

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

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

Coastal Community Network is Co-Chaired by:

Tony Bennett, Area Director, Alberni Clayoquot Regional District

Les Sam, Chief Councillor, Tseshaht Nation [on-leave]

Presented by:

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Photo: North Coast Community-to-Community Forum 2008



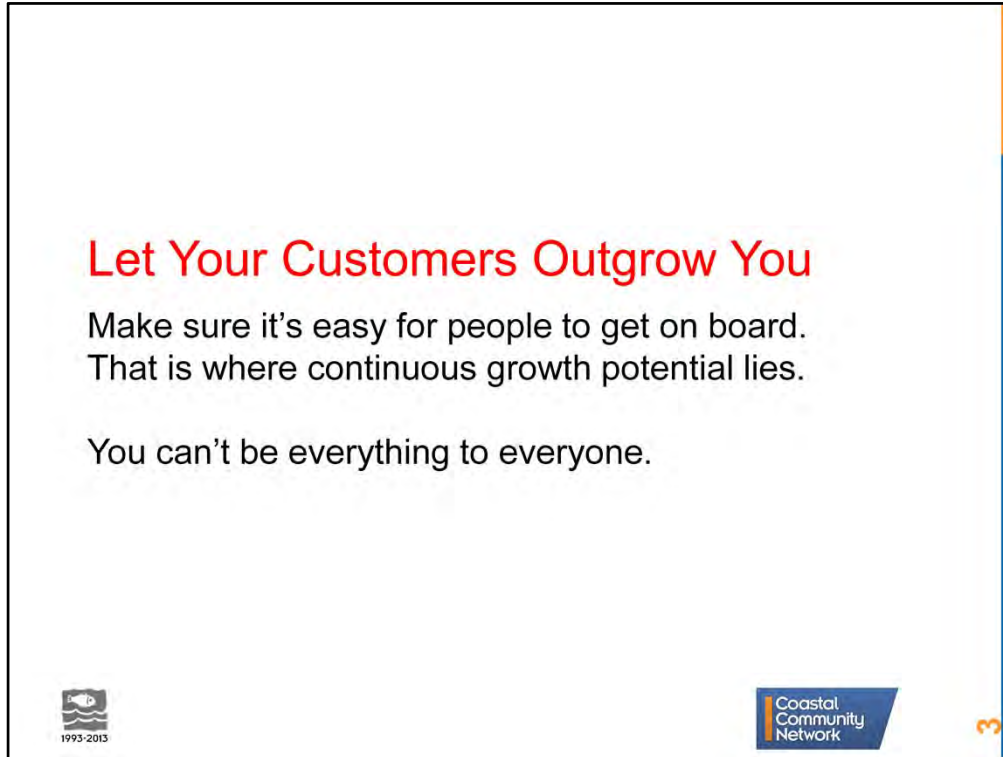
Members of the Board of Directors met with leaders at the First nation Summit September 2011 to discuss how best to proceed and ensure that aboriginal governments are served by participating in the Network.

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

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

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

Photo: Chief Mathias Centre Squamish 2011 Patrick N. Marshall



Let Your Customers Outgrow You

Make sure it's easy for people to get on board.
That is where continuous growth potential lies.

You can't be everything to everyone.

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Let your Customers Outgrow You

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

Credits

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

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CONSULTATION | 2011

- AVICC Sidney April 2011
- NCLGA Prince Rupert May 2011
- First Nations Summit September Squamish Reserve 2011
- Union of British Columbia September Vancouver 2011
- Resolution B100- Working with UBCM September 2011
- Resolution C43 – Be the Clearing House for Resource Management on the Coast September 2011
- AVICC Executive Meeting January 2012
- UBCM Staff Meeting February 2012
- Regional District Chairs and CAOS at Municipal Finance Authority AGM March 2012

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These are the milestones from 2011 and how representatives were consulted, leading to this refreshed approach and reconstruction.

