

CITY OF KELOWNA

FEB 23 2011

ADMINISTRATION  
DEPARTMENT

February 18, 2011



Dear Sharon:

A few days ago, we sent you an invitation to *Placemaking: Cool Ideas for Locally Elected Leaders* -- our Centre for Civic Governance annual forum for progressive governance March 25<sup>th</sup> and 26<sup>th</sup> in Harrison Hot Springs.

Since we sent you your letter of invitation (and please do share the conference information with others on your board or council if you think they would be interested), we have been working hard at lining up the sessions you told us you were interested in.

You will find Conference-at-a-Glance, Session Highlights, and Speaker Highlights enclosed to help you with your planning.

The sessions start at 1PM on Friday. For some that will be early, please note that you are welcome to join us at any time. Some people will find that it works better in their schedule to arrive in time for the afternoon plenary (4:30 – 5:30PM) or by 7PM, in time to join us for the Reception and Dinner.

We've designed the forum so that it finishes by 3:30 on Saturday afternoon. That still leaves you Sunday for a weekend day to yourself. You'll notice we've packed the forum with a rich choice of topics and sessions to make the time you are not networking worth your while.

You can go online to register at [www.civicgovernance.ca](http://www.civicgovernance.ca) or you can send in the enclosed registration form.

We've also tried to make your travel easier by organizing a shuttle bus from Hotel Vancouver downtown. The Hotel is easy to access from Greater Vancouver, the float planes in the Harbour, or the Canada Line if you are coming from the airport.

Our thanks if you have already registered. If not, hope to see you there!

Thanks for all the work you do for your community.

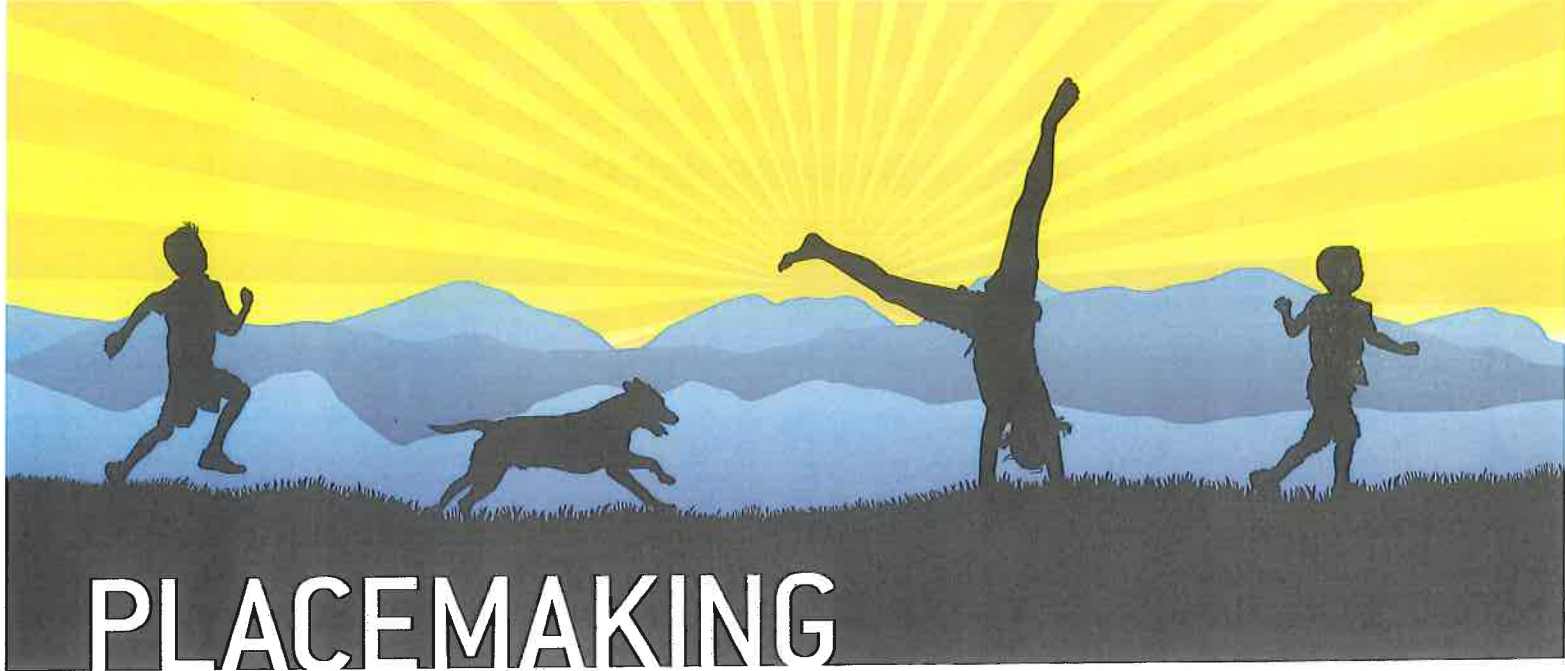
A handwritten signature in blue ink that appears to read "Charley".

