



GOVERNMENT SERVICES COMMITTEE

MONDAY, JANUARY 17, 2011
5:30 P.M.

COUNCIL CHAMBERS, CITY HALL
410 ESPLANADE

Mandate – To advise Council on a broad spectrum of issues related to departmental matters

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Staff Recommendation: <i>That the Committee consider whether it wishes to recommend to Council that the Town of Ladysmith participate as an exhibitor with a booth in the 2011 Ladysmith Home, Garden and Business Show on April 15 and 16 at a cost of \$250.</i>	
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LADYSMITH

TOWN OF LADYSMITH
MINUTES OF A REGULAR SESSION OF
THE GOVERNMENT SERVICES COMMITTEE
MONDAY, DECEMBER 20, 2010 – 6:00 P.M.

COUNCIL MEMBERS PRESENT:

Councillor Steve Arnett (Chair)
Councillor Lori Evans
Councillor Scott Bastian

Mayor Rob Hutchins
Councillor Duck Paterson

Councillor Jillian Dashwood
Councillor Bruce Whittington

STAFF PRESENT:

Ruth Malli
Erin Anderson
Joanna Winter

Sandy Bowden
Patrick Durban

Felicity Adams
Joe Friesenhan

CALL TO ORDER

Councillor Arnett called the meeting to order at 6:00 p.m.

AGENDA APPROVAL

2010-116

It was moved, seconded and carried that the agenda be adopted as circulated.

MINUTES

2010-117

It was moved, seconded and carried that the Government Services Committee minutes of November 15, 2010 be adopted as circulated.

DELEGATION

Rachelle Moreau, Cowichan Valley Regional District

R. Moreau gave a presentation to Council of the recently released Cowichan Regional Energy Plan and discussed the proposed implementation of recommendations contained in the report.

**CITY MANAGER'S
REPORT**

The City Manager provided a verbal report on activities that have taken place since her third quarter report. She explained that although the Town had been offered an extension on the Regional Infrastructure Canada grant funding for the Lot 108 Playfields, the extension is not required as the project is ahead of schedule. The City Manager thanked Council and Staff for their efforts.

REPORTS

2010-118

Sustainable Development Checklist

It was moved, seconded and carried that the Committee recommend that Council support the implementation of the

Sustainable Development Checklist, and that Council direct staff to prepare a bylaw to amend the Development Procedures Bylaw (No. 1667) to include the 'Sustainable Development Checklist' in the application procedure process.

2010-119

It was moved, seconded and carried that the Committee recommend that Council amend the Sustainable Development Checklist to incorporate 'natural areas' in item 1.

2010-120

Work at Gourlay Janes Park

It was moved, seconded and carried that the Committee recommend that Council authorize the expenditure of up to \$20,000 for the removal, limbing, or topping of the dead trees in Gourlay Janes Park in 2010, with the funds to come from unallocated surplus, and that the Financial Plan be amended accordingly.

2010-121

Work on Ladysmith Portion of Cowichan Valley Trail

It was moved, seconded and carried that the Committee recommend that Council authorize the expenditure of up to \$20,000 for improving the Ladysmith Cowichan Valley Trail, with the funds to come from the Cowichan Valley Regional District, and that the Financial Plan be amended accordingly, and that as appropriate, the signage include directions to Ladysmith attractions such as the waterfront, community marina and downtown.

2010-122

Increase in Utilities Staff Complement

It was moved, seconded and carried that the Committee recommend that Council authorize the establishment of an additional full-time permanent Utility Operator position in the Water and Sewer Department.

2010-123

Recess

It was moved, seconded and carried that this meeting of the Government Services Committee recess at 6:56, and that the meeting be reconvened after the Regular Session of Council.

2010-124

It was moved, seconded and carried that this meeting of the Government Services Committee reconvene at 8:18 p.m.

2010-125

Trolley Committee Report

It was moved, seconded and carried that the Committee recommend that Council direct staff to conduct a trolley ridership study during the months of January and February, and July and August 2011, and that the trolley driver be requested to record the number of riders collected at each stop and for each scheduled route.

2010-126 It was moved, seconded and carried that the Committee recommend that Council authorize the investigation of the feasibility of establishing a Transit Authority, or partner with the Cowichan Valley Regional District Transit Authority, in order that the Town may charge a fare for trolley passengers.

2010-127 It was moved, seconded and carried that the Committee recommend that Council request staff to draft a policy regarding trolley rentals.

2010-128 It was moved, seconded and carried that the Committee recommend that Council deny the request for a trolley stop at Campers' Corner for safety reasons, and that Council direct that a new stop be installed on Thicke Road.

2010-129 It was moved, seconded and carried that the Committee recommend that Council maintain the trolley stop on Cloke Road in order to serve the residents of La Rosa Gardens, until a through route is established on Cook Street.

2010-130 **Building Inspector's Report for November 2010**
It was moved, seconded and carried that the Building Inspector's Report for November 2010 be received.

2010-131 **Trolley Report for November 2010**
It was moved, seconded and carried that the Trolley Report for November 2010 be received.

2010-132 **Fire Chief's Report for November 2010**
It was moved, seconded and carried that the Fire Chief's Report for November 2010 be received.

2010-133 It was moved, seconded and carried that the Committee recommend that Council send a letter of thanks and appreciation to the Ladysmith Fire Rescue for their efforts regarding the annual Christmas Parade.

2010-134 **Animal Control / Pound Report for November 2010**
It was moved, seconded and carried that the Animal Control/ Pound Report for November 2010 be received.

CORRESPONDENCE

B. Steele, Union of BC Municipalities - Gas Tax Agreement Regionally Significant Projects

The City Manager reported that she and the Director of Financial Services sit on a Cowichan Valley Regional District Committee, together with representatives from the Union of BC Municipalities and the Province of BC. The Committee is developing a list of

regionally significant projects for the CVRD.

2010-135 It was moved, seconded and carried that the Committee recommend that Council receive the correspondence from Barbara Steele regarding the Gas Tax Agreement Regionally Significant Projects.

2010-136 **City of Duncan Age Friendly Seniors Safety Project Report**
It was moved, seconded and carried that the Committee recommend that Council request that Councillors Evans and Dashwood meet with the Ladysmith Seniors Centre Society to determine if there are recommendations contained in the City of Duncan Age Friendly Seniors Safety Project Report that are applicable to Ladysmith, and to report back to Council.

2010-137
It was moved, seconded and carried that the Committee recommend that Council provide a copy of the City of Duncan Age Friendly Seniors Safety Project Report to the Community Health Advisory Committee and that Councillor Bastian be requested to discuss the report's recommendations with the Committee.

2010-138 **Union of B. C. Municipalities
Notice of Canadian Federation of Independent Business Spending
Report and Holding Lines**
It was moved, seconded and carried that the Committee recommend that Council receive the correspondence from the Union of B.C. Municipalities regarding the Canadian Federation of Independent Business Municipal Spending Report for information.

2010-139 **Lorinda Bedard
Smoking in Public Spaces at Light Up**
It was moved, seconded and carried that the Committee recommend that Council request staff to develop a public awareness campaign to discourage the public from smoking outdoors at Light Up and other public events at which large numbers of people are present.

2010-140 **J. Killick, Municipality of North Cowichan
Invitation to attend a Regional Affordable Housing Workshop**
It was moved, seconded and carried that the Committee recommend that Council appoint Councillors Dashwood and Evans to represent Council at the Regional Affordable Housing Workshop.

2010-141 **Coastal Animal Services
Issues Arising at Light Up**
It was moved, seconded and carried that the Committee recommend that Council request organizers of major public events to provide more extensive information in all publicity and

promotional materials regarding the prohibition of dogs on First Avenue during such events, and that signs be posted at the perimeter of the 'no dogs zone' during public events.

NEW BUSINESS

2010-142 **Ladysmith Bicycle Plan**
It was moved, seconded and carried that the information provided regarding the Ladysmith Bicycle Plan be received.

2010-143
It was moved, seconded and carried that the Committee recommend that Council request staff to schedule a neighbourhood meeting for area residents regarding the proposed Bicycle Plan and improvements for the Bayview Connector.

2010-144 **Town of Ladysmith Question Period Guidelines**
It was moved, seconded and carried that the Committee recommend that Council adopt the following guidelines for Question Period during Council meetings:

- Persons wishing to address Council during "Question Period" must be either Town of Ladysmith residents or non-resident property owners.
- Individuals must state their name and address for identification purposes.
- Questions must relate strictly to matters which appear on the Council agenda at which the individual is speaking.
- Questions put forth must be on topics which are not normally dealt with by Town staff as a matter of routine.
- Questions must be brief and to the point.
- Questions shall be addressed through the Chair and answers given likewise.
- Debates with or by individual Council members or staff members are not allowed.
- No commitments shall be made by the Chair in replying to a question. Matters which may require action of the Council shall be referred to a future meeting of the Council.

UNFINISHED BUSINESS

2010-145 **Downtown Ladysmith Public Washroom Task Force Report**
It was moved, seconded and carried that the Committee recommend that Council endorse the recommendation of the Public Washroom Task Force that Town visitor maps include a 'WC' logo to mark locations of washrooms that are available for use by the public in the Downtown area.

2010-146
It was moved, seconded and carried that the Committee recommend that Council send a letter of thanks to the members of the Downtown Ladysmith Public Washroom Task Force.

Public Washrooms at Transfer Beach

Staff were requested to ensure that the change room at Transfer Beach is open for the Polar Bay Swim on January 1, 2011, and to investigate providing a washroom or "porta-potty" on site for the event.

ADJOURNMENT

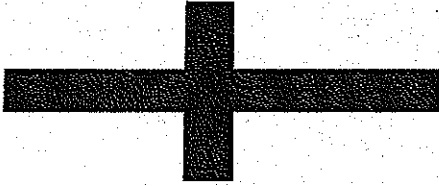
2010-147

It was moved, seconded and carried that this meeting of the Government Services Committee be adjourned at 8:59 p.m.

Chair (Councillor S. Arnett)

CERTIFIED CORRECT

Corporate Officer (S. Bowden)



Paul Mycroft Design Ltd.
PO Box 29, Ladysmith, BC
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Canada

250-245- 8777 *business*
250-713-1920 *mobile*
www.paulmycroft.com

PREPARED FOR
Joanna Winter, Manager of Administrative Services – *Town of Ladysmith*

PREPARED BY
Paul Mycroft Design Ltd.