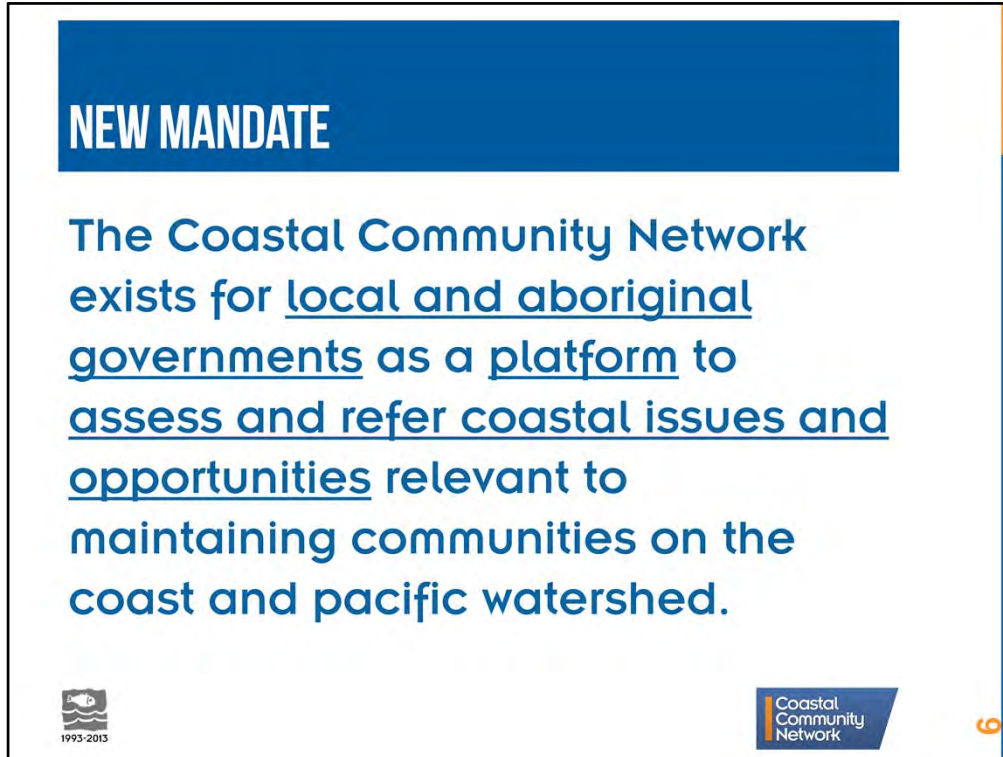


OPERATIONAL FILES INCLUDED

- **Ground Fish Development Authority Government of Canada - St. Jacques | Nobles | Steeves**
- **Ground Fish Special Industry Advisory Committee Fisheries & Oceans Canada - St. Jacques | Corazzoli**
- **Integrated Ground Fish Advisory Committee to Fisheries & Oceans Canada - St. Jacques | Huddleston**
- **Pacific Hake Advisory Committee to Fisheries & Oceans Canada - Bennett**
- **Pacific North Coast Integrated Management Area Planning Process Fisheries & Oceans Canada – Huddleston | Nobles | Abram | Lande**
- **Marine Area Planning Process Province of British Columbia**

These are current files that the Board of Directors are working on.



NEW MANDATE

The Coastal Community Network exists for local and aboriginal governments as a platform to assess and refer coastal issues and opportunities relevant to maintaining communities on the coast and pacific watershed.

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The existing mandate for the Network involves the following which predates the Brundtland Commission and is not very focused:

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

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

This underlying statement has been drafted for consideration by the Board of Directors for the network.

MANDATE SUBJECTS

- Can-Am Oceanic Yacht Alliance opportunities for communities
- Coast Guard Canada response and operations
- Coastal and Ocean Transportation policy feedback
- Coastal Policing [RCHP, CO's, FOC, Coast Guard, Immigration]
- Coastal Sustainability Charter
- Coastal: Ferries and associated environmental responses to spills and bilge water
- Consultation on resource extraction, management and transportation
- Consultation with marine transportation industries with respect to short sea shipping, coastal barges, shipping, servicing and navigation
- Coordinated coastal tourism development with respect to visual impacts implications for Cruise Ships
- Coordination with private sector response to derelict vessels
- Emergency spill response and clean-up coordination
- Fisheries and Oceans Research and Development
- Fisheries Allocation and Processing Canada Groundfish Development Authority, Foreign Fishing and Aboriginal Governments
- Fisheries and Oceans Enforcement
- Impact of the continued centralization of Ocean Services
- Impacts of Treaty and Settlement related to aboriginal governments
- High unemployment and High lack of skill labour resolution
- Lighthouse maintenance, operations and acquisition
- Marine and Protected Parks Planning process
- Marine Area Provincial Planning processes
- Marine Protected Area Processes
- Marine Spatial Planning
- Ocean Debris clean-up coordination
- Pacific North Coast Integrated Management Area Planning Process [PNCIMA]
- Protocol Agreement coordination and optimization of common ground subjects
- Responses to Regional Workforce Tables
- Retaining Youth through meaningful employment coordination with resource and manufacturing industries
- Reporting on Rates of the loss of Coastline to Urban Uses
- Sea Level Rise response and mitigation
- Search and Rescue coordinated operations
- Shared Services and Actions where appropriate
- Tsunami Early Warning CANADA response
- Tsunami Ocean risk management

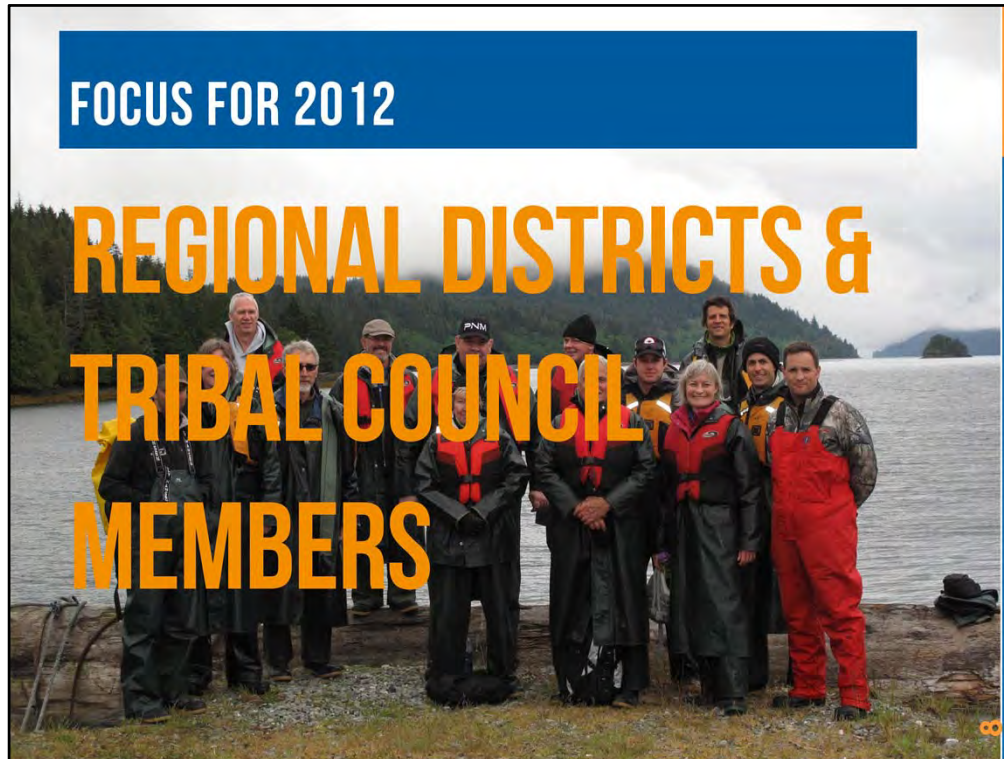
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These are subjects that the Network should be addressing.