Charley

PS: Early Bird Registration holds until February 25 (Accommodation included).

Enclosures





# PLACEMAKING

## Cool Ideas for Locally-Elected Leaders

Friday & Saturday, March 25 & 26, 2011 | Harrison Hot Springs

### Registration Form

Register at [www.civicgovernance.ca/harrison2011](http://www.civicgovernance.ca/harrison2011) or send this form to us by mail or fax

Early registration: Friday, February 25, 2011

Conference fee includes Friday night accommodation, all meals and workshop sessions.

Early registration | Before February 25 | Fee \$275 | To be paid by February 25, 2011

Registration | After February 25 | Fee \$375

Seating is limited and we encourage you to book early to ensure your participation.

Name: \_\_\_\_\_

Title/city/municipality/district: \_\_\_\_\_

Address: \_\_\_\_\_

Phone\*: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Sponsoring organization, if applicable: \_\_\_\_\_



\* Required

Please continue to page 2

# PLACEMAKING

## COOL IDEAS FOR LOCALLY-ELECTED LEADERS

### WHICH MEALS DO YOU PLAN TO ATTEND?

- DINNER: 7 pm, Friday, March 25
- BREAKFAST: 7:30 am, Saturday, March 26
- LUNCH: 12 pm, Saturday, March 26

Do you (or your guest) have any special dietary requirements? \_\_\_\_\_

### ADDITIONAL OPTIONS

- BRING A GUEST: You are welcome to bring a guest to share your room. At an additional charge, guests are also welcome to attend the full conference, or just join us for the opening dinner.

Name of guest: \_\_\_\_\_

- Full conference attendance: \$130 (includes all meals and sessions)
- Opening dinner only: \$35

- Please check here if you DO NOT require a hotel room for the night of Friday, March 25.

- SHUTTLE BUS: We are offering a shuttle bus service to and from event. The service costs \$20/person each way.

- Shuttle bus to departing from Vancouver to Harrison, Friday, March 25 at 9:30 am: \$20
- Shuttle bus departing from Harrison to Vancouver, Saturday, March 26 at 4 pm: \$20

Number of people using the shuttle bus service (include yourself and guest if applicable): \_\_\_\_\_

### PAYMENT

Total: \_\_\_\_\_

- Cheque payable to the Columbia Institute
- Visa
- Mastercard

Card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBSIDY OPTIONS:** The Columbia Institute is offering subsidy options for councillors and trustees without financial support from their councils or boards.

- Option 1: \$150 travel subsidy
- Option 2: Up to 80 per cent of travel receipts (economy class).
- Option 3: Volunteer positions are available, for which conference fees will be waived.

If the registration fee poses a financial barrier to you, please contact Sarah Albertson at the Columbia Institute at 604-695-2033 or by email at [salbertson@columbiainstitute.ca](mailto:salbertson@columbiainstitute.ca). Limited subsidies are available.