May 25, 2010

This proposal is valid for 30 days from the date of this document. Dissemination of the contents of this proposal to any third parties is strictly prohibited. This report is confidential and must not be shared with any third parties.

Town of Ladysmith Website

Paul Mycroft Design (“PMD”) is pleased to respond to **RFP 2010 CS-03** and submit a proposal to redesign and rebuild the *Town of Ladysmith’s* (“Client”) website, currently at **ladysmith.ca**.

However, the ultimate goal should be two-fold:

- 1) To provide an easier and more efficient way for the Town to communicate with and provide services for current and future residents of Ladysmith
- 2) For those residents to enjoy improved communication with the Town and to find the information and services they need in an efficient and easy-to-use way

The following factors are deemed necessary for the project to be successful:

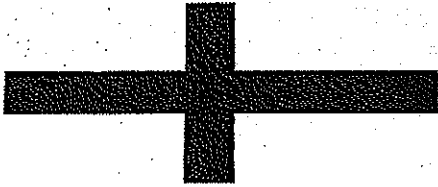
- 1) **Analysis** of existing website to identify successful components and shortcomings
- 2) Provision of **insight and advice** into the redevelopment of the existing website
- 3) **Design and development** of revamped website
- 4) **Creation and implementation** of staff-administered website maintenance program
- 5) **Development** of a manual to guide website maintenance staff

The current web host is *Cirrus Tech* of Markham, Ontario. Our recommended server platform is Unix so there may need to be an adjustment of hosting environment.

Client would **prefer** to launch in September 2010 but is flexible on timing.

At that time, PMD would be happy to enter into an ongoing maintenance and support agreement with the Client. This could include WordPress system and “plugin” upgrades and suggestions, on-site tutorials and troubleshooting, monthly analysis of Google Analytics, plus suggestions for improvement.

We feel it’s important to provide local, hands-on support, as well as providing a tool that will allow the Client to easily add pages and content to the website from any computer terminal.



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Project Outline

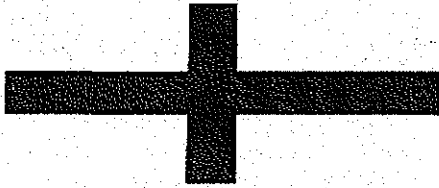
Our proposal will include the following breakdown and schedule of work:

- 1) Analysis of current site and development of new Site Map in PDF format
- 2) Design new "look and feel" for (2) Home and (2) Site pages
- 3) Integration into a suitable Content Management System ("CMS") to edit and add content, manage users with different editing capabilities
- 4) Build site using CMS tool according to approved Site Map (point-person at City Hall will be responsible for content generation)
- 5) Project management including meetings and various communication
- 6) Testing of CMS and site on Windows and Mac OS X in the following major web browsers (IE 6-8 for Windows, Firefox, Safari).
- 7) Keyword research and integration of Search Engine Optimization ("SEO") strategy to maximize the site's performance in the major search engines (i.e. Google, Yahoo!, Bing) and the subsequent display of information in their results pages (i.e. make it easy for residents to search and find what they are looking for). To include correct integration of Google Analytics to analyze web traffic and user behavior
- 8) Development of a manual to be used for the maintenance of the website

IMPORTANT

Further discussion for estimate is required for the development of online property tax and utilities payment system.

PMD has been in conversation with a company but this requires further cost analysis and investigation of options.



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Project Fees

The following fee schedule is required by PMD:

- 1) First down-payment of 40% of proposal and signed contract is required for work to begin
- 2) Second invoice for 30% will be sent to Client after approval of final Home page build, to be paid before launch
- 3) Third and final 30% invoice—plus **Changes to Order**—will be sent to Client after launch, to be paid within 30 days of reception

The following is a breakdown of tasks and costs:

1. Site Map

PMD will analyze current and create proposed Site Map of website.

COST \$800 (10)

2. Design

A wireframe (diagrammatical layout without design to include important elements and their approximate positioning) will be created for Home and Interior pages.

Once approved by the Client, **two (2) design options** for Home page, **two (2)** for interior layout templates, and revisions for each will be provided in JPEG format.

COST \$3,200

3. Integration of CMS

PMD proposes utilizing **WordPress** as the “engine”, an excellent CMS tool that allows for category and page editing. PMD will install several key “plugins”, which enhance WordPress’ capabilities, and performance in the search engines.

COST \$2,400

4. Build

Using the CMS tool, PMD will build out the site’s main sections and up to 100 pages (will contain Greek filler text) according to the approved Site Map—Client can use CMS tool to add further pages. Client to then integrate real content using CMS tool (with on-site tutorial).

The following features will also be included in the Build phase:

- Site search function
- Sustainability and ‘Living Green’ blog w/automated email system
- Economic Development portal
- One (1) online form (e.g. General Inquiry) for visitors to email the Town
- Trolley section including several pages and PDF map download
- Display of external website headlines (e.g. Chamber of Commerce, Downtown Business Association)
- Creation of Facebook Fan page

The following items are above-and-beyond the scope of this RFP and will likely incur **additional costs** or could be moved to a Phase 2:

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499 Louise Road
Ladysmith, BC V9G 1W8
Home phone: (250) 245-9751
Personal email: pmycroft@gmail.com

Paul Mycroft Design
PO Box 29
Ladysmith, BC V9G 1A1
Business phone: (250) 245-8777
Business email: creative@paulmycroft.com

Dear Joanna,

I am attaching my resume for your attention as I would like my company—Paul Mycroft Design—to be considered for the redesign of the ladysmith.ca website. When I heard about this opportunity, I felt this would be a great match between our organizations.

I have owned my own company since 2002 so an ability to work with limited supervision to meet deadlines is not in question.

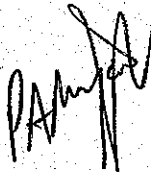
Originally from the UK, I emigrated to the United States in 1994, residing in Chicago for eleven years then Cleveland for three, before emigrating to Ladysmith with my family in the summer of 2008.

Our Guarantee: Paul Mycroft Design will guarantee workmanship and delivery in accordance with (to be agreed) September date or a 10% discount will be applied to final invoice—this is based on the Client meeting project deadlines. PMD cannot be held responsible for Client's failure to meet deadlines and providing content and imagery in a timely manner. Any changes to project will be approved beforehand via email and added to final invoice.

My current portfolio is available at www.paulmycroft.com.

Please feel free to contact me with any questions or comments. Thank you for your time and I look forward to hearing from you.

Kind regards,
Paul Mycroft



Related Projects

We have been working with WordPress for the past 3 years, either integrating it into an existing website or as a standalone CMS blogging tool.

The current version is WordPress 3, a recent release that includes many significant improvements.

INTEGRATIONS

- o www.paulmycroft.com/blog/
- o www.hmarionframing.com/blog/
- o www.hmarionframing.com/blog/
- o www.joshuatreeoasis.com/blog/
- o www.logueconsulting.com/blog/
- o www.twinsurance.com/blog/

STANDALONE

- o www.flem-ath.com
- o www.harnessing.com
- o www.ladysmithdays.com
- o www.ladysmithdowntown.com

PORTFOLIO PROJECTS

- o www.twinsurance.com
- o www.brstudio.ca
- o www.skyscapecondos.com
- o www.edgecondos.com
- o www.cafelaguardiawest.com
- o www.dvddkp.com
- o www.wickman.co.uk
- o www.mysaferidehome.org
- o www.royaldar.ca
- o www.johnsarsfield.ca
- o www.sudoff.ca
- o www.the-top-drawer.ca
- o www.transferbeachgrill.com

Paul Mycroft Resume

Paul Mycroft

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Email: pmycroft@gmail.com

WORK EXPERIENCE

I have been involved in the design and development of websites since 1996 and have owned *Paul Mycroft Design* since 2002. My previous background was ten years of print and pre-press graphic production, mainly in the United Kingdom.

Current client list is in 4 countries and varies from advertising agencies to real estate companies, financial institutions to construction companies. I have worked with AT&T Wireless, United Airlines, and the University of Chicago among others.

SOFTWARE EXPERIENCE

Extensive experience on Mac and Windows platforms using Adobe software (e.g. Photoshop, Illustrator, Dreamweaver, InDesign) with a strong knowledge of web standards, email marketing tools, Search Engine Optimization (SEO), as well as being certified as an Inbound Marketing Social Media Professional.

I also set up and manage domain names, email communication, server administration, blog installations and web hosting.

EMPLOYMENT HISTORY

Paul Mycroft Design [May 2002 – present]

Owner

As well as print and logo design, we provide web marketing solutions including professional web design, email marketing, Search Engine Optimization, database development, and social media strategies.

Buzzbait Interactive Solutions, Chicago, USA [May 2000 – May 2002]

Production Manager

Maintaining an efficient workflow, satisfying recognized company and industry standards, and client expectations. My responsibilities included managing a small team of graphic designers, database engineers, and management, troubleshooting potential problems at all stages in the production process, while running a final testing system to

make sure the product functioned on all specified browsers and required operating systems. I also worked with the sales team to make sure client expectations were met.

While at Buzzbait, I also built up experience on Macintosh and PC computer systems, was responsible for nurturing customer relations throughout the production process, and maintained a solid work ethic throughout my employment.

US Host, Inc., Chicago, USA [February 1999 – May 2000]

Web site Graphic Designer/Webmaster

I was the “design arm” of US Host, an Internet Service Provider, having sole responsibility for the creation and production of websites for clients who already had hosting solutions or who were in the market for the full package. I interacted with the administrative side of the business, working in a small team to make sure the sites were set up and maintained to the correct standards.

Satori Graphics, Chicago, USA [May 1996 – February 1999]

Print Graphic Designer/Web site Designer

The majority of the work included creating and developing websites. I also maintained the workflow of marketing projects in conjunction with various company representatives, from concept work to labeling and packaging design, as well as advertising layout for different publications. I also headed the company archiving department, pre-flighting projects for shipping, computer maintenance, and scanning on flatbed and leaf slide scanner.

Media Graphics Corporation, Chicago, USA [June 1994 – May 1996]

Desktop Production Specialist\Four-Color Film Stripper

Manipulation and spooling of customer disks, creation of illustrations, color retouching, layout, placing of scanned images, and four-color film stripping.