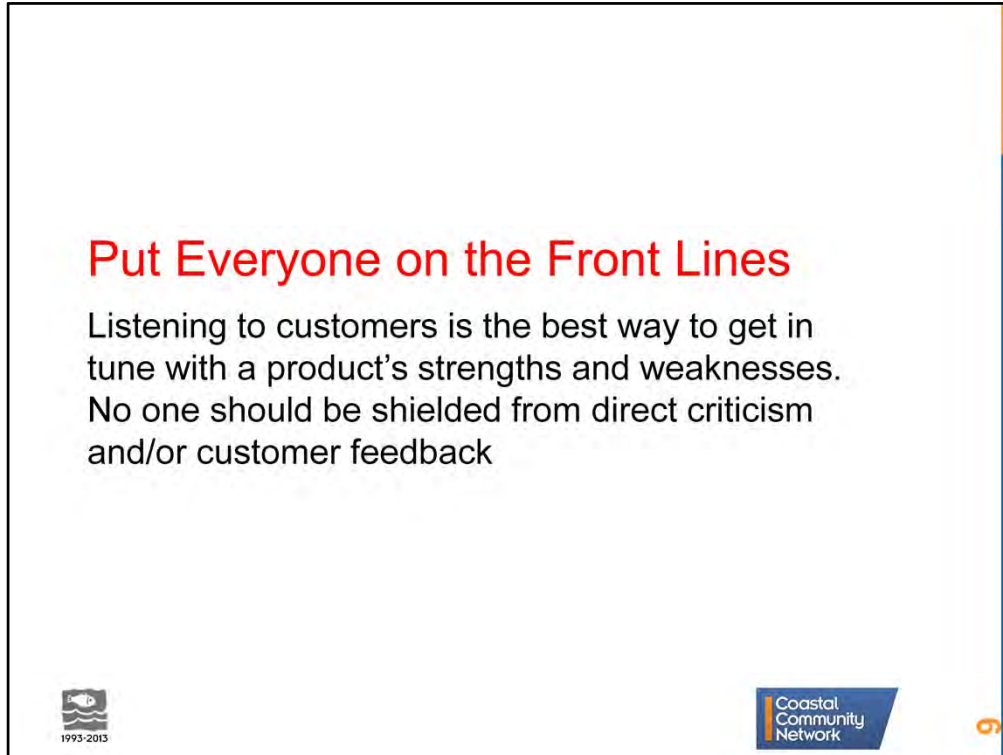
Mr. Nohr from the Sunshine Coast stated that he had a list of 20 probable subjects, but the discussion did not illuminate them.

Unfortunately, he has yet to provide his list to the network.





The Network does not have the financial resources to meet with every aboriginal government, so attempts to communicate through the First Nation Summit are being pursued.

Photo: PNCIMA participants at Moresby Camp, Queen Charlotte Islands Kim



Put Everyone on the Front Lines

Listening to customers is the best way to get in tune with a product's strengths and weaknesses. No one should be shielded from direct criticism and/or customer feedback

Focusing on CAO's and Chairs is the first point in pursuing reconstruction of the Network as only Regional Districts and Tribal Council can be Members. Everyone else is an associate.

Credits

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MEMBERSHIP PROFILE

- There are 14 Regional Districts that are eligible to participate as full Members with Board Representation
- There are 11 Tribal Council organizations across the watershed
- There are approximately 158 local and aboriginal government organizations comprised of local Bands, Area Municipalities, Regional District Tribal Councils and Hereditary Wilps
- The Business plan is to focus on Regional Districts and Tribal Councils for 2012 with the intent of facilitating all other organizations upon request

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

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

SUSTAINING | CORRESPONDING

SUSTAINING ORGANIZATIONS 2011

ALBERNI CLAYOQUET REGIONAL DISTRICT
BOWEN ISLAND MUNICIPALITY
CENTRAL COAST REGIONAL DISTRICT
CITY OF CAMPBELL RIVER
CITY OF NANAIMO
CITY OF PORT ALBERNI
CITY OF PRINCE RUPERT
CITY OF RICHMOND
DISTRICT OF DELTA
DISTRICT OF KITIMAT
DISTRICT OF SECHelt
DISTRICT OF UCLUELET
OZAWAHDEN TROW NATION
KITIMAT-STIKINE REGIONAL DISTRICT
LYACKSON MUSTIMIRW NATION
MT. WASHINGTON REGIONAL DISTRICT
NUL-SHAN-NUL-TA TRIBAL COUNCIL
NUXALK NATION
SKEENA QUEEN CHARLOTTE REGIONAL DISTRICT
STRAHCONIA R.D.
TSESHAHT FIRST NATION
TOUBAHT NATION
TOWN OF FORT McNEILL
TOWNSHIP OF ESQUIMALT
VILLAGE OF GOLD RIVER
VILLAGE OF SAYWARD
WETWAKUM NATION

