

## Minutes JBNA General Meeting September 13, 2023

By Zoom:

Welcome by Wayne Shillington

- A reminder for participants to please mute themselves during presentations.
- A reminder of respectful dialogue.
- On Saturday, September 16 is the regular recycling event at the north end of the JB Community School at Oswego and Simcoe.
- The JB Market is also on Saturday. This Saturday the JBNA will have a booth at the market and will invite residents to drop by.

JBNA Strategic Planning: Lorne Brownsey

JBNA Directors met in August to discuss strategic directions for the organization in the coming twelve months. Three general directions were established.

- The first is that the JBNA needs to be more representative of Jams Bay residents (age, ethnicity, homeowners renters, etc.)
- The second is to recognize capacity limitations of the organizations and broaden involvement through community outreach rather than rely on beyond monthly meetings.
- Thirdly, our effectiveness is improved by engaging, connecting and collaborating with current neighbourhood functions and organizations.

These are the three themes and we have identified some areas of action

We need to develop the vision for the community that represents the entire community. We are aware that other neighbourhoods have gone through visioning process and we are engaged with them as to processes they followed. We want to hear from residents to hear about what people really appreciate about JB and what can be done to enhance their enjoyment of the neighbourhood. The first step is to attend the JB Market and encourage residents to stop by and talk to us.

We are also consulting with other neighbourhoods about how they went about their process, what resources were required and who helped them. We have a modest amount of funding to help. We believe if we coalesce around a shared vision of the neighbourhood, we will be able to provide meaningful input on any issue that affects our neighbourhood.

Resident engagement requires better connections with the community. The primary tools we now rely on might not be effective for everybody. We use email, zoom, and a website that might not be attracting attention of many. We are looking at using social media platforms, as well as looking at other neighbourhoods, such as downtown residents. We are engaged in discussion with individual who have expertise and who we believe can help with this.

We are also thinking about how we use our meetings. By and large CALUCS dominate our monthly meetings. They always attract the attention of those who live near proposed developments. BNA will continue to address development issues but, we want to broaden our focus on other matters of interest. Tonight's agenda is a good example.

In previous years, JBNA hosted workshops on matters of interest and we are looking at reviving that practice. For e.g., the recent urban forest tour is an example of an initiative that people found interesting. We plan a dialogue with residents about issues of interest that we might be able to facilitate. We are committed to making effort to bring forward a range of subject matters that will be of interest to many residents of JB.

The other issue with resident engagement is how to enhance representation. The Directors are all of similar demographic and it is important to look at how to bring people of different ages, cultural diversity etc. into the organizations.

The last subject area discussed at our planning session is how we can enhance our effectiveness at the political level, as the link between residents and Council when we represent the interests of our residents to Council members and also to the Province. A key element of enhancing our effectiveness is the creation of a positive vision for the neighbourhood as a foundation of neighbourhood interest. We also look to engaging more with other neighbourhoods.

The association is doing traffic studies, air quality studies, studies to impact the cruise industry and we will continue to do those kinds of things so that we can provide factual input.

Finally, we know the City is updating the OCP and Counsellor Caradonna has agreed to facilitate a discussion between directors and planning staff. Once we will have better idea of the City's plan, we will have a better understanding on how we should organize ourselves to have input into that process.

These are the high level discussion we held at our planning meeting. We welcome questions or comments about how to achieve these goals. Send an email to [jbna@jbna.org](mailto:jbna@jbna.org)

Jeremy Caradonna City Council Liaison:

Thank you to Lorne for sharing detail and for inviting me to attend.

Counsellor Caradonna had a table at the James Bay market on September 9. He is trying to get shipping container on site for storage of the Market's regularly used market equipment. He is supporting the seedy Saturday initiative as well.

The only new development is the proposal at Kingston and Montreal. Initially proposed as a 17 story building with townhouses, the project was rejected by Council and the proponent

was directed to return to staff with something that was not so tall although with the same FSR (floor space ration). The trade-off is that if the second draft is satisfactory to Council, it will bypass public engagement. If Council is not satisfied, the proposal will have to restart. Staff are working with the proponent. The proponent was also instructed that more 3 bedroom units are required to make the building more family friendly. Council is waiting to see second draft.