Goldhawk Print Services, UK [1993 – 1994]

Desktop Production Assistant\Four-Color Film Stripper

Developing customer concepts from paper to print, color retouching in conjunction with four- and five-color printing presses, page layout for various leaflets and small brochures, creating illustrations, four-color film stripping, and lithographic platemaking.

EDUCATION AND QUALIFICATIONS

Professional Degree in Graphic Arts

London College of Printing, UK [1984 - 1986]

Higher National Diploma in Business Administration (with Distinction)

Columbia College, Chicago [1995]

INTERESTS AND ACTIVITIES

I have an interest in WW2 aircraft and subsequent fine art, philately, music, and world travel, having lived on 3 continents in 4 countries with an ability to speak French.

I have held positions on a previous Condominium Association Board, on various committees for rugby clubs in the UK, Australia and the US, and am currently an active member of the local Downtown Business Association and Chamber of Commerce.

Other activities include cycling, kayaking, sailing, skiing, and the general outdoors.

REFERENCES AND PORTFOLIO

References available upon request.

Online portfolio can be viewed at www.paulmycroft.com/portfolio.



RFP RESPONSE – TO DESIGN, BUILD AND SUPPORT THE TOWN OF LADYSMITH 2010 WEBSITE

ATTN: JOANNA WINTER – MANAGER OF ADMINISTRATIVE SERVICES

MAY 20, 2010

PREPARED BY:

DALE SLATTERY

VP Creative

Phone: 604.682.5500 ext. 112

Fax: 604-682-1312

Email: dale@graphicallyspeaking.ca



May 20, 2010

Joanna Winter
Manager of Administrative Services
Town of Ladysmith
410 Esplanade
Ladysmith, BC
V9G 1A2

Subject: RFP NO. 2010 CS -03 Design, Build and Support the Town of Ladysmith 2010 website initiative.

Dear Joanna,

The enclosed proposal is submitted in response to your request for proposal. .

We have carefully read and examined the RFP and have conducted such other investigations as were prudent and reasonable in preparing our response.

I would look forward to working with you and the Town of Ladysmith to make this exciting project a great success.

Yours truly,

Dale R. Slattery
Vice President, Creative
Graphically Speaking

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1.0 EXECUTIVE OVERVIEW

Graphically Speaking (GSSI) is pleased to confirm our interest for website planning, development and support services to the Town of Ladysmith.

Our experience providing end-to end website planning and development services to municipalities and large organizations with public audiences make us a good partner to achieve your website objectives.

We are confident that our experience will ensure your needs and goals are clearly understood; the project is efficiently managed; the latest strategies for website planning and design are followed; and that the services we deliver will be of the highest standards of excellence.

After reviewing the current sites and the requirements brief we feel that we are very well suited to be the Town of Ladysmith's business partner for this project.

Please feel free to contact Dale Slattery at Graphically Speaking Services Inc. (604-682-5500 ext. 112) with any further questions concerning the details of our submission.

1.1 PROJECT DESCRIPTION

The Town of Ladysmith wishes to partner with a highly qualified website development firm to design, build and support a new municipal website initiative.

This new website will be easy to use for both visitors and Town stakeholders. The site will effectively engage and communicate with your constituents and other target audiences. The site will support your online marketing, communications, service and maintenance objectives. It will provide your audiences and stakeholders with efficient access to useful, relevant and timely local information and resources.

The new site will project a fresh, brand-appropriate identity. The design will be clean and progressive while the website will evince an appropriate aesthetic that is consistent with the flavor of the region as well as your audience /stakeholder expectations.

This site will be developed for optimum usability, scalability and content presentation; it will be optimized to load quickly.

We will build the sites so that it will be easy to maintain and update by Town staff or volunteers. The site's user navigation schema and architecture will be developed according to current best industry practices for website usability. For accessibility, the site will display correctly on multiple platforms and browsers.

Your staff will be able to maintain the new site with Sitefinity CMS. Sitefinity employs an intuitive Web2.0 user interface and includes a MS Word identical content editing environment. Sitefinity CMS includes ready to use ASP.NET modules, such as news, forums, blogs, lists, polls, and more. Graphically Speaking will train your personnel to use this tool in a two to four hour session.

We propose to measure the outcomes of this initiative with Google analytics, with this we will gain insight into your visitor preferences, number of pages viewed, specific pages viewed, and more. With this information you can continually improve the sites. We will implement the analytics tool and collaborate with you to evaluate the results.

Your site will be fully tested on our development server during development and prior to launch, any post launch bugs or faults are covered by our 30 day warrantee.

1.2 COMPANY PROFILE

Graphically Speaking is a leading Vancouver website development firm. We provide comprehensive design and technical services and build mid size to large and complex websites. To date we have developed approximately 2,000 websites for associations, industry and business, government, non-profits and education sectors.

The company was founded in 1986 and is privately owned and operated Darrell Hadden. We are well known in the Vancouver marketplace for our services and our track record of delivering successful projects.

Our organizational structure is flat as all of our team members work collaboratively. All of our staff work in-house and are full-time employees. In terms of scalability, our large team and documented processes ensure we can manage your current and future site requirements.

Our services include, but are not limited to; communications strategy, graphic design, website development, Content Management implementation, technical development and integration, website usability testing, Internet marketing and SEO, E-commerce, database development, Social Media strategy.

Our processes are clearly defined and fully documented as our company adheres to ISO 9002 management standards. Through our disciplined and methodical approach, and collaboration with our clients, we deliver comprehensive communication solutions.

We bring you a team 40 web development specialists who are passionate about the web. Every member of our group has studied website usability; our dedicated team of six designers have post secondary degrees from accredited design schools. We stay current with evolving or emerging communications technologies and will advise our clients of the benefits of a particular feature or technique where there is a business case for such implementation.

Our staff includes CIMBS Certified Business Strategists, Communications specialists, E-commerce Specialists, Graphic Designers, Programmers /Database Developers, Content Specialists, and Project Managers. We also employ a dedicated SEO, social media marketing, and analytics group. We strive for constant improvement in our work and provide our employees with continuing education so we can all stay current with industry trends, techniques and developments.

The depth of our team and available resources means that your project will be delivered correctly, on schedule and on budget.

Graphically Speaking is fully qualified to provide the Town of Ladysmith with the services necessary to complete this project. Our comprehensive services include:

- Heuristic evaluation and recommendations
- A communications and Website Strategy
- Project Management
- Web Design/Creative
- Programming
- Content Development and Copy-writing
- Database Development/Integration
- Ecommerce Solutions
- A range of Content Management tools
- Search Engine Optimization (SEO) and Online Marketing
- Usability & User Testing
- Multivariate testing
- Web Analytics
- Social Media Marketing Campaigns
- Training & Technical Support

If you visit our client's sites you will see that our work is elegant in its simplicity and technically robust. We fully test and warrantee our site programming for a minimum of 30 days following launch. I encourage you to explore the links below to see the range of our work.

1.3 EXPERIENCE

The Town of Ladysmith website development project requires a collaborative approach where we will consult with your web advisory committee to deliver a branded, technically robust and highly usable website.

Our diverse portfolio includes clients from many sectors, some relevant examples include:

- The City of Vancouver <http://olympichostcity.vancouver.ca/>
- The City of Richmond <http://www.richmond.ca/home.htm>
- The Vancouver Art Gallery <http://www.vanartgallery.bc.ca/>
- The Township of Esquimalt <http://www.esquimalt.ca/>
- The North Vancouver Recreation Commission <http://northvanrec.com/>

I invite you to view more of our work at <http://www.graphicallyspeaking.ca/portfolio/over10/default.htm>.

1.4 E-PORTFOLIO

Below are several website examples that serve to extend a brand, engage and communicate with diverse audiences, recruit professionals, sell, or encourage visitors to explore and take action.

CITY OF VANCOUVER 2010 HOST CITY SITE <http://olympichostcity.vancouver.ca/>

The screenshot shows the City of Vancouver 2010 Host City Website. The header is green with the City of Vancouver logo and navigation links: Events, City Highlights, Getting Around, Places & Venues, Media Room, and Services. The main content area has a blue background with a cityscape image. It includes a 'Welcome to Vancouver' section, a 'getting around' button, and a 'FEATURE STORY' section with a headline 'Story Headline Title of Two Lines Goes Here'. There are also sections for 'countdown to the games' (518 days), 'HOST A CITY EVENT', 'CITY CALENDAR', and 'MEDIA ROOM'. A footer contains copyright information and a last updated date of Tuesday, July 15, 2008.

Graphically Speaking's Involvement: Communications and brand strategy, site design, technical integration, W3C compliant CSS template creation, technical support and ongoing web technical and design services.

The centerpiece of the City of Vancouver's 2010 Host City Communications program included an enhanced 2010 Host City website. The website was the premiere channel for communicating information on Vancouver's services, amenities and plans for the 2010 Winter Games, and specifically targeted three primary audiences: residents, businesses and visitors.

The principles of the 2010 Host City web project required that we create an innovative site that is engaging, with a consistent look and feel for all content. We created a clean, easy-to-navigate site that greets the visitor with a design and architecture that helps tell local, national and international visitors Vancouver's story.

The 2010 Host City Website project was composed of three main streams:

- Content – the compilation and maintenance of material that will be on the site
- Look & Feel – the establishment of a coherent visual style for the web pages
- Technology – the coding of the web pages and required work on the technical infrastructure, including security, for the site

Our mandate was to align the site with the overall objectives of the 2010 Host City communications program, that is:

- To support lasting impressions of Vancouver amongst residents and visitors as a capable, dynamic, well-organized, engaged and engaging Host City.
- To raise awareness of the significant and long-term benefits and legacies that hosting the Games are providing for Vancouver residents and businesses.
- To raise awareness about how the City is supporting citizen involvement in the Games, and what can be done to minimize any negative impacts on residents and businesses.
- To support the perception of Vancouver as a progressive city, and one of the sustainable, diverse and livable cities in the world.

As the attention of the world turned to Vancouver, this website was the first point of connection with the City of Vancouver and its public services and amenities for hundreds of thousands of people. This provided the City with extraordinary opportunities to communicate their key messages and information to an immediately engaged audience and to provide residents, businesses and visitors with the best possible customer service experience.

In short, the Host City website represents the City's online efforts to be the world's best hosts.