CORRESPONDING ORGANIZATIONS AND INDIVIDUALS

AHOUSAHT NATION
BO-CECEN PAIGUACHIN NATION
CAPITAL R.D.
CHEMANUS NATION
CITY OF COLWOOD
CITY OF COURTFENAY
CITY OF DUNCAN

CITY OF LANGFORD
CITY OF PARKSVILLE
CITY OF POWELL RIVER
CITY OF TERRACE
CITY OF VICTORIA
CITY OF WHITE ROCK
COMOX VALLEY R.D.
COUNCIL OF HAIDA NATIONS
COWICHAN VALLEY R.D.
DIA NADUK'XW ANAEE TLALA NATION
DISTRICT OF CENTRAL SAANICH
DISTRICT OF HIGHLANDS
DISTRICT OF LANTZVILLE
DISTRICT OF METCHOSW
DISTRICT OF NORTH COWICHAN
DISTRICT OF NORTH SAANICH
DISTRICT OF GUK BAY
DISTRICT OF PORT EDWARD
DISTRICT OF SAANICH
DISTRICT OF SAYWARD
DISTRICT OF SOOKE
DISTRICT OF SQUAMISH
DISTRICT OF STEWART
DISTRICT OF TOPW
DITDAHT NATION
EHATTESAHT NATION
ESQUIMALT NATION
FIRST NATION SUBMIT
GINGOLX VILLAGE NISGA'A
GITBA'AT NATION
GITLAXT'AMIX VILLAGE NISGA'A
GITWIKWISHLAW VILLAGE NISGA'A
GITXAALA NATION
GWA'SALA NAKWAXDA'XW NATION
GWA'WANUK TRIBE
HAIKLA NATION
HALALT NATION
HEILTSUK NATION
HESOURAHT NATION
HUL QUINTANA TREATY GROUP
HUPACASATH NATION
HUV'AY'AH'T TREATY OFFICE

KA-'VU-'K'T'H' CHE: K'TLESTETH' NATION
KASSA DENA COUNCIL
KATZE NATION
KITSELAS NATION
KITSOBKALSM NATION
KLAHOUSE NATION
K'OMIX NATION
KWAKWITL DISTRICT COUNCIL
KWAKWITL NATION
KWA'WA'ANEUK NATION
KWIA'KA NATION
KWIKWIS ANEUK AH'KWAW'AH'MISH NATION
KWIKWELAM NATION
LAICH KWIL TACH (HAMATLA) TREATY SOCIETY
LAKE COWICHAN NATION
LAX KW ALAAMS NATION
LAXGAL ISAP VILLAGE NISGA'A
MALINKHA NATION
MALAHAT NATION
MALAHAT TREATY OFFICE
MAMALELEQALA OWE'OWA'SOTEM NATION
METLAKATLA NATION
MOWACHAHT MICHLAHT NATION
MUSUMAMAW TSAWATANEUK TRIBAL COUNCIL
MUSUDEM NATION
NAMDIS NATION
NANAIMO R.D.
NAUT'SA MAWIT TRIBAL COUNCIL
NISGA'A NATION
NICHALAHT NATION
OFTSHECHT NATION
OWEKENOMUKINUKV NATION
PACHEEDAHT NATION
PESELAKUT TRIBE
POWELL RIVER R.D.
QUALICUM NATION
QUATSING NATION
QU'WITSUN NATION

SCIA'NEW NATION
SHISHALA NATION
SLAMMEN NATION
SNAW'NAW'AS NATION
SNAW'NAW'AS TREATY GROUP
SNAWNEHUKW NATION
SONDHEES NATION
SQUAMISH-LILLOEET R.D.
STZ'UMMUS NATION
SUNSHINE COAST R.D.
TE'MEXW TREATY ASSOCIATION
TLATLA'SIKWALA NATION
TLOOCHAHT NATION
TLONTOSS NIMTAGLA NATION
TOWN OF COMOX
TOWN OF OROSONS
TOWN OF LAYSIMITH
TOWN OF LAKE COWICHAN
TOWN OF QUALICUM BEACH
TOWN OF SIKNEY
TOWN OF VIEW ROYAL
TSATLIP NATION
TSAWOUT NATION
TSESHAHT NATION
TSEYUIN NATION
T'SIUKA NATION
UCHUCKLESAHT NATION
UCLUELET NATION
VILLAGE OF ALERT BAY
VILLAGE OF CUMBERLAND
VILLAGE OF LIONS BAY
VILLAGE OF MASSET
VILLAGE OF PORT ALICE
VILLAGE OF PORT CLEMENTS
VILLAGE OF ODEEN CHARLOTTE
VILLAGE OF FANOS
VILLAGE OF ZEBALLOS
WE WIN KAI NATION
WIKELA'VA'ROSA COUNCIL
WINALADILS TREATY GROUP
XWEMALKWU NATION

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158 community organizations.

Renewal for 2012 will include:

All participants from 2011 at 2011 rates.