Irving Park. Aware of challenges for those who shelter in the Park. On Sept 28 Councillor will bring forward motion regarding sheltering in Irving Park. No details provided at this time.

*My Great Neighbourhood Grants* are available from the City and the Councillor encourages applications. One recently awarded grant was for planting of 16 new trees on private property. The other is a Dads and Kids Lego Club. If you have an event or project, bring it forward.

Transportation issues are ongoing. Awaiting response to some queries from transportation staff.

Regarding the cruise industry, the Councillor is trying to find agreement with ground transportation to formalize an agreement so that community can have predictability about when/where buses are going. It might be a letter of intent, or MoU but there is a need to formalize something. Some upgrades about drop offs have been implemented.

Resident question: Bus transportation. Notes that frequently there are buses that are occupied by only a few people.

Councillor replies that has been brought to attention of the organization responsible for ground transportation. The proposal is to have double decker buses so fewer buses.

Resident says double decker buses are frequent and again minimal occupancy.

Resident questions what more can we do to impact Council to act on some of the FairSail requests?

Councillor responds that he does not believe JBNA needs to do more. The message is clear and he believes it has been heard.

Resident ask with regard to the Kingston/Montreal Street proposal, did Counsellor say it would come back to Council and then into consultation with public?

Councillor replies that the proposal will only return back to public consultation if Council rejects the revisions. If second draft is rejected it will return to CALUC.

Presentation by James Bay Community Project (JBCP) by Kaye Kennish, Executive Director

JBCP has been in this community for decades and is one of the oldest community organizations in James Bay celebrating its 50 year anniversary in 2025. JBCP once provided health services as

well as other services. JBCP is a non-profit social services agency and no longer provides health services which are now provided by James Bay Urgent and Primary Care Centre under auspices of Island Health. The Primary and Urgent Care Centre is one tenant in the building. Other tenants include LifeLabs, Her Way Home program supporting pregnant and new mums with history of substance abuse. There is also Massage Therapy.

The JBCP provides services primarily to James Bay residents, but also to residents from other areas. Services offered for children, youth, seniors and young families to:

- Meet diverse needs of community;
- Help sustain seniors to stay as independent as possible in their own homes. JBCP is the leading agency for a Ministry of Health program to have volunteers help seniors stay in home. They also have contracted staff to help with things like housekeeping. Volunteers might drive seniors to appointments, help with grocery shopping, help file tax returns, make friendly visits, walk dogs, and read to those with vision loss.
- Provide weekly lunch for seniors with guest speakers. Volunteers cook, serve and clean up.
- Provide outreach workers assist seniors navigate various systems to ensure seniors can benefit from various programs of benefits.

The idea is to help people without relying on health professions when it is something can be done through volunteers. There is significant enthusiasm for volunteering in James Bay which is most appreciated.

The family centre provides support to families including families at risk through links with the Ministry of Children and Family Development. After Covid, with some adaptations, in person services again are in place. The family centre:

- Focuses on children from birth to 6 years with programs for families under stress. Mother Goose program for mums to bring young children and socialize with other mums.
- Provides youth programs which include food skills teaching how to cook a nutritious meal. Soup and Play invites families to come and share a meal. Outreach workers help with parenting advice. Families meet other families. New immigrants have joined the program. JBCP tries to connect new immigrants with those who came sometime before. This has proven to be very beneficial.

JBCP is not a food bank but is making effort to address food insecurity with donated food which is available for distribution. They also provide coupons which can be redeemed for produce at the JB Market

Current challenges are limited resources and finances. There are 13 staff and most are part time. Without volunteers JBCP could not meet demand. Community needs are increasing, particularly with food insecurity. The annual budget is not keeping up with the demand. In addition, the building is aging and requires ongoing maintenance and repairs.