In the run-up to the Olympics the site rolled out a variety of interactive online features. These will include; database integration for event management and calendars, Social Media pages, interactive photo and video galleries and a Mayor's blog.

CONTACT

Contact: Jonathan Ainsworth
Phone: 604 871-6898
Address: 453 West 12th Avenue
Vancouver BC, V5Y 1V4
Email: jonathan.ainsworth@vancouver.ca

THE CITY OF RICHMOND - www.richmond.ca

City of Richmond
British Columbia, Canada

Help | Contact Us | Search Site

Discover Richmond | City Hall | City Services | Business & Development | Parks & Recreation | Culture & Heritage | Public Safety

Richmond

Our Vision
For the City of Richmond to be the most appealing, livable, and well-managed community in Canada.

News | Events | Pay & Purchase | Popular Topics

Water Bomber Visionary Honoured in Richmond
Local artist Karen Lorena Parker has donated her painting, Dan McIvor's Martin Mars, to Richmond Fire-Rescue's Sea Island fire hall in honour of the late Burkeville volunteer fire fighter and father of the water bomber concept, Dan McIvor. [more>](#)

Richmond Receives Over \$2 Million
Richmond residents can expect less traffic congestion and cleaner air thanks to over \$2 million the city will be receiving from the federal Gas Tax Fund to fund cycling and pedestrian improvements along the Canada Line corridor. [more>](#)

City Grant Applications Deadline - October 12, 2007
City Grant application forms are now available online. Applications are now being accepted.
The City of Richmond supports the enhancement of a positive quality of life for all its residents, and City Council recognizes that one means of helping to achieve this goal is through an annual Grants Program. [more>](#)

[More News Headlines](#) [RSS](#)

[Elections 2008](#)
Get ready to vote [more>](#)

[Program Registration](#)
Book it online [more>](#)

[Report a Problem](#)
Request a service [more>](#)

[Maps](#)
Interactive maps
geographic info, zoning, aerial pics [more>](#)

[City Directories](#)
Find contacts, services, departments [more>](#)

[Email Notification](#)
Let us update you on City news and other topics of interest [more>](#)

[Sitemap](#) | [Customer Feedback](#) | [Related Links](#) | [Disclaimer](#)

Richmond City Hall : 6911 No. 3 Road, Richmond, British Columbia, V6Y 2C1
Hours: 8:15 to 5:00 pm, Monday to Friday. Tel: 604-276-4000

© 2007, City of Richmond

Graphically Speaking's Involvement: Communications and brand strategy, navigation development, stakeholder presentations, website design, technical integration (IronPoint CMS), W3C compliant CSS template creation, technical support, usability testing, graphic design support, and Intranet audit and design enhancements.

Graphically Speaking was hired to improve an award winning site and help the City communicate with both its customers and internal stakeholders. The overarching goal was to promote the City as a major destination to work, live, play and do business in. We consulted with City stakeholders to refine their vision and scope, we documented our conclusions and recommended a unique navigation schema that would prove though user testing and website analytics, to provide customers with easy and efficient access to services and features.

We explored several navigation styles and naming conventions and eventually departed from the ubiquitous business, residents, and visitors' model. We developed a unique navigation schema that specifically addressed Richmond's user preferences and customer service goals.

The redesigned site shared the top spot in 2005 for best municipal website as recognized by the Union of BC Municipalities. We have since provided the City with ongoing support and development services.

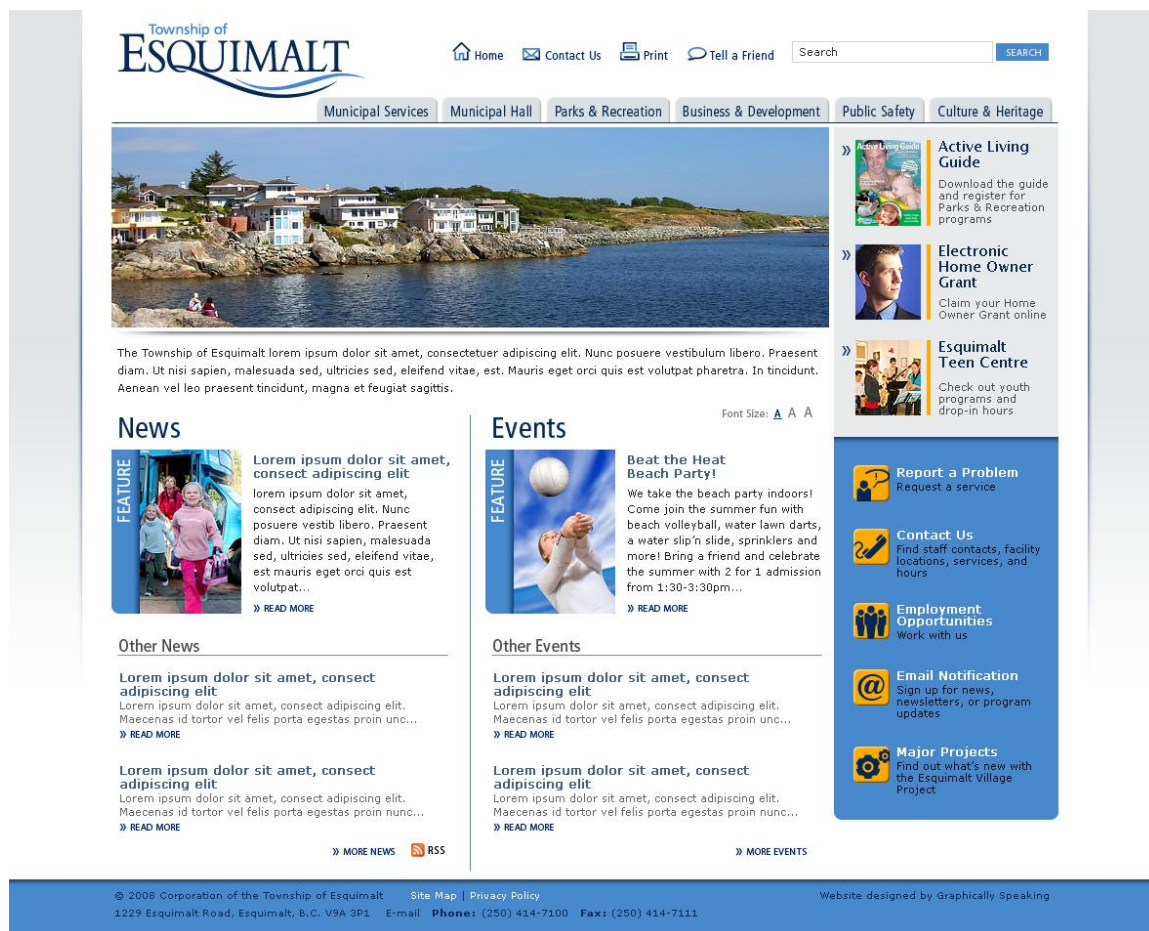
In 2008 we performed site usability testing in situ and at our Vancouver lab and redesigned the homepage to address our learning's, and accommodate new priorities and a new logotype. We have just completed an audit and redesign for the City's Intranet.

The customer facing website, its following iterations, and the Intranet have been completed on time and on budget.

CONTACT:

Contact: Colleen Smith
Phone: 604 276-4352
Address: 6911 No. 3 Road
Richmond BC, V6Y 2C1
Email: CSmith@richmond.ca

TOWNSHIP OF ESQUIMALT <http://www.esquimalt.ca/>



Graphically Speaking’s Involvement: Corporate branding and website strategy, navigation development, stakeholder presentations, website design, technical integration (Marqui CMS, W3C compliant CSS template creation, technical support

Graphically speaking was hired to rebrand the municipality and build a web portal that Township staff and constituents could be proud of.

Our firm worked with Township staff on a development plan that would consolidate and achieve their web communications goals. We also created a contemporary brand identity that respects the history of the community.

We built the website to support a high level of municipal service delivery and to save staff time on the phone and in person. The site would also provide convenient access to information for external audiences including; residents, visitors, business, investors as well as staff and council. A key factor was to

promote registration for recreation programs. We also wanted to reinforce a positive, progressive corporate community image and educate visitors about municipal operations.

We recommended a content management framework, training and protocols to enable content creation and migration from the existing site.

The site has received positive feedback from constituents and staff. And the work was accomplished within budget and the expected timelines.

THE TOWNSHIP OF ESQUIMALT

Contact: Jeremy Denegar
 Manager of Information Technology
Phone: 1-250 414-7134
Address: 1229 Esquimalt Road
 Esquimalt BC
 V9A 3P1 1V4

Email: jeremy.denegar@esquimalt.ca

ARCHITECTURAL INSTITUTE OF BRITISH COLUMBIA - <http://www.aibc.ca/fta/>

Graphically Speaking's involvement: create a micro site that would eventually serve as the new design model for the main AIBC website. Execute a strategy to engage and recruit foreign trained architects.

The screenshot displays the AIBC (Architectural Institute of British Columbia) website. At the top left is the AIBC logo and name. To the right are links for 'français' and 'Home | AIBC Main site'. A navigation bar contains three items: 'ARCHITECTURE IN BRITISH COLUMBIA', 'APPLICATION PROCESS', and 'ABOUT AIBC'. The main content area features a large image of a modern building at night with the text: 'ARE YOU A FOREIGN TRAINED ARCHITECT WHO WANTS TO REGISTER IN BC? WE CAN HELP'. To the right of this image is a box titled 'Advance your Career in Beautiful British Columbia' containing sections for 'Lifestyle', 'Opportunity', 'Diversity', 'Education', and 'Healthcare', each with a '+more' link. Below this is a 'STEPS TO QUALIFY' section with five numbered steps (1-5) and a 'Click numbers to learn more' prompt. To the right of the steps is a paragraph: 'The AIBC is committed to ensuring that any qualified applicant will be registered as quickly and easily as possible. We can evaluate your education and experience to see whether you meet required standards. We are becoming more effective and streamlined as we qualify more applicants.' This text is accompanied by an image of a hand holding a red pen. At the bottom of the page, there is a copyright notice: '© 2008 AIBC 100-440 Cambie St. Vancouver BC V6B 2N5 tel 604-683-8588 toll free in BC 1-800-667-0753 Vancouver web design by Graphically Speaking' and a footer with links: 'sitemap | disclaimer | privacy | contact'.