CENTRE  
FOR  
CIVIC  
GOVERNANCE

1200 – 1166 Alberni Street, Vancouver, B.C. V6E 3Z3  
Tel: 604.408.2500 | Fax: 604.408.2525

[www.civicgovernance.ca/harrison2011](http://www.civicgovernance.ca/harrison2011)



## PLACEMAKING: COOL IDEAS FOR LOCALLY ELECTED LEADERS

### CONFIRMED SPEAKERS:

**MICHAEL SHUMAN** – Michael is the research and public policy director of Business Alliance for Local Living Economies (BALLE). An economist, attorney, author, and entrepreneur, he has authored, coauthored, or edited seven books, including *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition*. (Berrett-Koehler, 2006) and *Going Local: Creating Self-Reliant Communities in the Global Age* (Free Press, 1998). The *Small-Mart Revolution* was awarded a bronze medal for best business book by the Independent Publishers' Association. In recent years Michael has led a number of community-based economic-development efforts, and served as a senior editor for the recently published *Encyclopedia of Community*. Michael has given an average of more than one invited talk per week for 25 years throughout the United States and the world. **Keynote Speaker**



**MONIQUE GRAY SMITH** – Monique is the founder of Little Drum Consulting, as well as a trainer and curriculum developer with the Justice Institute of BC. Previous, she was Executive Director of the Aboriginal Headstart Association of BC, and has done extensive writing and consulting work related to Aboriginal child development. Monique "has an exceptional capacity to walk in many lands. [...] She is well trusted and respected by the business community, the Aboriginal community, government, and not for profits such as Roots of Empathy. Monique's history of heading up Aboriginal Head Start in BC, her leadership position on Boards, her long history of community development and her reputation for building peace bridges is well known." Mary Gordon, Roots of Empathy

***Understanding the Heart of Aboriginal Education***

**DR VALENTIN SCHAEFER** – Val is a founder and former Executive Director of the Institute of Urban Ecology at Douglas College in New Westminster, BC, where he was a faculty member in Biology for 26 years. Val is a leading proponent of urban ecology and urban biodiversity who has written extensively and presented internationally on these topics. He is also an environmental educator who has conducted numerous community projects with his students promoting nature in the city. Val is the lead author of *Urban Biodiversity: Exploring Natural Habitat and Its Value in Cities*. ***Beyond Habitat - Tools for a Biodiverse Community***





**SHARON GREGSON** - Sharon's background is as an outspoken advocate at the municipal, provincial and federal level for a publicly funded, quality, early care and learning system. She works with the Coalition of Child Care Advocates of B.C, and is also the director of Child and Family Development Services for Collingwood Neighbourhood House Society. Sharon is an elected Trustee on the Vancouver Board of Education and was a representative to the Child Care Human Resource Sector Council. Sharon is also the mother of four children.

*Moving to a System of Integrated Early Care and Learning in BC*

**TED RIECKEN** - Ted is the dean of education at the University of Victoria and the current chair of the Association of British Columbia Deans of Education. He has been a faculty member at the University of Victoria since 1989 and before that completed graduate study at UBC and the University of Saskatchewan. As a former elementary school teacher before teaching at university, Ted taught on Vancouver Island in Gold River. His research interests include the use of new media technologies as learning tools in alternative settings and community-based research.

*Communities and Post Secondary Partnerships*



**NORMAN GLUDOVATZ** – Norman is the Columbia Institute's Special Projects Coordinator, and has extensive experience in public engagement and event organization (event planning and management, facilitation, focus groups, and surveys). Norman is a highly skilled communicator, organizer, researcher and strategic planner. His professional experience includes working with government, and the non-profit sector (international and local), as well as business, trade unions and individuals to engage citizens and members. Norman studied Sociology at the University of BC and is currently doing a Masters in Professional Communications at Royal Roads University. For over 10 years he has been an independent consultant running 2 businesses (public engagement and website design) in Vancouver. *Lessons from Marshall Ganz*

**MURRAY DOBBIN** - Murray has been a social activist, freelance journalist, broadcaster and author for over forty years. He is a board member with the Canadian Centre for Policy Alternatives and a past executive board member of the Council of Canadians. He has written five books, including *The Myth of the Good Corporate Citizen: Democracy under the rule of big business*. He writes a column for the Tyee and rabble.ca and blogs at murraydobbin.ca *Municipal Finance and Taxation*





