



## **WHITE ROAD COMMITTEE MEETING**

Tuesday, November 14, 2017  
12:00 pm, School Board Office, Board Room

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### **Committee Members:**

Jason Reid, Secretary Treasurer  
Trustee Tim Dunford  
Chuck Morris, Director of Facilities  
Dave Eberwein, Superintendent of Schools  
Trustee Wayne Hunter

Trustee Nancy Borden  
District of Central Saanich Liaison Bob  
Thompson

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## **AGENDA**

1. Welcome
2. Review of Meeting Notes from October 10, 2017
3. Review of Promotional Plan - attached
4. Next Meeting: February 6th





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Jason Reid, Secretary Treasurer  
Trustee Tim Dunford  
Trustee Wayne Hunter  
Trustee Nancy Borden

Chuck Morris, Director of Facilities  
Dave Eberwein, Superintendent of Schools

District of Central Saanich Liaison:  
Councillor Bob Thompson (regrets)

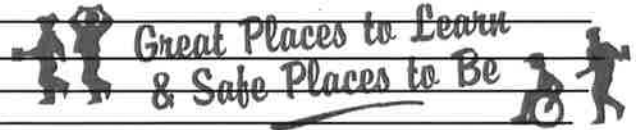
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## **Meeting Notes**

- The committee reviewed the meeting notes from the last committee meeting on May 9, 2017.
- The committee reviewed the revised consultation plan and approved with minor revisions.
- At the next meeting on November 14, 2017, the committee will review and discuss the draft promotional plan.

## Saanich Schools

# BRIEFING NOTE



To: White Road Committee

Prepared By: Jason Reid  
Secretary Treasurer

Subject: **Promotional Plan**

Date: November 2, 2017

The purpose of this briefing note is to outline the promotional plan for review and approval by the committee. The purpose is to increase awareness of the consultation in the broader community improving participation in the consultation process. These changes reflect feedback received at the preliminary open house recommending increasing the area for mail notices and increasing awareness in the broader community through a variety of media.

Appendix 1 includes the proposed expanded area for mail notices outlining the next phase of the consultation process. For reference, Appendix 2 includes the mail notice area for the first phase of the consultation.

While the consultation will be in progress through the spring, the focal point for public participation is the final public consultation meeting scheduled on February 21, 2018. The promotional activities as detailed in the table below are intentionally sequenced to lead up to this event. Our consultant has advised to avoid planning promotional activities (particularly social media) too far in advance of the event as the awareness created will fade fast.

### **Proposed Schedule of Promotional Activities**

The proposed schedule of promotional activities below is in addition to the activities presented in the revised consultation plan in October.

<b>Date</b>	<b>Promotional Activity</b>
November 30, 2017	Letter to residences within the mail notice area (Appendix 1) describing the next stage of the consultation and directing recipients to the consultation page for further information.
January 2018	Media release on the history of the White Road property and the consultation process (earned media).
January 2018	Advertise public meeting in local newspapers.
Early February 2018	Advertise event on the district webpage and district and PAC social media accounts.
Early February 2018	Superintendent posts a blog on the topic of community consultation referencing the White Road process.
February 21, 2018	Final Public Consultation Meeting.

### Key Messages to be Communicated

An important component of the promotional plan is the key messages to be delivered through the activities planned. The following are the key messages to be delivered:

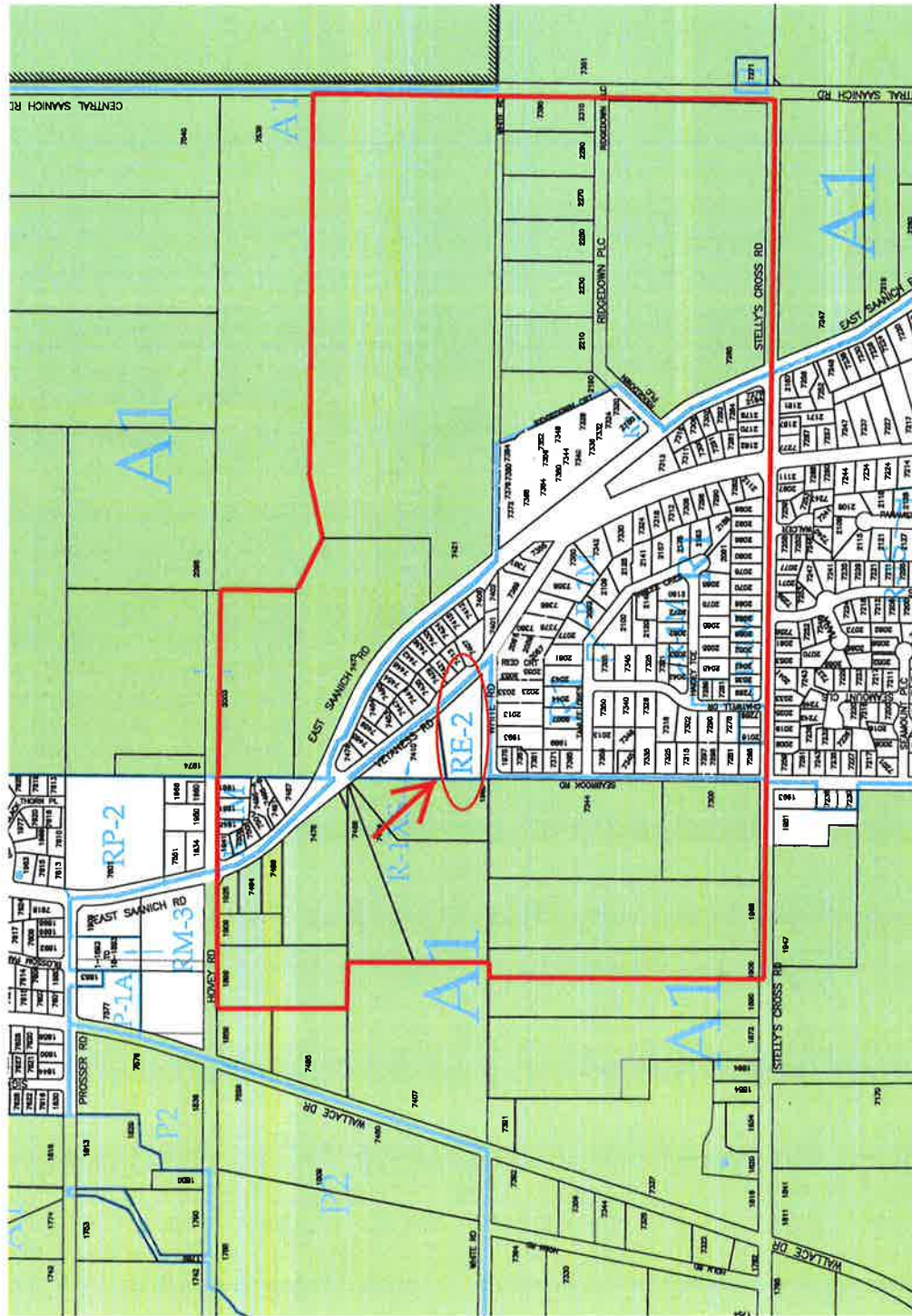
- The Saanich Board of Education is seeking community input to inform the future of the White Road Property.
- The White Road Property was donated to the predecessor of the School District in 1873 by Mr. William Turgoose to “hold and use the same for Public School purposes...” The property was the location of a school but the site has been vacant for almost a century.
- The historical context of the property is important to the community and, in particular, to the descendants of the donor.
- The site is not suitable as a modern school site due to its relatively small size and its location.
- Following its donation, the only use for the property was as a school site. However, in the century following the presence of a school, the property and surrounding properties were zoned residential and the property is now located within a residential neighbourhood. Therefore, any alternative educational use would need to be appropriate for a residential neighbourhood.
- The property is currently not being used for public school purposes.
- Given the legislated mandate of the Board of Education, alternative use of the property has to provide tangible educational benefits for students.
- Continuing to hold the property as a vacant site means that the School Board is assuming cost and risk associated with the property inconsistent with its educational mandate. The cost and risk of holding the property has increased over time as surrounding properties have been developed.
- It may not be possible to both hold the property and use the property for public school purposes. If a suitable alternative use is not identified, public school purposes may be best supported by selling the property and using the proceeds to create a legacy consistent with the wishes of the donor.
- The Board of Education is currently undertaking a consultation with the following stakeholders: school communities (educators, parents, and students), descendants of the donor, local residents, the District of Central Saanich and the broader community.
- The results of this consultation will be reviewed at a public meeting on February 21, 2018.
- *The overall question to the community is “What should the School Board do with the White Road property so that the educational needs of our students and community are best served and the wishes of the donor are respected?”*

With respect,

Jason Reid  
Secretary Treasurer

JR/klg

# Appendix 1: Expanded Mail Notice Area (within red border)



# Appendix 2: Preliminary Mail Notice Area (within red border)