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

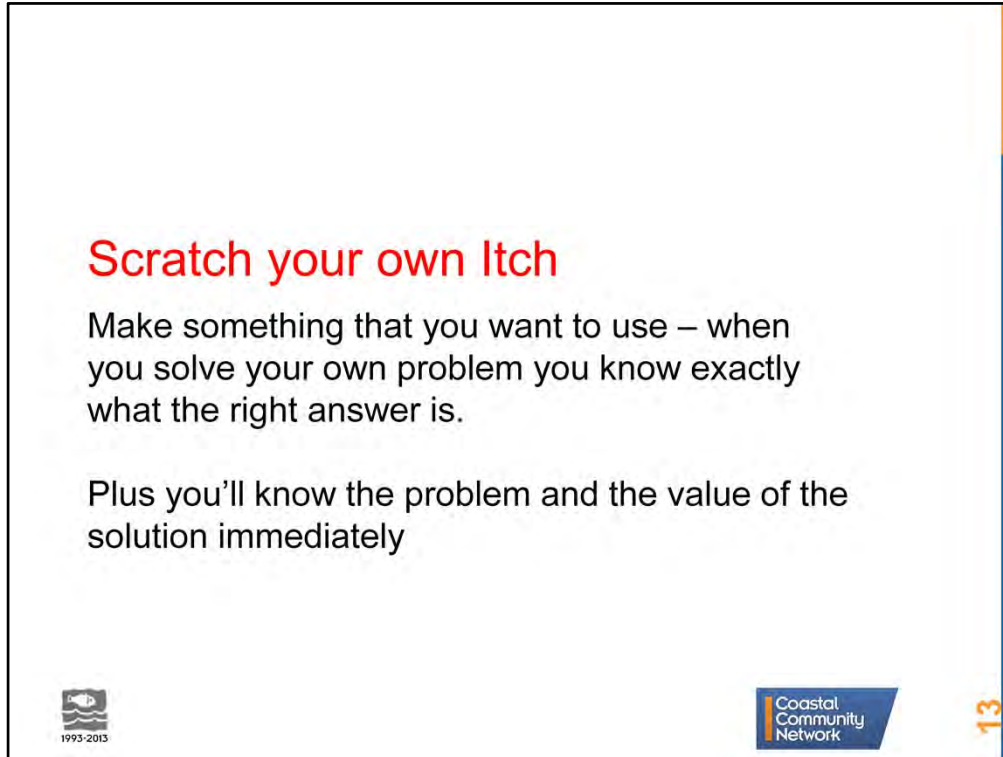
New 2013 rates to be set at \$5,000 and \$10,000 with Board to decide on limits as well as setting \$2500 for Associate Members.

Special rates for rural and remote areas will be defined.



This Business Plan must be simple.


Photo: Skidegate Heritage Centre Boat Shed, Patrick N. Marshall




Scratch your own Itch

Make something that you want to use – when you solve your own problem you know exactly what the right answer is.

Plus you'll know the problem and the value of the solution immediately

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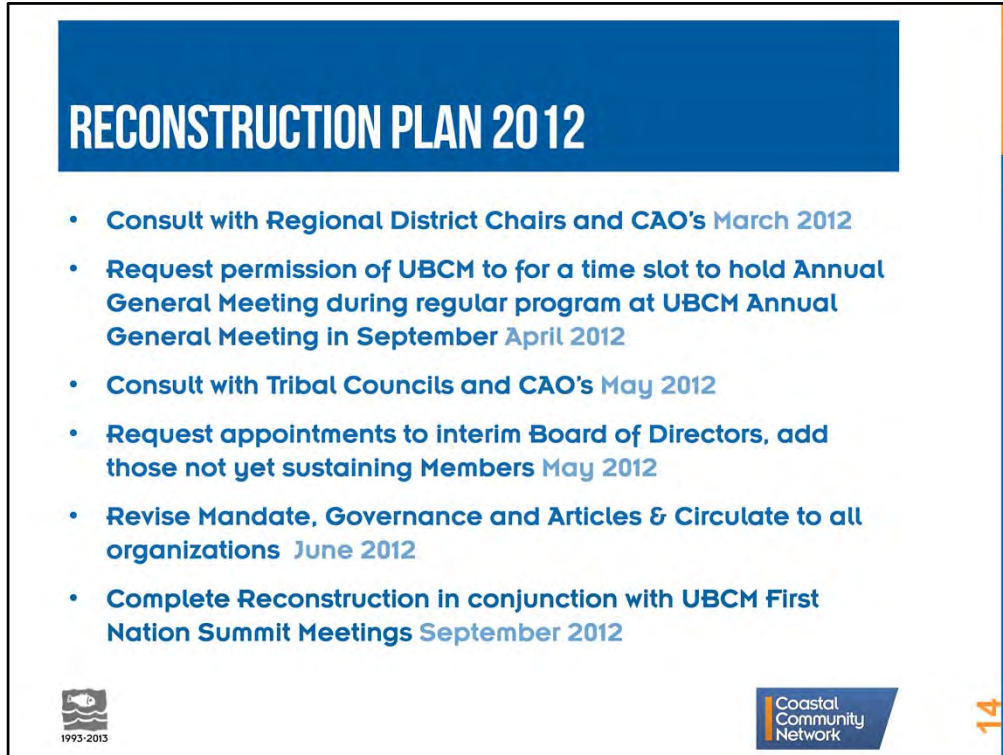
Scratch you own itch.

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

Credits

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

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A presentation slide titled "RECONSTRUCTION PLAN 2012" with a blue header. The slide contains a bulleted list of six items detailing a schedule of activities from March to September 2012. At the bottom left is a small logo with the text "1993-2013". At the bottom right is the "Coastal Community Network" logo. A vertical orange bar on the right side of the slide contains the number "14".

RECONSTRUCTION PLAN 2012

- Consult with Regional District Chairs and CAO's March 2012
- Request permission of UBCM to for a time slot to hold Annual General Meeting during regular program at UBCM Annual General Meeting in September April 2012
- Consult with Tribal Councils and CAO's May 2012
- Request appointments to interim Board of Directors, add those not yet sustaining Members May 2012
- Revise Mandate, Governance and Articles & Circulate to all organizations June 2012
- Complete Reconstruction in conjunction with UBCM First Nation Summit Meetings September 2012

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This is a schedule for the next six months to prepare the organization to shift and focus its efforts.