**SETH KLEIN** - Seth is the BC Director of the Canadian Centre for Policy Alternatives, a public policy research institute committed to social, economic and environmental justice. His research deals primarily with issues of welfare, poverty and inequality. He is co-chair of the BC Poverty Reduction Coalition, an advisor to the Metro Vancouver Living Wage for Families campaign, and an advisor and instructor for Next Up, a leadership program for young people committed to social and environmental justice. A social activist for over 20 years and a former teacher, Seth holds a BA in international

relations, a BEd from the University of Toronto and an MA in political science from Simon Fraser University. Seth is a well-known media commentator and speaker on public policy issues. ***Growing Wealth Gap***

**SHANNON ROHAN** – Shannon is currently the Director of Responsible Investment for SHARE (Shareholder Association for Research and Education), and Director of the Columbia Institute’s P2 Project: Pensions + Planet. Shannon brings more than ten years of experience looking at the role of the private sector in sustainable development, with a particular emphasis on the financial services sector and capital markets. Shannon holds a Bachelor of Arts from Simon Fraser University as well as a Masters in International Affairs from the Norman Paterson School of International Affairs at Carleton University. She has written and published in the areas of sustainability finance, the social economy and corporate social responsibility. ***Serious Money: Pensions, Responsible Investing and Your Community***


**CLAIRE BECKSTEAD** - Claire is a Technical and Policy Advisor with the Pembina Institute's Sustainable Communities Group. Claire has experience in community energy planning (including greenhouse gas inventory analysis), facilitation and stakeholder engagement, and research and policy design. She is currently involved in the Pembina Institute's Green Building Leaders project. Prior to joining the Pembina Institute, Claire worked with Ontario school boards researching the non-technical barriers to installing solar photovoltaic projects on primary and secondary schools. Claire holds a Master's degree in Environmental Studies from the University of Waterloo. ***The Fastest Way to Drop Greenhouse Gas Emissions***



**PATRICK CONDON** - UBC Professor Patrick M. Condon has over 25 years’ experience in sustainable urban design; first as a professional city planner and then as a teacher and researcher. He is now senior researcher with the Design Centre for Sustainability at UBC, a sustainable urban design think tank. Patrick has lectured widely, and is the author of several books, most recently "Design Charrettes for Sustainable Communities", 2008, and "Seven Rules for Sustainable Communities", 2010, both from Island Press. Most recently, he and his research partners have collaborated with the City of North Vancouver to produce the "100 Year Sustainability Vision", a plan to make the City of North Vancouver a zero carbon community. ***Seven Rules for Sustainability***

# PLACEMAKING: COOL IDEAS FOR LOCALLY ELECTED LEADERS

## CONFERENCE AT A GLANCE:

<b>9:30am</b>	Shuttle Bus Leaves from Downtown Vancouver			
<b>FRIDAY 1:00pm</b>	<b>WELCOME</b>			
<b>1:30—2:30</b>	Moving to a System of Integrated Early Childcare and Learning in BC	Lessons from Marshall Ganz 	The City Repair Project	Growing Wealth Gap
<b>3:00—4:00</b>	Schools as the Hub of our Communities		Beyond Habitat - Tools for a Biodiverse Community	Municipal Financing and Taxation
<b>4:30—5:30</b>	<b>PECHA KUCHA STYLE! Arts, Culture and Placemaking</b>			
<b>7:00</b>	Columbia Institute Reception			
<b>7:30</b>	<b>DINNER with Michael Shuman: The Smallmart Revolution</b>			

<b>SATURDAY 8:00</b>	<b>BREAKFAST</b> (8:45 David Thompson: Green Jobs Plenary)			
<b>9:30—10:30</b>	The Heart of Aboriginal Education	Tools for Communicating with your Community	Powering Up Local Business' for Climate Action	Buying Power
<b>11:00—12:00</b>		<b>11:30</b> 21 <sup>st</sup> Century Learning	Serious Money: Pensions, Responsible Investing and Your Community	Arts, Culture, Heritage and Placemaking
<b>1:00—2:30</b>	Communities and Post Secondary Partnerships	First Up: Food Security, Child-Focused Communities, and more.	Seven Rules for Sustainability	Cancun Update
<b>2:30—3:30</b>	<b>PLACEMAKING PLENARY</b> with Michael Shuman, Patrick Condon, and David Thompson			
<b>4:00pm</b>	Shuttle Bus to Downtown Vancouver Departs			

# PLACEMAKING: COOL IDEAS FOR LOCALLY ELECTED LEADERS

## SESSION HIGHLIGHTS:

*Placemaking* is about deepening community sense of place and connectedness. Public education is the foundational underpinning for this concept, crucial to citizenship and the innovation we need to navigate our changing world, while local governance holds the key for truly making a difference.

