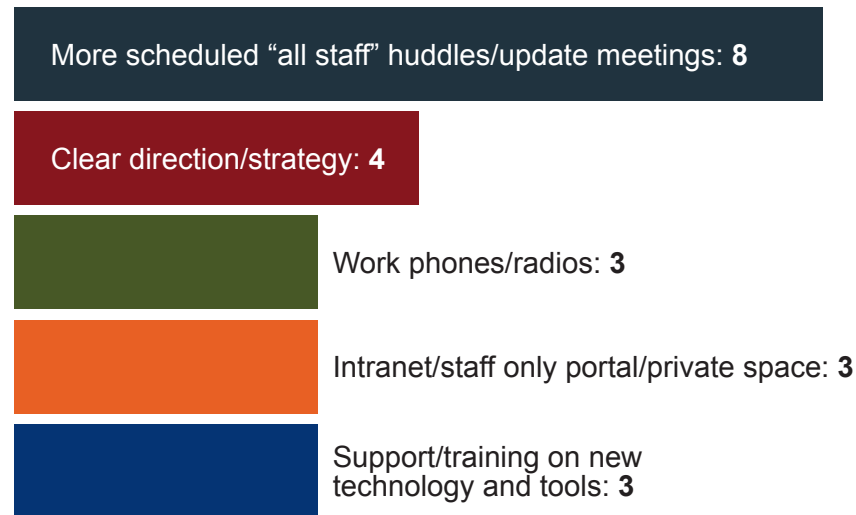
Q What are the main tools you use to share information with others in your department?



OPPORTUNITIES

We wanted to know what other communication tools staff are interested in using, and what else could improve internal communications.

Q What other tools would help you or your team or manager communicate better, and what else could improve communication in your department?



IN THEIR OWN WORDS

The following feedback on the above themes emerged from both the survey and our brainstorming sessions with staff:

- “Having each employee set up with a work phone and personal work email so the communication is properly logged.”
- “Informative meetings at the beginning of each week- what’s going on, what everyone is working on, what deadlines are coming up.”
- “Half-day training sessions on different department concepts or tasks, software, mental health, self-development etc. Investing in the education of staff.”
- “Internal website (intranet) where information can be posted for all to read, so it doesn’t impact emails.”
- “Could be more info about project completion - no emphasis on the good job that was done.”
- “Have a main spokesperson for communications.”
- “Clearly defined direction on tasks including due dates submitted via email so that things can be tracked.”

GOALS

From the survey feedback, along with insights from two staff brainstorming sessions and a desktop review, three key topics were identified as opportunities for improvement that could affect change.



**MEETING
EFFICIENCIES**



**ROLES &
RESPONSIBILITIES
DEVELOPMENT**



**WEBSITE
IMPROVEMENTS**

SPEEDBUMPS TO GOALS

RESOURCES & TOOLS

- Lack of capacity
- Confusing website
- Too many meetings
- Forgetting priorities
- Info always changes

VISION

- Want a plan
- Need training and direction
- No clear vision/focus
- Lack of framework

SHORT-TERM RECOMMENDATIONS

In gathering the data from staff surveys, in-person staff sessions, and phone interviews with senior management, mayor and council, some clear options for short-term and long term next steps emerged. (Full data is available as appendices to this report.)



MEETING EFFICIENCIES

Agendas/Topics

Agendas or even brief “topics to be covered” summaries for meetings can help invitees know whether they need to attend

Meetings/Huddles

Priority on weekly meetings, which are considered valuable and should be considered per department as well as between departments



ROLES & RESPONSIBILITIES DEVELOPMENT

Roles

Make it clear who is the point person for communications strategies, and for the point person to share information to supporting team(s) or department(s)

Responsibilities

Provide discussion guides and messages that staff can use to respond to questions per project/initiative

Goal-specific plans

Define communications goals for village projects/initiatives to help determine what communications tools are a priority, and which add value



WEBSITE IMPROVEMENTS

Email newsletter

Fix bugs and glitches of automated newsletter

Visibility & Review

Ensure every single village staffer is on the subscription list and remind staff to read their automated newsletters

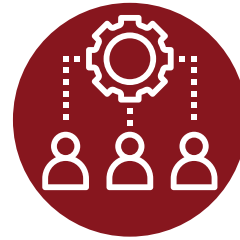
LONG-TERM RECOMMENDATIONS



MEETING EFFICIENCIES

Calendars

Look at incorporating an internal meetings calendar for staff on the website, or create a shared calendar offline that can also hold brief agendas or topics for discussion



ROLES & PROCESSES DEVELOPMENT

Primary outreach

Work toward the creation of a dedicated communications staff role knowing that the front desk at the Village office is the place to start for training, key messages, strategies and planning