FINANCIAL PLAN 2013 - RESTART

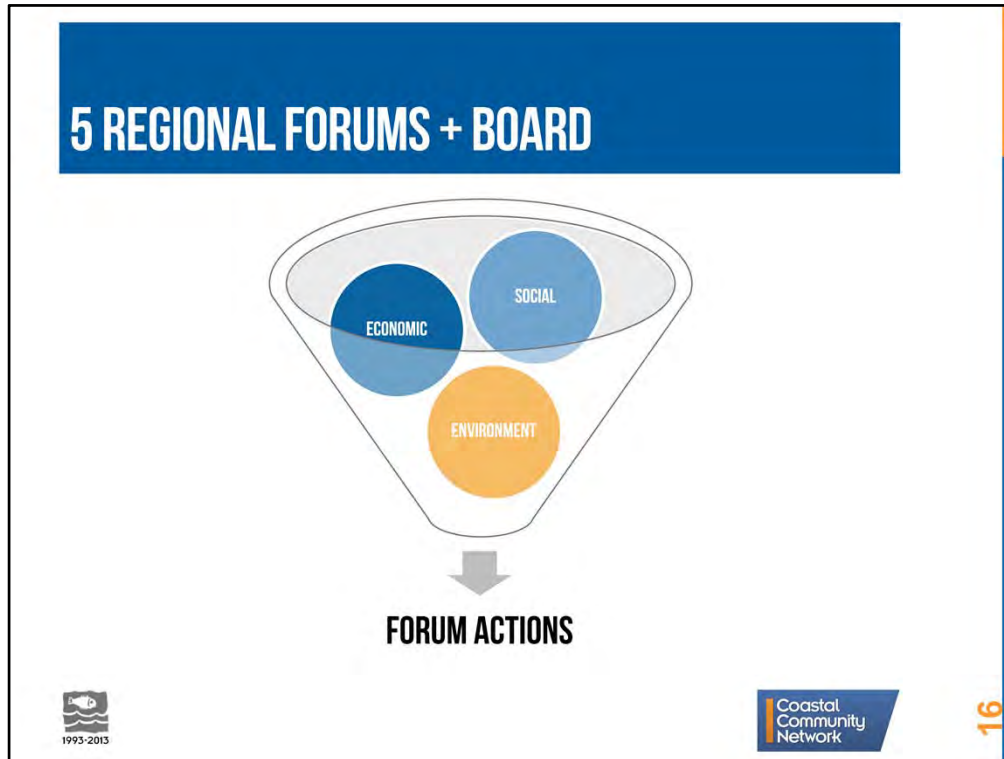
- Existing Revenues from Membership render ~\$12,000 which is not sustainable
- Discussion with Regional Districts around \$20,000, \$15,000, \$10,000 and \$5,000 annual subscription rates which would render \$280,000, \$210,000, \$140,000 and \$70,000
- Model for 2013 Budget process @ 1/3 \$10,000, 1/3 \$5,000 and 1/3 \$250 rendering \$71,065 for the first year of the plan
- 2013 Budget allows for contract management for organization plus contributions to 6 coordinators across the watershed already employed at Regional Districts selected by Sub Regional Forums



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This financial plan is fundamental and represents the expected case scenario for the Network.

The worst case scenario is to stay at 2011 levels.



The five forums would include:

North Coasts and Islands

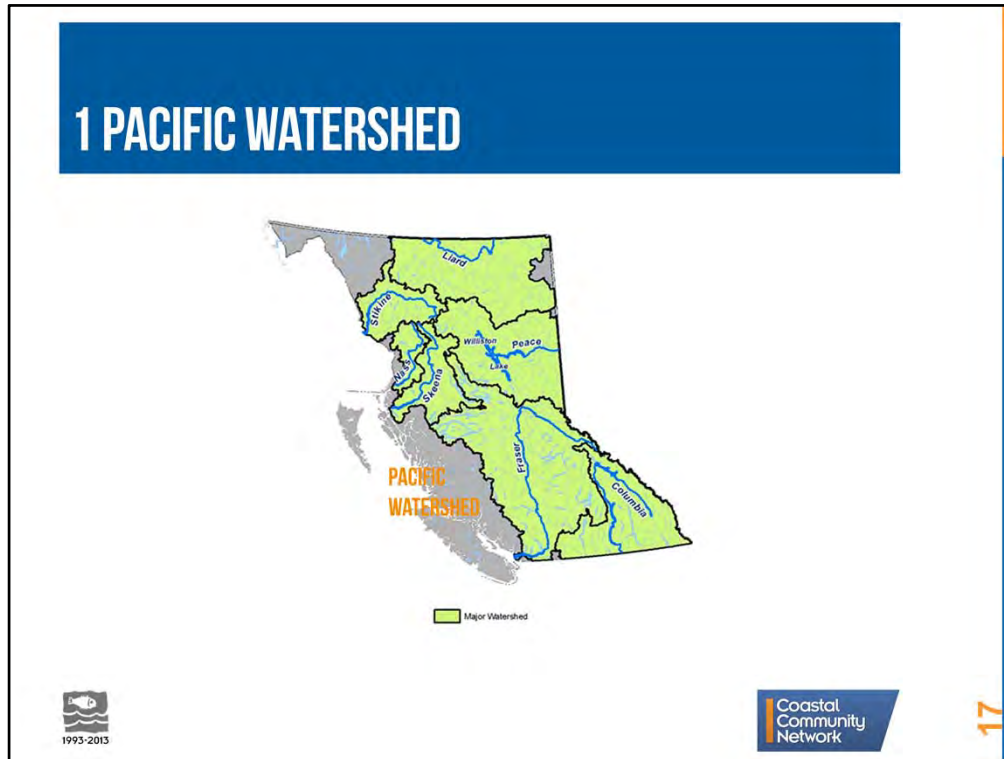
North island and Coasts

Vancouver Island West Coast

Vancouver Island East Coast

South Coasts and Islands

The sixth Forum is the actual Board of Directors for the organization.