### KEYNOTE SPEAKER

**MICHAEL SHUMAN** – Michael is the research and public policy director of Business Alliance for Local Living Economies (BALLE). An economist, attorney, author, and entrepreneur, he has authored, coauthored, or edited seven books, including *The Small Mart Revolution: How Local Businesses Are Beating the Global Competition* (Berrett-Koehler, 2006) and *Going Local: Creating Self-Reliant Communities in the Global Age* (Free Press, 1998). *The Small-Mart Revolution* was awarded a bronze medal for best business book by the Independent Publishers' Association. In recent years Michael has led a number of community-based economic-development efforts, and served as a senior editor for the recently published *Encyclopedia of Community*. Michael has given an average of more than one invited talk per week for 25 years throughout the United States and the world.



**Michael** is a terrific speaker and offers both inspiration and common sense in his presentation on local economy. He is the keynote speaker on Friday evening, and will be joining in a panel discussion in the closing Plenary.

### SEVEN RULES FOR SUSTAINABILITY

New provincial laws require municipalities to produce practical plans for reducing carbon, not just from city activities but greenhouse gases produced by their citizens too. Council members are thinking about the way community members get around, where they work, and how they live in their homes. A short while ago, North Vancouver became the 6<sup>th</sup> city in Canada to reach the top level of the international Cities for Climate Protection initiative and carved new ground with the adoption of a 100 year plan for the city. The UBC Design Centre for Sustainability and Design worked with the city to create their plan, using a core set of seven rules for sustainable communities. In this workshop, Mayor Darrel Mussatto shares the climate change and sustainability leadership story from the council table, while Patrick Condon, senior researcher at the UBC Centre for Sustainability and Design explores this core set of seven rules for sustainable cities which evolved from nearly a generation of work with cities through their execution in the City of North Vancouver's 100 year plan.

[http://www.cnv.org/printer\\_friendly.aspx?c=3&i=541](http://www.cnv.org/printer_friendly.aspx?c=3&i=541)



## **GREEN JOBS PRIMER**

Across the social and political spectrum these days, people are talking about Green Jobs. Threats of the disastrous consequences of change climate, and BC's high unemployment rate resulting from our recent economic recession, have created an atmosphere of both anxiety and opportunity. Green Jobs, often defined as good jobs created or protected by policy measures that reduce Greenhouse Gas emissions, are an increasingly popular answer to this crisis. What are the benefits of green jobs, and how do we go about creating them? This Plenary provides an overview of jobs and emissions in BC and key directions for a green economy, based on a *Jobs, Justice, Climate* discussion paper.

## **GROWING WEALTH GAP**

There's a growing income gap between those who are rich and everyone else. This deep economic trend is de-stabilizing communities and heartbreaking for those on the lower end of the spectrum. This workshop features an overview of the growing income gap, an update on the BC Poverty Reduction Campaign and a facilitated discussion on Municipal Living Wage Policies. Following New Westminster's lead, Esquimalt has become the second municipality in Canada to show leadership on adopting a Living Wage policy. Join a facilitated discussion exploring road bumps on the path to municipal Living Wage policies and dialogue about how to move beyond them, drawing on the experience of Esquimalt and New Westminster.

## **THE FASTEST WAY TO DROP GREEN HOUSE GAS EMISSIONS**

Experts say the fastest way to drop green house gas emissions is to use less energy in the first place: conservation. In Canada, residential retrofits could cut energy use in buildings by 28% and drop our national total of emissions significantly. It's a fast, affordable path to taking climate action.