Graphically Speaking's Involvement: Strategy, site design and development to deliver a site that would attract foreign architects and bolster AIBC registration in the province. This visually powerful recruitment micro-site effectively communicates with foreign architects and provides a variety of touch points to encourage visitors to apply or learn about Architectural practice in British Columbia.

1.5 STAFF RESOURCES

Below are brief bios for the individuals who have worked on the above projects and who would lead our development teams for this initiative. With 40 developers on staff, other team members will also work on your site and contribute to your project's overall success. We anticipate that twenty to thirty percent of our staff will be available to work on your site.

DARRELL HADDEN, PRESIDENT

Darrell has been involved in the design and communications industry for over 30 years. As a Product Manager at Roger's Cable high technology division, Cablesare, he participated in the development of the first North American home shopping trial with JC Penny, and the first corporate Intranet system with IBM. His division was also the first to integrate credit card readers, videodisks and touch screens with the microcomputer.

Later with Microtel Pacific Research, Darrell was part of a team that created "Teleguide", the first public access kiosk in North America, and developed computer graphics technology which industry experts believed would be the backbone of the Web.

Darrell founded Graphically Speaking over twenty years ago. The company has evolved from the largest presentation design company in Western Canada to its current state, offering full-service website strategy, design and development. In addition to managing the overall operation, Darrell takes an active role in project management, key account strategy, information architecture and usability.

Darrell is a graduate of UBC's Internet Marketing Program. He is a Certified Internet Marketing Business Strategist.

Founded Graphically Speaking 1986

Academic

- CIMBS Certified Web Strategist, 2001
- THE TOWN OF LADYSMITH Internet Marketing Program, 1999

Involvement with this project: Strategy and HR management

DALE SLATTERY, VICE PRESIDENT CREATIVE

Overseeing the firm's creative team is Dale Slattery. Dale joined Graphically Speaking in 1989 and has contributed to its success and growth.

Dale and the creative team have developed many award winning website and corporate presentations. In 2005, the City of Richmond's website earned first place as BC's best municipal website (usability and design) as defined by the Union of BC Municipalities, while TransLink's Urban Showcase was acknowledged internationally and awarded the prestigious Compass Transportation Marketing Award for best interactive communications.

Dale entered the creative world early on. He studied commercial art and design in an intensive five year program at T.L. Kennedy School in Ontario, while at Kennedy; Dale spent his evenings studying photography at Seneca College. By age sixteen he had designed a promotional poster campaign for CIBC. The following year his photography was on the cover of John Newlove's national bestselling novel "Going Down Slow" and displayed across Canada. Dale is a trained communications specialist from Simon Fraser University's Communications program.

Prior to joining Graphically Speaking, Dale provided advertising and marketing services in the Retail Consumer Electronics Industry and was Director of Advertising for the Video Station Group. He later co-founded Talent Pool, an agency that provided opportunities for writers, designers, illustrators and photographers to collaborate on a project-by-project basis.

Related past experience: over 1,200 sites, including TransLink, City of Richmond, the Jim Pattison Group, Science World, QLT, Genome BC, AirCare, the Comox Valley Economic Development Commission, the Township of Esquimalt, and The City of Vancouver, Concord Pacific Properties and more

Employed with Graphically Speaking since 1989

Academic

- CIMBS Certified Web Strategist 2005
- SFU Communications Program (Honours) 1979 -1981
- Seneca College Photography 1973 -1974

Involvement with this project: Strategy, consultation, creative direction, project management heuristic evaluation, and client liaison

LAURA CANNING, SENIOR PROJECT MANAGER

Laura has been a member of the Graphically Speaking team for over three years, rapidly progressing from Production Artist to Account Coordinator in that time. She is responsible for the day-to-day coordination of key accounts, as well as being the primary point person for training, special projects and usability testing.

Laura brings a wide range of experiences to her work at Graphically Speaking, having spent many years in a variety of roles in research, administrative and communication fields, for both for-profit and non-profit organizations. She brings an eye for detail and a commitment to excellence to all her work.

Laura holds a Bachelor of Science degree, as well as a Higher National Diploma in Computer Studies. Her technical background is balanced with a love of the arts, particularly music, and a passion for sports.

Employed with Graphically Speaking since 2004

Academic

- University College Dublin, Ireland, Bachelor of Science, 1986
- Higher National Diploma Computer Studies, Brunel University London, 1989 -91

Related past experience: Over 500 sites including, TransLink, City of Richmond, Vancouver Community College, The Fraser Institute, The Jim Pattison Group, Radiant Communications, The Archdiocese of Vancouver, the British Columbia Securities Commission

Involvement with this project: Project management, scheduling, reporting, weekly progress reports.

MELODY CHAN, ART DIRECTOR AND INTERACTIVE DESIGNER

Melody holds a BFA double major in Studio Arts and Psychology from the University of British Columbia in Vancouver, and a Digital Graphic Design certificate.

A graduate of Studio Fine Arts and Digital Graphic Design, Melody offers a strong balance of skills, knowledge and experience in theory, conceptual thinking and technical strategy. Her major in psychology strengthens her work by providing her with insight into the psychology behind communication, perception and memory, which play an important role in the field of design and brand development.

Melody has received awards for her work in digital graphic design, visual identity system design, and photography. In addition to her skills as a designer, Melody has training in etching, silkscreen, photography, and drawing, and is fluent (verbally and in writing) in Cantonese and Mandarin.

Related past experience: Concord Pacific, City of Vancouver 2010 Host City Site, Twist Sport Conditioning, Metro Vancouver's HR micro site, and many others.

Employed with Graphically Speaking since 2006

Academic

- UBC, BFA, 2005

Involvement with this project: Graphic design and layout, template design compliance

MATTHEW LEICHTY, WEB PROGRAMMER

Responsibilities: template programming; interface scripts.

Matthew started computer programming at age 8, and working with interactive media at age 14. Having an extensive knowledge of programming and media, both conceptually and practically, Matthew is able to think broadly about development strategies for web design. As well, Matthew's B.A. degree in Communications brings the perspective of considering that the use of a medium should not obscure the message.

Since starting at Graphically Speaking, Matthew has been integral in implementing strategies for adapting to new and changing technologies in web development, including the promotion of web standards and progressive enhancement in websites.

Matthew loves media and has a passion for utilizing JavaScript, CSS, and server-side technologies like ASP and ASP.NET to realize a vision.

Past experience: Grouse Mountain, Tourism BC, Radiant Communications, Fraser Institute, City of Richmond, City of Vancouver, BC Securities, Stockhouse Media

Involvement with this project: User experience and heuristic evaluation, template design compliance, testing

LISA MCCLURE, SOCIAL MEDIA AND SEO AND ANALYTICS SPECIALIST

Lisa is our Social Media and Internet marketing specialist. She heads- up many of our Web 2.0 initiatives and leads an SEO team and has Graphically Speaking ranked first in Google search results pages ahead of our competition. Lisa has significant project experience and is an accomplished interactive copywriter.

Lisa graduated from Curtin University in Australia in 2005 with a B.A. in Journalism. She has worked in search engine optimization and Internet marketing for over two years.

Employed with Graphically Speaking since 2007

Related past experience: TransLink, BC Bearings, Western Red Cedar Lumber Association, Jim Pattison Autogroup, Jim Pattison.com

Academic

- B.A. Journalism, Curtin University Australia, 2005

Involvement with this social media strategy, SEO implementation, support and training

DAVINDER DHILLON, TECHNICAL PROJECT MANAGER, CMS TRAINING

Davinder specializes in technical project management, database and application development, and CMS training. With over 5 years of experience in the web industry, he has been involved in a variety of projects in multiple industry verticals.

Davinder holds a Bachelors Degree in Economics, a Diploma in Internet Publishing and a second Diploma in Advanced Internet Development. Prior to joining Graphically Speaking, Davinder established strong project management skills supervising a technology department for a Publishing and Media company.

Employed with Graphically Speaking since 2006

Academic

- B.Sc. Economics, Guru Nanak Dev University, Punjab India, 1997
- Diploma Internet Publishing, UBC, 2001

- Diploma Advanced Internet Development, Bodwell Internet School, 2002

Related past experience: Over 400 sites including Grouse Mountain, Fraser Institute, Ballard Power, City of Richmond

Involvement with this project: Programming, testing, Sitefinity implementation, training and support.

2.0 PROPOSED CONCEPT AND APPROACH

The information below describes our web development process. There may be certain aspects of this project that require a modified approach, in which case we will confirm the affected processes during the upcoming vision and scope phase.

2.1 PROJECT MANAGEMENT

We provide open lines of communication between your organization and members of our development team. You will have a dedicated Account Manager and Project Manager who will proactively communicate the project status, deliverables, and milestones on a regular basis. They will be responsible for working with you on all phases of the project, and after launch, to assist with ongoing enhancements and online marketing of the site. If there is any change in the scope of this project, our project manager will work with you to manage such changes. We issue change request orders for items outside of scope, these specify the precise deliverable and associated fees.

At the beginning of the project we will create a timeline showing key tasks for each development phase. On a bi-weekly basis our project manager will send you a status report identifying the state of development; any outstanding issues; who has responsibilities for taking action; as well as any items that need to be red flagged. For budget tracking and billing, we use TimeFox project management software. This allows us to closely manage your budget and offer you real-time updates and accurate progress reports.

You will receive access to a secure FTP area where you will upload or download documents, graphics, and other media.

2.2 VISION AND SCOPE

Site stakeholders and or content providers will receive a Website Development Document. This document describes upcoming tasks, site development phases and expectations for meetings. The document also provides guidelines for submitting content, images and other digital assets.

The first phase in the project begins with a Vision and Scope phase. In this phase we will meet with your team further define and document your communications and customer service objectives. In the scope meeting we will confirm our creative solutions and technical solutions for the look and feel of the site, the

user navigation schema, site content and content management, hosting, databases and applications. We will also discuss and confirm SEO, Web 2.0 applications and collaborative social media opportunities.

In the scope phase we will apply our knowledge of website usability best practices to define and create hierarchies for navigation and content. We will also discuss calls to action that will speak to your various audiences.

We document our learning's and consider this first phase of your project complete after you approve a scope document. This document will serve as a working tool that each of our site developers will rely on to ensure that goals, themes, technology, features, ideas and recommendations are clearly communicated and applied to the site.