This is the Province of British Columbia, Ministry of Environment Watershed Map.

Note that the Coast is designated grey as are other undefined areas.

RESULTS EXAMPLE

Presentation Marketing Sales Process		
Cost of Goods	Union of BC Municipalities Presentation	Cost of Service
\$300.00	Preparation to complete Survey to provide Content	25hrs.
	Total at Conference 1200 will see 60 at presentation	3 hrs.
\$1500	Travel and Accommodation	8 hrs.
\$600	Handouts for Participants at \$10 per	10 hrs.
	Follow up with participants post presentation 1 hr. per	60 hrs.
\$2400	Total	106 hrs. x \$20 = \$2120
	5 days for 15 sales @ \$2500	
	10 days for 5 sales @ \$5000	
	Total Sales \$60,000	
	-\$10,000 to deliver the work	
	Total Sales of \$50,000 for 25 weeks work	



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This is a business case that demonstrates the rationale behind investing time and cash into marketing at UBCM.

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

A very simplified approach to demonstrating the cash value of the network.

REAL RESULTS AND VALUE

Coastal Community Network Forums		
Cost of Goods	Functions	Cost of Service
\$ 4000	Administration Contract Management	84 hrs. @ \$ 80
\$ 4000	4 Annual Forums x 6 Forum Areas	48 hrs. @ \$ 30
\$ 2000	6 Forum Area Coordinators 10 hrs. mos. 120 x 6 = 720 hrs.	720 hrs. @ \$ 30
\$ 500	4 Board Meetings Conference Calls	10 hrs. @ \$ 80
\$ 9000	Travel Claim for Administration to Regional Forum	125 hrs. @ \$ 80
\$ 5000	Travel and Accommodation for Annual General Meeting	10 hrs. @ \$ 80
\$ 5205	Maintain Coastal Charter Policy and Presentations Annual Maintenance	62.5 hrs. @ 80
\$ 29705	Total	\$ 46360
\$76065 1,059.5 hrs. ~30 weeks to deliver the work		
10 resolutions for 5 Regions plus 10 overall avg. >\$100 000 each = \$ 7 000 000 value		




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Using the expected business case for 2013, we see that we expect an expenditure of \$29,705 on Goods and \$46,360 in billable hours.

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

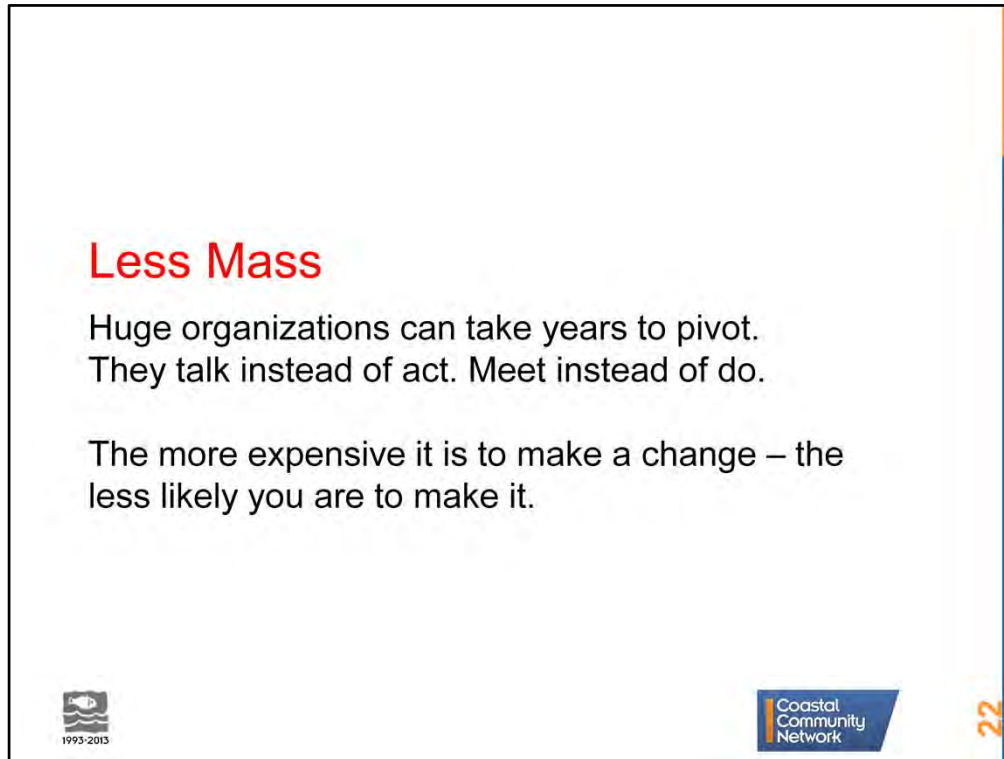
We estimate 10 key resolutions, plus 10 at the Network Board level for a total of 60 key resolutions on the Coast in a year.

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

This excludes any side referrals to Municipal associations that may come out of a consultation process.