Broad communications strategy

Create a communications strategy for the organization so that people understand the goals, roles, tools and methods applied by the village for ALL public-facing communications initiatives



WEBSITE IMPROVEMENTS

Menu-based structure

Move the website from a search-first site to a navigation-first site. Ensure defined and easy to find space for projects/depts, ongoing projects, news, meetings and events

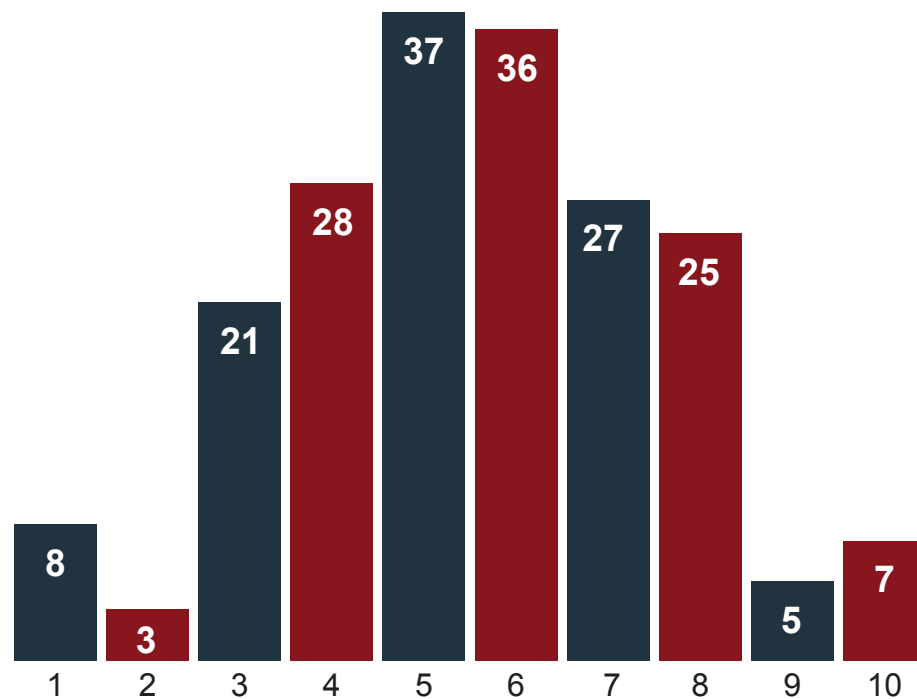
Internal Portal/intranet

Look to incorporate a staff-only portal on the site or Intranet to share, post, and notify staff of important meetings, activities and events internally

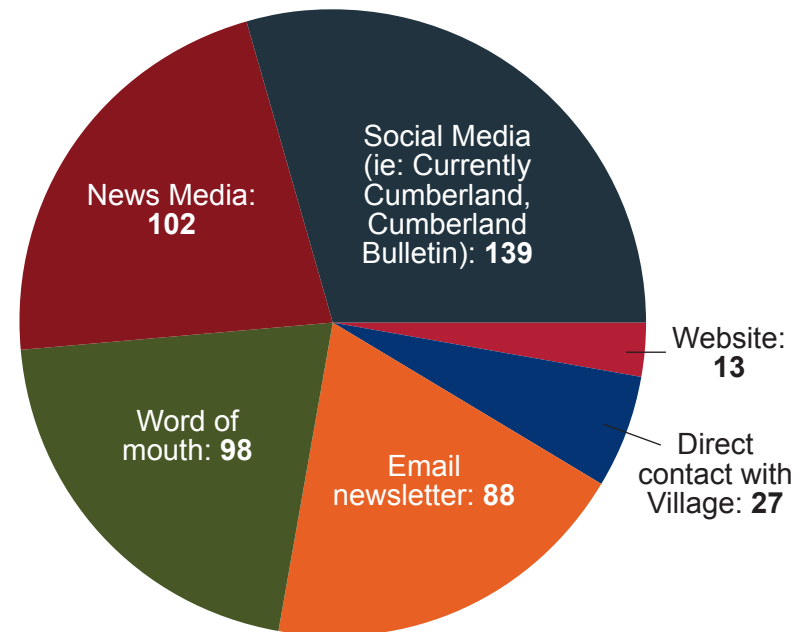
TODAY

When looking at external communications, we started by asking how informed the community feels about the village's projects/initiatives and where they go to get what they need (residents and business partners).

Q On a scale of 1-10 (with 10 being excellent) how informed do you feel about the Village's activities?