2.3 SITE ANALYSIS & NAVIGATION DEVELOPMENT

We will review your sitemap, your goals for the site, analyze your content and document requirements, your user profiles and various online tasks to assess target user preferences and structure the appropriate user navigation schema for the site. Global navigation, calls to action, site utilities, features and links will be developed according to your communications and service requirements, with emphasis on engaging your audience and efficiently delivering timely and relevant content. Navigation will be expandable and editable via the CMS.

2.4 WEBSITE DESIGN

We will deliver an inspiring website that is consistent with the tone, brand and mandate of the Town of Ladysmith. Our design team is composed of experienced story tellers; they are recognized for their creativity and their ability to visually communicate with web audiences while adhering to accepted website usability rules and guidelines. .

To begin with our designers will study the scope document, review your branding considerations and research other relevant sites. They will collaborate with our User Experience team and produce a wireframe mockup that will predict visitor eye-dwell and flow. The wireframe will represent an internal page design, and will include visual silos for navigation, images, widgets, applications, motion graphics, content and utilities. The wireframes will be evaluated heuristically, modified if necessary, and then presented to the website committee for your feedback and or approval.

After the wireframe is accepted we will create two design renditions of an internal content page for your review and approval. We will present these renditions to you so that we may document your feedback and provide you with our design rationale. If necessary, our design process includes up to three revision cycles to accommodate your feedback.

Our process is unique in that we treat homepages as an executive summary and build them last. By doing it this way, we will effectively consolidate your project goals and deliver them on the homepage. As with the interior page designs, we will show you at least two homepage design renditions with up to three revision cycles to accommodate you feedback.

2.5 W3C COMPLIANT TEMPLATES AND STYLE SHEETS

Our technical team will ensure the highest quality standards and programming integrity, while taking into account all technical requirements and ongoing in-house web site maintenance using Sitefinity -the CMS tool that we recommend for this project.

The software that we use to build your site templates is Adobe Dreamweaver. Our technical team will ensure the highest quality standards and programming integrity while taking into account all technical requirements and ongoing website maintenance using Sitefinity

Your site's content will meet with W3C Priority 1 and 2 standards to ensure wide accessibility. A separate style sheet will be created to provide a printer friendly version of the website.

2.6 CUSTOM APPLICATION DEVELOPMENT / ONLINE FORMS /SITE SEARCH

Specifications for any custom applications will be confirmed in a scope meeting, any complex applications will be storyboarded and prototyped to predict functionality.

Graphically Speaking will be responsible for developing and alpha testing applications, which includes testing all functionality for these applications, e.g., the events calendar, news module, photo and document galleries, and so forth to ensure these components work as specified in the vision, scope and storyboard document.

Content Search: We will employ Sitefinity's built-in search module.

Sitefinity offers an advanced search service that allows you to quickly and easily find information managed by the CMS. The search indexes both modules and static content and allows you to define which parts of the site are being searched and how the search results are displayed.

Additionally, by using the search content authors can instantly find where certain keywords are used on the website and quickly and efficiently update content. Additionally, those users who have permissions to edit the page layout can visually add the search control onto the page without any programming knowledge. The Search Box and Search Results controls (as all other Sitefinity custom controls) can be added with simple drag-and-drop.

2.7 WEB 2.0 AND SOCIAL MEDIA APPLICATIONS

Although social media tools are not specified in the RFP, you will likely want to know how they can benefit your communications strategy. If you have the resources to manage a social media initiative, we will be happy to work with you to build a practical and effective social media strategy.

Here are several tools to consider:

A blog would enable you to engage your constituents and offer readers subject commentaries and invite participant's comments. Ideally, a blog should be updated at least once per week. Municipal blogs can take on different tones – they can be a personal or take on an editorial style from an individual, i.e., a tour guide.

Blogs may be about different topics of interest from multiple contributors. Blog posts can talk about regional news, local green initiatives, seasonal announcements, summaries, energy saving tips, how-to articles, commenting on other blogs / websites (i.e. our top 10 favorite sites), etc.

Blogs can include RSS technology so that readers may easily read recent blog posts or tagged news postings without actually visiting the blog, which is very useful for low-volume blogs.

External Examples:

- <http://blogs.zappos.com/blogs/ceo-and-coo-blog>
- <http://fastlane.gmblogs.com/> - example of blog for brand management
- <http://boeingblogs.com/randy/> - example of a completely separate blog domain
- <http://blog.facebook.com/> - example of multiple contributor blog

Graphically Speaking Examples:

- <http://www.montessoritraining.blogspot.com/>
- <http://beachcomber-hottubs.blogspot.com/>
- <http://kwelaleadership.blogspot.com/>
- <http://twistconditioning.blogspot.com/>

Facebook

Facebook business pages are a way for businesses to build a presence on social networking site. The design format for facebook is very standardized but you can upload some images, logos, etc.

There are a few different formats to build a presence on facebook: personal profiles, groups, events, and business pages. Personal profiles are what most people have to post their images, connect with friends, post updates, post videos, etc. Groups can be created by anyone with a profile and are about specific topics like “green initiatives”, “coolest events”, etc. Events can be created by anyone with a profile or business page and are meant to promote an upcoming event that people can add to their calendar (as soon as people join an event, group, etc, a notice goes up on their profile that tells all of their friends what they joined). Business pages do not need to be associated with a personal profile however; there are a few limitations with certain applications if there is no associated profile with the business page.

Business pages can be found on the search engines and are viewable without having to log in to facebook. People with profiles can sign up as fans of the business, post their own photos about the business, write comments on the wall about the business, etc. The business page can also be setup with applications that will automatically update the page with new blog posts (through the RSS feed), tweets, YouTube videos, etc. There is also a tool that works like Google Analytics and shows the number of people who viewed the page.

Facebook runs ads that show up across the site and work similar to Adwords. The advantage here is that you can choose specific demographics of who is shown the ad. Facebook is the most popular social networking site in Canada and UK. It is very popular with younger people and in a 2006 study was named the second most popular thing among undergraduates, tied with beer and only ranked lower than the iPod. In 2008, facebook saw huge growth among older demographics, specifically the 35-54 range. In general, facebook users tend to have higher education than MySpace users for example.

Examples:

- <http://www.facebook.com/pages/The-Oprah-Winfrey-Show/22433917219>
- <http://www.facebook.com/pages/Vancouver-BC/Opus-Hotel/13539016137>
- <http://www.facebook.com/pages/Zapposcom/7172307686>

Graphically Speaking Examples:

- <http://www.facebook.com/pages/North-American-Montessori-Center-NAMC/41053863638>

2.8 CONTENT MANGEMENT CMS

For our clients content management is all about enhanced productivity and ease of use, particularly for non-technical content editors.

The Web has changed the way people interact with government for the better. Today, more citizens than ever are visiting government websites to access vital information and services – on their time, on their terms. However, the challenge is ensuring that your Web site continually provides accurate and timely information for your stakeholders, businesses, visitors, government employees and others seeking information

Based on our current understanding of your content management requirements we recommend that you use Sitefinity, a fully supported, licensed CMS solution.

Sitefinity is a flexible ASP.NET content management platform for the construction and management of commercial websites, community portals, intranets and blogs. The product's unique architecture leverages the .NET development patterns including master pages, templates, standard user controls, themes and CSS.

For the end user some of the benefits of this tool include:

- Drag-and-Drop page editing
- Word-identical content editing environment
- Workflow, versioning, content reuse
- Personalization
- Various ready-to-use modules (Images & Documents, Events, Blogs, Forums, News, Polls, etc)
- Advanced highly customizable search service
- Search engine optimization capabilities
- Interactive online demonstration site

Sitefinity CMS enables URL Aliasing, which enables creation of simple, readable URLs, as well as search-friendly URLs, in place of long, complex URLs.

We will train your team to use Sitefinity and to deploy SEO strategies as you introduce new content into the site. Post launch support outside of the scope of this agreement is available under an optional maintenance agreement.

You can take a product tour or download a trial version of Sitefinity by going to <http://www.sitefinity.com/>.

2.9 CONTENT PLACEMENT / CONTENT SUPPORT

Our staff will collaborate with you to migrate content into the new site. We propose to insert a variety of page styles into the site. These can represent ten content pages. Our intent here is to provide you with style samples that you can easily follow when you place in content yourself. We will of course be available to support your efforts, should you run into any challenges. Alternatively, Graphically Speaking can fully populate the site with content –this would be quoted for separately.

We will host a website content management seminar to inform you on best practices for content migration and SEO inclusion. Under an optional maintenance agreement we can provide support to assist you with ongoing content publishing with the Sitefinity CMS tool.

2.10 BROWSER COMPATIBILITY

Graphically Speaking will build the site to be compatible with the following web browsers:

Mac: Firefox
Safari
Opera

PC: MS Internet Explorer versions 6.0, 7.0, 8.0
Firefox
Google Chrome

Code and tags that are specific to a particular browser will not be used on the site.

Our sites are typically designed for 1024 X 768 screen resolution but if our recommendations support design for higher or lower resolution systems, we can discuss this setup in the scope meeting.

Your site's content will meet with W3C Priority 1 and 2 standards to ensure wide accessibility.

2.1.1 SUPPORT AND QUALITY ASSURANCE / TESTING

Graphically Speaking (GSSI) will host a development (testing) web site on our in-house server environment. This will be hosted by GSSI at no charge, and used by GSSI and Town stakeholders to develop, test and review the site production.

We consistently test during the development process and complete our final beta testing along with your staff to ensure all functionality meets or exceeds your requirements. All site links will be confirmed and the layout and user navigation will be tested in multiple browser versions.

We will provide 2 hours of telephone and or e-mail support following the launch of the new website. Staff phone numbers and email addresses will provided along with an after-hours emergency numbers.

Your site is fully tested prior to going live. We warrantee your site for 30 days following launch.

2.1.2 WEBSITE LAUNCH AND HOSTING

We will work with your IT department to transfer the site to the selected Town of Ladysmith host. We will ensure a smooth transition to the new site without interruption.

Our recommended CMS solution, Sitefinity, is an ASP.net CMS product and thus runs on a Microsoft server environment. We propose this product because of its ease of use for non-technical content managers, its high level of customer support and its flexibility for both the developer and the end-user.