Photo: Ocean Initiatives British Columbia Celebrate Oceans Day, Victoria Harbour, Vancouver Island, courtesy of Ocean Initiatives British Columbia
www.oceanmarinespace.com



Less Mass

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

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

Less Mass

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



Credits

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STEPS TO BUILDING CLOUT

- Reconstructed web site live February 2012 featuring:
- Directory of **Elected and Appointed Leaders**
- Non-partisan **Parliamentary Leaders Directory**
- Dedicated section on recent **"Victories"** by community
- Profile section **"Most Wanted"** subjects
- **"Resource Centre"** and **"Blog"** for best practises and accountability
- Profile Issues and Opportunities in the **"Take Action"** section
- Online crowd sourcing of funds for community projects

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A simple web based platform has been designed to communicate the subjects that elected and appointed people said they wanted out there so there is a focal point on issues and opportunities on the coast.

The screenshot displays a web page titled "WHO WE ARE" for the Coastal Community Network. The page features a navigation menu with items like "HOME", "VICTORIES", "MOST WANTED", "RESOURCE CENTRE", "IMPACT ACTION", and "DONATE". The main content area is for "KEN MCRAE PAST CHAIR", including a photo, a list of roles and achievements, and contact information. A map of the region is also visible at the bottom of the listing. The Coastal Community Network logo and the year "1993-2013" are in the bottom left, and a "24" logo is in the bottom right.

This is the Leader Listing typical page layout.

This is the typical page layout for all the other listings.

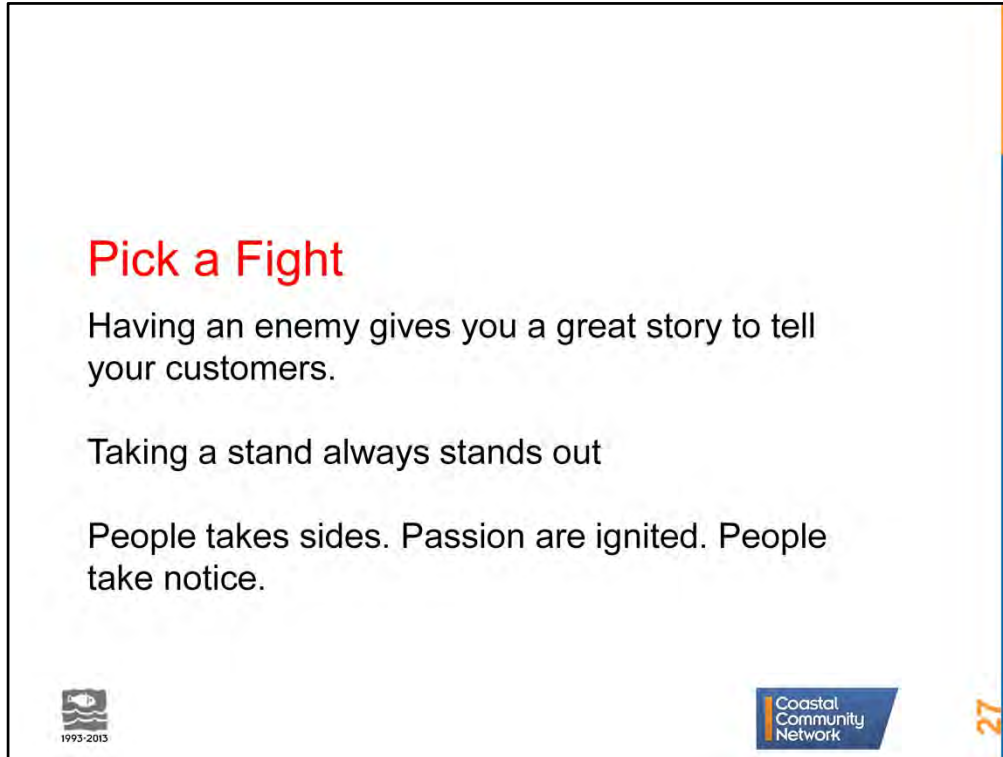
3 RESOLUTIONS WHEN YOU RETURN

1. That the Board I Council approve Membership in the Coastal Community Network as a sustaining Member at the levels currently assessed or if a new Member, as an Associate Member rate of \$250.00 and amend the organizations Corporate Strategy to recognize this Membership as a Strategic Action to support the desired outcomes of the Regional District I Tribal Council;
2. That the Board I Council appoint a Member to serve on the Interim Board of Directors of the Coastal Community Network, effective immediately, so that the Network can commence communicating through the appointee."
3. That the Board I Council advise it's other local and aboriginal government associations that it has provided a resolution of support in principle for the interim status of the Coastal Community Network, subject to the approval of a revised business plan, revised governance policy, and revised financial requirements expected at Friday September 21st 2012 in the afternoon of the First Nation Summit at the Chief Joe Mathias Centre and the Union of BC Municipalities meeting scheduled for September 23rd to 28th, 2012 in Victoria, British Columbia.






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We need these resolutions at your Board or Council in May.



Pick a Fight

- Having an enemy gives you a great story to tell your customers.
- Taking a stand always stands out
- People takes sides. Passion are ignited. People take notice.

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DEVELOPMENT
EDC ECONOMIC DEVELOPMENT COMPANY

Call Patrick Marshall
At +1 250 595-8676 to

- Rework your Economic Statement
- Reconstruct your Commission
- Fix your Board of Directors
- Work for your CAO
- Help the Mayor
- Advise the Chair
- Speak with the EDO
- Update your communications
- Prepare your area strategy
- Build your business case or plan

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



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