The JBCP receives funding from a variety of sources including Vancouver Island Health Authority, the Ministry of Health, BC Gaming, Federal and City of Victoria grants the Ministry of Children and Family Development, and rental income. The Community Closet thrift shop provides quality clothing at greatly reduced prices and is a source of 15 to 20% of the annual income.

Looking ahead, JBCP is focused on

- long term fund raising capacity and hopes to hire part time fundraiser this year
- Increasing JBCP profile, such as opportunity to present through JBNA
- Expanding food security
- Understanding diversity and inclusion especially for new comers and partnering with Indigenous population
- Preparing for demographic changes given increase in aging populations.

Questions:

- Very informative presentation. What % of clientele are JB residents?  
Kaye Kennish estimates about 75%. Most of the families who participate are local, but there are some from other communities. They do so because their own communities do not have the kinds of programs offered by JBCP. Many instances of people with new babies who make friends through the family centre and those relationships sustain for years. There are also a group of dads who attend as a group, supporting one another. The mission is to build resilience through connections and there is a great deal of connecting going on.
- Expression of appreciation from a senior who attends the JBCP weekly to learn about how to use technology. It is so true that you meet others and learn so much. Kaye Kennish thanks for reminder to mention that program. There is a volunteer who offers seniors assistance in use of their various device. He will assist with how to use Zoom to how to add phone number on every Monday.
- Resident notes in 1996 the James Bay Community Market was the result of a project that came out of the JBCP as did the JBNA in 1993. The JBCP has been responsible for at least two important organization sin the community. This reinforces the comments made by Lorne earlier in talking about strategic planning that there are many valuable partners in the community doing critical work. By working together, we can sustain and improve services to residents. We can do that better together than we can separately.

Imagine Studio Café

Dorothy Morrison and the Team from ImagineU

Caz shared her journey of recovery from addiction when she started working at Imagine about 5 years ago. Caz is now in 4<sup>th</sup> year accounting. When she started working at Imagine, her life was challenging. When you are in recovery you lose the friends you had during addiction. Throughout learning at Imagine, she gained confidence and learned many skills including barista, public speaking, and management. She has progressed to being a

team leader and trainer for other staff. She is passionate about issues involving addictions and shares that passion with Dorothy and the rest of the teams.

The internship program is for the most vulnerable young adults. ImagineU offers an experiential learning program that is 6 months long. ImagineU provides young adults with valuable experiential work experience and individual case management support. ImagineU works as a team learning all aspects of the customer focused service (baking, barista, marketing, business management, food growing) as well as mental health support, education about addictions and general life skills. ImagineU works with UVic, Royal Roads, First Nations, justice and law enforcement, and business professionals as well as social services, friends and family.

At ImagineU we find the talent to thrive and support to grow confident that we can.

#### Questions:

- How do you describe the café?  
Imagine is a business and we want to provide opportunity for our youth to be part of the business world, and to learn those skills.
- Thank you for such an inspiring presentation. After the internship, where do young people go? And can ImagineU follow their paths once they leave.  
ImagineU keeps in touch with people as long they want. Some people stay on for long period of times while others are helped to find work in other areas. Some people come back again and work again at Imagine. ImagineU also give some people the confidence needed to pursue further education and the opportunities that result.
- An observation from resident who recognizes how very professional all the staff are and what a wonderful amenity for our community Imagine café is. Thank you for doing what you do.
- Admiration for the courage of our presenter for being able to overcome her addiction and pursuing her goals. Do you get financial support to enable you to continue with education?  
Financial support depends on the individuals. Caz obtained a scholarship through her high school. Youth who had been in foster care can apply for tuition coverage for post-secondary education. There is no financial support for people to pursue recovery from addictions. Some financial institutions offer limited support.
- Within the context of promotion, has ImagineU been featured in online newsletter called Taste of Victoria or in Capital Daily?  
Dorothy recalls that they were promoted sometime ago through online publication as well as CHEK TV.

#### Community Comments:

- Follow up on discussion of cruise ships and Fair Sails. Resident not sure if JBNA is still active in promoting the Fair Sails. Is anyone on the Greater Victoria Harbour Authority? Still work to be done regarding the scrubbers.