2.1.3 WEBSITE STATISTICS

Web site analytics are typically measured using Google Analytics. There is a setup fee for this tool (included) but no ongoing fees for the service. Reports are accessible online and one of our analytics experts will be available to answer any questions.

3.0 DELIVERABLES

Our experienced team of strategists, designers and programmers will deliver the following:

- Analysis, consultation and strategy on complete website development
- A web solution that positively contributes to your vision, mandate and your user's experience
- Best practices information architecture to engage users and provide clear predictable access to Town services and information
- Progressive, clean, brand-appropriate design
- Heuristic evaluation of the site's layout and navigation
- Structure and layout for optimum usability, linking, messaging and content presentation
- Industry standard Dreamweaver HTML templates and CSS style sheets for scalability and easy in-house maintenance
- A powerful and practical content management solution - Sitefinity
- Training on the CMS and SEO implementation
- Assistance with content migration
- A fully tested robust website with a 30 day warrantee

- Launch and hosting support
- Post launch support
- Ongoing site maintenance, content support or sit enhancements under an optional maintenance agreement

4.0 SITE DEVELOPMENT FEES

The table below specifies your project components and their corresponding fees.

Vision and Scope - site strategy, planning, navigation development, documentation	\$800
Project Management – site research, review stakeholder feedback, review web stats, meetings, correspondence, customer support, heuristic evaluation, creative direction	\$1,850
Look and Feel Design – two design renditions, and up to three revision cycles to accommodate your feedback.	\$1,600
Home Page Design - 2 designs and up to three revision cycles	\$1,120
Sustainability & Green Living custom page design	\$360
Ladysmith Trolley page design	\$360
Editable drop-down user navigation	\$300
Site Search Control	\$440
Events Calendar <ul style="list-style-type: none"> - Custom user control integrated in CMS to give administrator ability to manage events - Upcoming events with calendar view, list view and search box pulling data from events entered in CMS. 	\$880
News Control and archive	\$440
Content support - we will populate the top 10 key pages	\$450
W3C CSS Page Templates – based on three templates	\$2,580
Sitefinity CMS integration <ul style="list-style-type: none"> - Integrate the templates into the CMS system and perform basic hosting, database and install needs. 	\$1,980
Sitefinity CMS User Training	\$220

Testing and site launch	\$600
Website development total:	\$13,980.00*

Option to take secure payments online: for an example please see https://www.easypark.ca/easypark (EasyPark is operated by the City of Vancouver)	\$4,400
Sitefinity CMS license (\$CDN) <ul style="list-style-type: none"> - The license covers the URL and any additional URL's pointing to this exact same site, and an unlimited number of editors. 	\$1,080

* Fees are quoted in Canadian funds. Taxes are not included. Fees are invoiced monthly based on work completed. In the event of project cancellation fees and expenses to date will be charged.

Graphically Speaking will deliver the project on or before your September launch date as specified in the RFP addendum. With 40 in-house staff we have the person power and resources to meet your requirements.

6.0 WEBSITE MAINTENANCE AGREEMENT

I have included Maintenance terms for your reference; these would apply only if you elect to have Graphically Speaking provide future development or maintenance services beyond the scope of this engagement.

Our maintenance service provides a time and materials approach to projects at hourly rates for specific staff resources. We propose using this approach for managing ongoing updates to your website.

6.1 SCOPE AND APPROACH

Graphically Speaking Services Inc. (GSSI) will perform maintenance service at your specific direction or by those whom you nominate.

6.2 REQUEST FOR CHANGE PROCEDURE

Requests for web site service can be made via email, telephone or fax to your Account Coordinator. When requests are received an estimated completion time will be assessed. If this time is under two hours, GSSI will proceed with the change. If it is longer than 2 hours, we will obtain your approval for the change request before work is commenced. A written time estimate is available upon request.

All changes will be made within three working days unless they are warrantee changes, which will be managed within 24 hours. When resources are available we will complete the changes in less time.

6.3 DEVELOPMENT ARCHITECTURE

To ensure a smooth maintenance process GSSI will host a development (testing) web site on our in-house server environment. This will be hosted by GSSI at no charge, and used by GSSI and yourself to develop, test and approve changes.

6.4 CONFIDENTIALITY

It is understood that in the performance of the proposed service, GSSI may obtain information about your municipality, including financial data, methods of operating, policy statements and other such data. GSSI agrees to restrict the use of this information to the performance of the proposed service described in this agreement. GSSI further agrees to return upon completion of service all documents (originals and copies) at your request.

6.5 FEES AND CONDITIONS

We will perform maintenance services on a time and materials basis. We will assign the most appropriately qualified staff resource to perform whatever support tasks you require. Our current rates, subject to change without notice are:

Staff Resource	Hourly Rate
HTML Production	\$90.00
Graphic Design and Project Management	\$100.00
Developer	\$110.00

All costs in Canadian dollars. ½-hour minimum applies to each request. It is beneficial to submit as many web site changes as possible at one time under one request. This will decrease the amount of time required to perform the tasks.

6.6 TERMS

Hours are billed monthly. GST is payable in addition to hourly rates. All invoices are due within 30 days. During the final week of each month we will prepare an invoice for that month's work.

7.0 ASSUMPTIONS, AND DEPENDENCIES

The successful development of the Town of Ladysmith website is dependent upon a number of factors. Many decisions must be made early in the development process, and both parties must be willing to commit themselves to these decisions. Changes may result in additional costs and/or delays in project development.

Graphically Speaking has made the following assumptions in developing this proposal:

- It is assumed that the Town of Ladysmith will provide all content in electronic format, including all text, and images
- The timeline, scope of the project, and cost estimates will be affected by any delays or changes that need to be made after commencement of the work; therefore, any such changes or delays are considered outside the scope of this proposal.

7.1 CONSTRAINTS

Every software development project, including web development has limitations and constraints. The following constraints have been identified for the development of the website.

7.2 TIMEFRAME FOR DEVELOPMENT

Graphically Speaking has extensive experience developing projects that require aggressive timelines for completion.

Your September target date is realistic. We will work with you to help move the project forward.

7.3 REGULATORY POLICIES

Certain information provided on the site may be subject to regulations. The Town of Ladysmith is responsible for all legal issues regarding the website, including trademark, copyright, and liability.

7.4 CLIENT DELIVERABLES

All client-supplied web site content (text, images, etc.) will be provided to Graphically Speaking Services in digital format unless otherwise agreed upon.

7.5 INTELLECUTUAL PROPERTY RIGHTS

Upon final acceptance of the completed project and full payment of project fees, any and all intellectual property used and created in connection with the web site including, without limitation, all design, logo, trademarks, trade names, copyright material and content (excluding any such material identifying Graphically Speaking Services Inc.) shall be and will remain the property of the Town of Ladysmith.

7.6 CONFIDENTIALITY OF INFORMATION

The proponent acknowledges that information pertaining to the Town of Ladysmith and obtained by Graphically Speaking as a result of participating in this project is confidential and must not be disclosed without written authorization from the Town of Ladysmith.

7.7 CONFLICT OF INTEREST

The proponent is not aware of any real or potential conflict of interest in connection with our engagement by the Town of Ladysmith and fulfillment of the services requested.

7.8 WARRANTY

Graphically Speaking Services will warranty all work and programmed code for a period of 30 days after project completion. We will provide you with a two hour response to warrantee requests and a fix or a proposed fix within 24 hours (or less in most cases) during normal working hours (8:30 to 5:00 pm Pacific Standard Time) Monday to Friday excluding statutory holidays. Requests will be documented and tracked by a dedicated Project Coordinator.

7.9 FUTURE ENHANCEMENTS

Where you wish to engage Graphically Speaking to provide post implementation support, services or enhancements, Graphically Speaking will submit fee and time estimates to the Town of Ladysmith for the work requested.

Status of Top 5 Departmental Strategic Priorities

January 2011

(4th quarter Oct-Dec 2010)

Department: City Manager

Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
1. New Civic Space	<ul style="list-style-type: none"> -Building and site design completed (consultation, rezoning, planning, design and approval) -First building completed, second building and site work commenced -Legal agreements drafted -March 31.10 funding deadline met -Confirmed extension for Spirit Square funding to match project timelines (March 31.11) 	<ul style="list-style-type: none"> -Construction completed and occupancy issued-Boys and Girls Club -Tenders issued and awarded, foundation complete-framing completed on LRCA-Seniors building-currently one week behind on tight schedule-plans to double shift due to weather -Sub-grading completed on Spirit Square, Market Lane in process -Infrastructure and off site work in process -Project on target for completion by March 31, 2011 funding deadline 	<ul style="list-style-type: none"> -Establish Project Team (Jan 09-completed) -CAF Funding secured (Sept 09-completed) -Hire Architect (Sept 09-completed) -Public consultation (completed) -Develop detailed drawings (completed) -Re-construction of existing building (completed) -Construction of new building and Spirit Square (underway) -Complete-March 31, 2011 	<ul style="list-style-type: none"> -Project is a 'fast-track project' with very tight timelines. Project will be completed by March 2011 to meet funding requirements
2. Community Marina	<ul style="list-style-type: none"> -Established DL 2016 Holdings Corporation (including board of directors, auditor, shares, bank, insurance etc) -Completed License, Sub-lease and Management and 	<ul style="list-style-type: none"> -Inspector of Municipalities approval received -DL 2016 borrowing when required -Funding confirmed for LMS- (ICE'T and Westcoast Community Adjustment 	<ul style="list-style-type: none"> -Agreements completed and signed (Aug 09) -Inspector of Municipalities approval (Oct 09-completed) -Borrowing approval (Dec 09-LMS announced funding-borrowing unlikely) 	<ul style="list-style-type: none"> -Establishment of DL 2016 is on-going

Status of Top 5 Departmental Strategic Priorities

January 2011

(4th quarter Oct-Dec 2010)