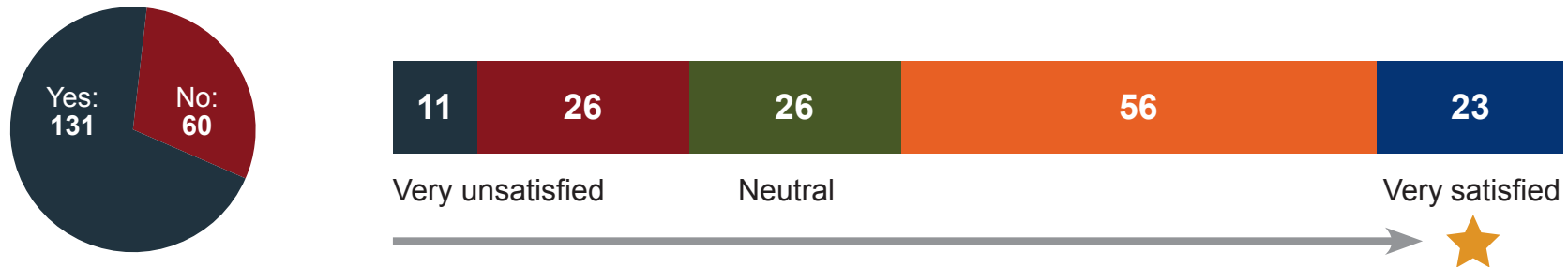
Q What are your primary sources of information about the Village's operations?



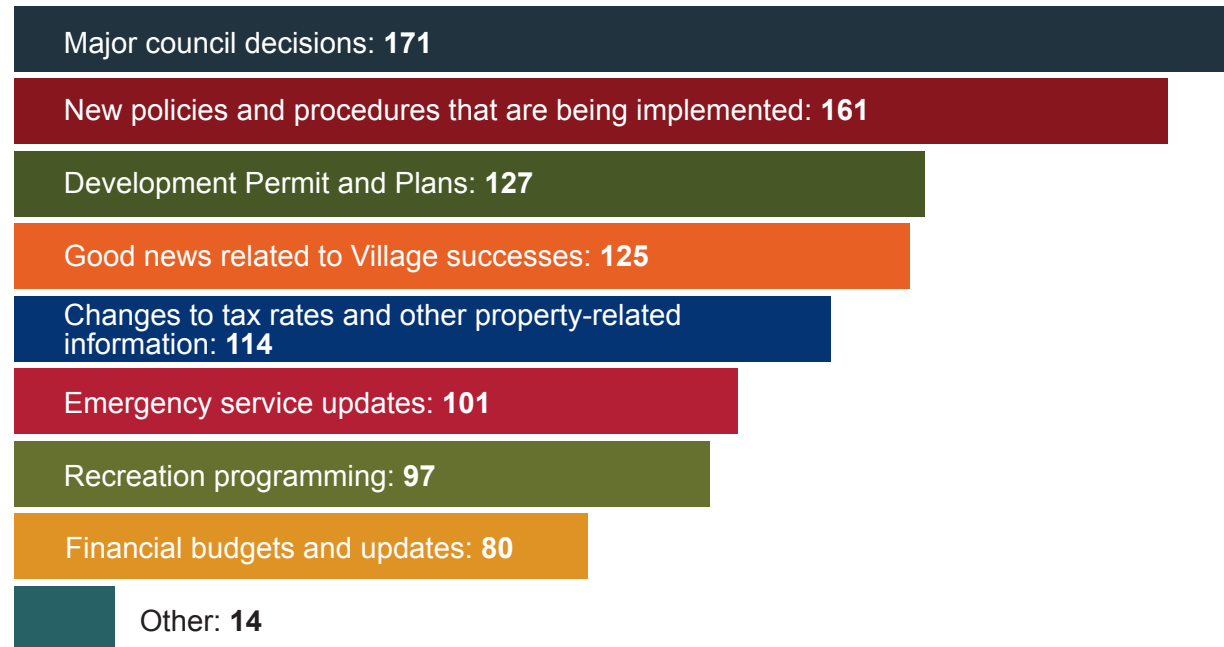
OPPORTUNITIES

We assessed what information is most important to the community, and where improvements can be made to more easily get that info into their hands. Feedback from residents and stakeholder partner groups, and staff, followed the same trends:

Q In the past year, have you actively sought information from the Village, and if so were you satisfied?



TOP AREAS OF INTEREST:



OPPORTUNITIES

The following comments are sample quotes from the community and partner groups, submitted via the written survey.