Homeowners can typically save \$700 a year on a \$2000 annual heating bill and retrofits generate up to 20 local jobs for every \$1 million invested. (Fossil-fuel industry investments generate only ¼ of the number of jobs for the same investment.) This workshop examines the role Canadian municipalities can play in setting up financial programs for residential energy efficiency retrofits, and what types of legislative, financial and administrative tools they'll need to do it.

## **BEYOND HABITAT – TOOLS FOR A BIODIVERSE COMMUNITY**

Loss of habitat, environmental degradation and climate change are causing an alarming drop in biodiversity. Species are going extinct a hundred times faster than the normal evolutionary extinction rate. Local governments can play a crucial role in the conservation and promotion of global biodiversity, but where to start? This forum explores some of the practical and legislative tools available to municipal leaders for conserving biodiversity.

## **HERITAGE, CULTURE, ARTS AND PLACEMAKING**

Communities that look and feel like anyplace ultimately seem like no place. Understanding why a community values its heritage ensures that our historic places remain as a community develops and changes, and that they continue to play key roles in the contemporary context. A values-based approach to Heritage considers all aspects of a community's development and evolution over time - those aspects that represent the authenticity, unique identity and sense of place of our cities, towns and rural communities.

Beyond Heritage, arts and culture play a huge role in deepening sense of place and engaging community members. This workshop pairs a presentation on heritage and how it can enhance local economies sustainably along with an exploration of the key role of municipal leadership in community arts and culture.

## **SERIOUS MONEY: PENSIONS, RESPONSIBLE INVESTING AND YOUR COMMUNITY**

When it comes to reinforcing our communities' sense of place and supporting the local economy, it's good to know the landscape. Beyond the local players, there's some serious money being deployed by pension funds that impact our communities. Pension funds are strategic economic players because they control a vast portion of the world's capital. In Canada, pension funds are the second largest pool of capital with over \$900 billion in assets. Many of these pension plans are ones that municipalities and school boards pay in to. How much impact do pension funds have? Do any of the funds use responsible investment approaches? What role do the trustees appointed by the Employer and Employees play in determining how these funds are invested?

## **MUNICIPAL FINANCE AND TAXATION**

The issue of Industrial Taxation has been a hot button for many communities in BC as some large corporations try to reduce their full property tax assessments payments. The backdrop to this issue is that municipalities in Canada, with their 8% of the tax revenue pie, are struggling to make ends meet. This workshop explores the industrial taxation issue and features highlights from the recently released paper Local Prosperity: Options for Municipal Revenue Growth. You'll hear some thought provoking findings on corporate taxation and possible new pathways for municipal revenue growth.

<http://www.thinkcity.ca/localprosperity>

## **TOOLS FOR COMMUNICATING WITH YOUR COMMUNITY**

An effective locally elected official understands their community and the people in it, looking for innovative ways to understand local issues and to interact with community members. This panel will explore a new modern technology and ideas for team building.

## **CITY REPAIR**

Portland's City Repair is a vibrant grass roots organization in the City which mixes volunteerism, arts and people to reclaim public space. It began with the idea that **localization** - of culture, of economy, of decision-making - is a necessary foundation of sustainability. By reclaiming urban spaces to create community-oriented places, City Repair participants plant the seeds for greater neighborhood communication, empower their communities and nurture their local culture. Architect Mark Lakeman , a speaker in wide-demand, shares the inspiration and projects which are awakening Portland neighborhoods.

## **LESSONS FROM MARSHALL GANZ**

An entire afternoon exploring the framework that legendary community organizer Marshall Ganz, now a Harvard professor, uses in his community outreach work. Ganz has been a community organizer in the USA for decades and has refined effective and powerful engagement methods. This workshop will help you work through the tools of effective engagement and is lead by one of our Columbia Institute staff members, who recently spent time with Professor Ganz learning and practicing this community engagement method. You will leave this workshop with much more than an elevator pitch.

**PLEASE GO TO: [WWW.CIVICGOVERNANCE.CA/ABOUTHARRISON2011](http://WWW.CIVICGOVERNANCE.CA/ABOUTHARRISON2011)**

**FOR MORE SESSION HIGHLIGHTS**