Director notes he sits on transportation committee as well as the larger committee with GVHA. JBNA has and continues to be active in pursuing community issues. As cruise ships cleaned up their carbon dioxide emissions through the scrubbers, they started doing open ocean system scrubbing which means the carbon dioxide is now discharged into the ocean. This issue needs to go to Transport Canada for response. The open move system becomes acidic when discharged at sea. Research is needed and direct action is needed.

Resident suggests political advocacy of JBNA needs a way to focus on cruise ship issues. Director reiterates that it is the federal government that regulates these issues and it is the government of Canada that needs to address it. JBNA will continue to push for improvement.

Resident notes that Councillor Caradonna alluded to discussion within the City. Does this mean we can be hopeful? Resident lives across from Ogden Point and the emissions are significant. She is tired of the traffic that travels to and from the City from Ogden Point and all of that traffic generates significant emissions.

As well, we are told that there will be electrification and who pays for that? It is years away. In the mean time we participate in support the industry to use their scrubbers as they do.

Director notes that when reporting on strategic actions, we noted need to link at political level and that includes provincial government as well. Councillor Caradonna has been clear for the need for a protocol between the City and the industry about Fair Sail practices and principles. JBNA needs to be part of that protocol. The City may be doing something in that regard and we will follow up on that.

Councillor Caradonna sits on the transportation and Director confirms that the issues are at the top of the agenda. It is a huge industry with an effective lobbying source and so efforts are all baby steps, but JBNA is taking every step it can.

Resident wonders what specific asks do we have? City governments voted on the scrubber issue with goal of eliminating scrubber discharge along the coast. How do we hone in on issues. Is there a structure within JBNA for advocacy? Activate JBNA members.

Directors notes it is part of our advocacy strategy and it is always on the agenda. Happy to hear from people, but recognizing capacity it is better to something small well than take on too much. JBNA members have spent thousands of hours trying to address this issue. There is an unsubstantiated belief that cruise industry brings massive \$\$ into the City. Education component is critical. Provincial government has some responsibility here. Happy to hear thoughts about advocacy.

Resident says frustration with capacity of JBNA to take on and follow through on issues discussed at these meetings. Small executive has not established any committees and has not engaged with residents who have interest and knowledge and can contribute. JBNA does not engage with residents and cannot expect executive to be all knowing, but there is lack of outreach. Outreach might come as result of strategic planning but resident does not want to wait for a year while plan is put into place. Encourages executive to engage with residents and find out interests.

Director responds that there is expectation that City will be forthcoming with their plans. However, we have not received information from City and there is concern that City will not be consulting with community. It is disappointing how the input from the neighbourhood is received by local Council. Many residents approach the City with limited impact. Happy to hear from people if they want to provide input. If the resident who expressed concern about cruise ship industry, would be happy to pass baton. There is no point at this time in generating discussion about OCP without any idea how the City plans to address it.

Resident wants to thank participants of meeting for spending so much time on cruise ship issues. Suggests that JBNA might write a comment piece that is well researched for inclusion in Times Colonist. There are 2 volunteers here tonight who have offered to do something.

Resident coordinates a group of volunteers out of Quadra Village and it is always challenging to bring on volunteers. There is an organization, Charity Village, a national organization that support non-profit organizations. Volunteer Victoria has offered podcasts from this organization which might be worthwhile for JBNA to consider. For example, a consultant on the panel said that you cannot look at recruiting volunteers. You have to look at marketing your organizations to bring in volunteers.

Laurel Collins, MP for Victoria is also environmental critic. People with concerns about emissions should be sent to Laurel Collins. JBNA has traffic and air quality monitors in place now.

Director responds to earlier comment. Much discussion among Board on best strategy for engagement. As noted before, we need to engage with the people who are not represented at our meetings. There is a large LGBTQ community with whom we need to connect. There are tenants with whom we need to connect. There are many people in our neighbourhood with whom we need to hear from. We need to do so thoughtfully so that relationships are effective and sustained.

Meeting adjourned.