IN THEIR OWN WORDS

- “Village staff should reach out to community partners directly when appropriate. For example, if staff are working on a project and the partner has expertise in that area. Or if the project will directly affect the organizations' work in the community. Information received from Mayor and Council sometimes contradicts information received from Village staff. This can be confusing.”
- “Highlighting decisions made by council that might affect us through emails?”
- “Village employees need to be on the same page. Different and conflicting things communicated.”
- “The website search function seems to not work very well so it's hard to find information. There is no link to council members or info on how to contact them.”
- “Would like more background info/rationale for various decisions and about various projects. For example, I never felt like i received enough detailed info about the fire hall. Lots of things the village does have great rationale behind them, but doesn't get shared to citizens so misinformation gets shared instead.”
- “Improve social media?”
- “Put the LED info road sign to inform Citizens of emergencies and when the Lake is full at the entrance of Cumberland not by the Recreation Parking Lot. Poor planning. In future mailouts: Inform Tax Payers that they can drop off questions or concerns for Mayor Baird and Council prior to the meeting, or you can email in the final minute of the meeting. Why can't you ask any questions or concerns you may have? Only topics of the meeting. Most Seniors do not have access to emails.”
- “Return phone calls & inquiries from village tax payers.”

GOALS

We heard consistent feedback from the public, in conjunction with insights from staff, on three key themes for communications improvements that could help the community stay in the loop.



1. SOCIAL MEDIA PRESENCE



2. WEBSITE IMPROVEMENTS



3. EMAIL NEWSLETTER GROWTH & OPTIMIZATION

SPEEDBUMPS TO GOALS

- Forget to share with public
- Don't know what public needs to know
- No time/resources
- No direction
- Not sure the best way to respond
- Conflicting information
- No social media
- No response or follow ups

SHORT-TERM RECOMMENDATIONS

The next steps outlined are developed from categorized data that's come out of the staff, community partners, and resident surveys, in-person staff sessions, and phone interviews with senior management, mayor and council. Data is available in full as an appendices to this report.



SOCIAL MEDIA PRESENCE

Strategy

Develop a brief social media strategy for a Village Office Facebook page that includes a plan for admin roles, photos and graphics to be used, topics of posts (focused on top info identified as of interest, see slide 8), response and tone guidelines and how to repurpose existing content into posts so the work of sharing to the page is minimal and mostly scheduled ahead of time



WEBSITE IMPROVEMENTS

Staff and Council visibility

Create a staff directory and organizational chart for the website, and make the council directory more visible for residents

Build short cut links or add to existing menu

Make revisions to website that will help visitors on the website find areas of interest (see slide 8) by creating highly visible destinations from the home page



EMAIL NEWSLETTER GROWTH & OPTIMIZATION

Promote

Continue to build on engagement with subscriber growth by promoting this feature to residents

Monitor and manage

Make sure newsletters are going out when they should and glitches are fixed/resolved in a timely manner

Format and design

Ensure the newsletter is readable and responsive across all mobile devices and platforms (ie: Chrome, Safari)

LONG-TERM RECOMMENDATIONS



SOCIAL MEDIA PRESENCE

Facebook page

Develop and manage this page as the “real time” source for Cumberland info, add links to the website as well as other related Facebook pages (ie: emergency, recreation, Mayor Baird)



WEBSITE IMPROVEMENTS

Projects/Initiatives

Present clear pathways to important website sections (ie bylaws, policies, planning, council, etc.)

Meetings & Events Section

Build a public meetings calendar of events into the website

Categories for News

Categorize the regularly updated Village News section, on the home page, with filters for easy sorting/reading (ie: waste collection, council, projects)

Digital/online forms

Optimize building, application, and other popular forms on the website by making them fillable online, and revise for readability and comprehension (ie: add hints in text fields to help users fill in blanks)



EMAIL NEWSLETTER GROWTH & OPTIMIZATION

Optimize

Look at ways that the newsletter can be broken down into topic, so that subscribers can choose what specific information they’d like to receive

Categorize

Incorporate category tags for items, to better organize and filter info for visitors

FINAL THOUGHTS

While not measurable via data, there were a few clear takeaways that stood out when reflecting on the review of ongoing communications. Those comments are shared as a wrap up here.

1 CONSISTENT AND CLEAR FEEDBACK

There was significant consistency in the feedback received by all three audiences. Public, businesses, and staff all voiced similar requests for actionable items that can improve external communications.

2 REALISTIC AND ACHIEVABLE SUGGESTIONS

The suggestions presented by the three audiences also reflected an understanding of what is realistic for the Village of Cumberland. Most of the ideas presented are realistic and achievable.

3 WILLINGNESS TO WORK TOGETHER TO IMPROVE

The response and engagement from the village staff during this process shows a commitment to positive progress. There is clear interest and desire to improve communications both individually and as a whole.