Department: City Manager

Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
3. Implementation of Vision Document	<ul style="list-style-type: none"> - Operating agreements with DL 2016 and Ladysmith Maritime Society (LMS) - Attended sessions with Whistler Centre for Sustainability - Received National Planning Award for Visioning Process and Visioning Document - Held discussions with Committees and Commissions on supporting role in implementation - Met with Natural Step Canada - Secured funding from FCM for project - Issued RFP for work 	<ul style="list-style-type: none"> - Integration at all levels in the organization, including DCC review, bylaw review, staff green team, bicycle study, walking study, solar power at City Hall etc. - Integrate learning with other municipalities in region (co-ordinate efforts, best practices, share in training) - Funding confirmed from FCM - RFP issued, work to commence in Q1-2011 	<ul style="list-style-type: none"> - Met with Whistler Centre for Sustainability (completed) - Bylaw reviews (on-going, commenced in Aug 09, intern funding secured, staff joined June 10) - Grant funding obtained (Oct 10) - RFP issued (Jan 2011) - Commence implementation of project (Feb 2011) 	<ul style="list-style-type: none"> - Implementation of visioning document is on-going - Formal implementation plan completed in 2011
4. Waterfront Development- Geotech & Environmental Assessment; Archaeological Study	<ul style="list-style-type: none"> - Clean up of DL 651 - Negotiated agreement and partnership with Province of B.C. and St' uminus First Nation - Awarded contract to Golder & Associates 	<ul style="list-style-type: none"> - Archaeological Study completed - Golder & Associates study underway, awaiting funding approval for additional work required on project - Mayor and City Manager 	<ul style="list-style-type: none"> - Complete applications and secure funding (Oct 09-completed) - Archaeological Study (Nov 09-completed) - Complete Golder Report – additional work pending 	<ul style="list-style-type: none"> - Original scope of work completed Mar 10. Report in draft, pending additional grants for additional work required

Status of Top 5 Departmental Strategic Priorities

January 2011

(4th quarter Oct-Dec 2010)

Department: City Manager

Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
	<ul style="list-style-type: none"> -Received funding from Federal Government (Green Municipal Fund) -Received funding from Provincial Government (Brownfield Renewal) -Received additional funding from FCM (Green Municipal Fund) to complete increased scope of work 	<p>presented at Brownfields Conference, Oct 28-09</p> <ul style="list-style-type: none"> -Agreements for funding GMF- approved by Council; Brownfield to Council Nov 09- completed 	<p>funding approved-Oct 10 (FCM)</p> <ul style="list-style-type: none"> -Commenced new work with new funding (Jan 2011) 	<ul style="list-style-type: none"> -Additional funding-Oct 10 -All work completed by Mar 11
<p>5. Confirm Vision, Mission, Values with Council</p>	<ul style="list-style-type: none"> -Strategic planning meetings with Council, confirmed revised vision, mission, values -Draft document presented & circulated to all staff and committees, commissions for comment and feedback 	<p>-Feedback and comments from staff, committees and commissions pending</p>	<ul style="list-style-type: none"> -Confirm vision, mission, values, with Council-prepare draft document (October 5-completed) -Circulate to Committees, commissions, staff (October 8-completed) -Feedback received (October 30-completed) -Integrate vision, mission, values into communications plan (Nov 09-completed) 	<ul style="list-style-type: none"> -December 7 Council meeting-completed

Status of Top 5 Departmental Strategic Priorities

*Department: Corporate Services
January 2011*

Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
1. Communications Strategy	<ul style="list-style-type: none"> • Proposals for website redesign reviewed – currently preparing shortlist • Newsletters issued with April utility bills and with property tax notices • Next newsletter scheduled for distribution on or around October 15th with utility bills. 	<ul style="list-style-type: none"> • Implementation strategy ongoing • Website upgrades to be completed in first quarter of 2011 	<ul style="list-style-type: none"> • Implementation strategy presented at next Global Staff Training Session 	<ul style="list-style-type: none"> • Completed Implementation of plan <i>ongoing</i>
2. Town-Operated Trolley System 49	<ul style="list-style-type: none"> • Trolley transit system in full operation • Transition of function to Public Works complete • Corporate Services responsible for advertising and website 	<ul style="list-style-type: none"> • In-house advertising program underway • Chamber of Commerce requested to circulate trolley advertising program poster to members 	<ul style="list-style-type: none"> • 25,000th passenger celebration took place in August • Established two advertising contracts (Great Canadian Dollar Store and Wash Me on Ludlow) 	<ul style="list-style-type: none"> • Completed Management of service and advertising ongoing
3. Small Craft Harbours Lease	<ul style="list-style-type: none"> • Construction of causeway within Small Craft Harbours lease area of DL 2016 underway • Met with DFO to identify next steps 	<ul style="list-style-type: none"> • Proposal from DFO under review by staff • Letter to ILMB requesting amendment to lease area drafted 	<ul style="list-style-type: none"> • Construction of causeway commenced Oct./09 	<ul style="list-style-type: none"> • Completion of amendments to lease – 2011 • Completion of causeway project – 2011
4. Canada's Top 100 Employers & Service Provider	<ul style="list-style-type: none"> • Application submitted (June 2010) • Survey of staff results very positive 	<ul style="list-style-type: none"> • Ladysmith shortlisted as possible Top 100 Employer 	<ul style="list-style-type: none"> • Top 100 Employers announced on Oct.15/10 – Ladysmith application unsuccessful 	<ul style="list-style-type: none"> • 2010 Application Completed – anticipate applying in the future
5. Bylaw Review Project	<ul style="list-style-type: none"> • Data input ongoing • Initial review of bylaw list ongoing 	<ul style="list-style-type: none"> • Reviewing bylaws in detail including requests for revisions submitted to date 	<ul style="list-style-type: none"> • Amendments ongoing. 	<ul style="list-style-type: none"> • 2010/11

**Status of Top 5 Departmental Strategic Priorities
December 2010
Department: Development Services**

Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
1. Holland Creek Area (HCA) Plan Review	<ul style="list-style-type: none"> • Community Visioning-HCA session • Consulting team discussions (HB Lanarc) & draft proposal/TOR prepared • Two meetings held with developing interests/land owners, staff & consultants to review TOR/funding 	<ul style="list-style-type: none"> - Developing parties discussing conditions for participation in funding the plan review (land certainty/access certainty) 	<ul style="list-style-type: none"> - Terms of reference concluded (TBD) - Funding agreement in place (TBD) - Consultant selected (TBD) - Planning process commenced (TBD) 	TBD (One year process)
2. Affordable Housing/ Manufactured Home Park	<ul style="list-style-type: none"> - Surplus land identified for MHP/residential development - Land use plan created - Neighbourhood meeting held - Zoning complete 	<ul style="list-style-type: none"> - New manufactured home park owner developing the new site - Building Inspector handling building relocation permit applications 	<ul style="list-style-type: none"> - Residents relocated (Jan. 2011) - Agreements completed. 	January 2011

Status of Top 5 Departmental Strategic Priorities
December 2010
Department: Development Services

	<ul style="list-style-type: none"> - Appraisal prepared - Engineering costs determined - Select tender (RFP) - Sale and Development Agreement Servicing Contribution Agreement - Servicing Agreement - Land sale completed - Servicing completed 			
<p>3. Tourism Plan Implementation</p>	<ul style="list-style-type: none"> - UBCM Phase 2 funded activities completed - Final report submitted to funding agency - Regional Tourism Plan completed - TAC presented to 	<ul style="list-style-type: none"> - Working with consultant to design new collateral 	<ul style="list-style-type: none"> - New collateral produced (March 2011) 	<p>March 2011</p>

Status of Top 5 Departmental Strategic Priorities

December 2010

Department: Development Services

<p>4. Economic Development Office Resource Review</p>	<ul style="list-style-type: none"> - Workplan discussions held with ED Cowichan - Strategic planning session held with EDC 	<ul style="list-style-type: none"> - Provided Ladysmith business contact information to ED Cowichan for 'Climate Smart' for 	<ul style="list-style-type: none"> - 'Climate Smart' program hosted by ED Cowichan (Jan. to April 2011) 	<ul style="list-style-type: none"> - Sustainability Plan implementation
<p>LDBA</p> <ul style="list-style-type: none"> - Tourism BC funding secured - CVRD met with TAC to review next steps for the implementation of the regional tourism plan - 2011 advertising booked - Evaluation research project completed - CVRD Regional Tourism Plan presentation to Ladysmith Chamber 				

**Status of Top 5 Departmental Strategic Priorities
December 2010**

Department: Development Services

	<ul style="list-style-type: none"> - ED Cowichan launched "Cowichan First" (BRE) program in Ladysmith - Continuing to work collaboratively with ED Cowichan 	<ul style="list-style-type: none"> - business - New commission model being considered by Council. 		
<p>5. Development Cost Charge (DCC) Bylaw Review (Phase 1 & 2)</p>	<ul style="list-style-type: none"> - Project lists updated - Low environmental impact option developed - Options presented to Council - Additional option comparisons provided to Council - Stakeholder/public consultation - Direction on rebates and waivers provided by Council 	<ul style="list-style-type: none"> - Revised option to be developed as directed by Council - Affordable housing information to be provided to Council 	<ul style="list-style-type: none"> - Revised option to Council (Feb. 2011) - Bylaw Readings (TBD) - Provincial Approval (TBD) 	<p align="center">September 2011</p>

Status of Top 5 Departmental Strategic Priorities

December 2010

Department: Development Services

<p>6. Bike Plan Update - Implementation</p>	<ul style="list-style-type: none"> - Plan adopted by Council - New road cross-section to incorporate new multi-use pathway (bike lane) included in Engineering Standard and Specifications - CIPP funding application made for Bayview Connector multi-use pathway - OCP policy amendment in-process 	<ul style="list-style-type: none"> - OCP amendment by law given 1st & 2nd reading 	<ul style="list-style-type: none"> - Public hearing for OCP amendments (Feb. 2011) - Announcements about CIPP funding application (TBA) 	<p>Dependent on CIPP funding</p>
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Status of Top 5 Departmental Strategic Priorities

Department: Parks, Recreation and Culture

October 1 – December 31, 2011

Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
1. Sports Fields-Lot 108	<ul style="list-style-type: none"> Turf installed Fencing completed Washroom / Changeroom building placed Bleachers installed Lights installed Some landscaping completed 	<ul style="list-style-type: none"> Field in use Working on scheduling Determining additional work to be completed 	<ul style="list-style-type: none"> Complete all works Host official opening and Facility naming 	<ul style="list-style-type: none"> March 31, 2011
2. FICC Heating & Lighting	<ul style="list-style-type: none"> Dry-o-tron operating Gym lighting working Other lighting upgrades completed 	<ul style="list-style-type: none"> Winding up project Reviewing additional opportunities as budget permits 	<ul style="list-style-type: none"> Anticipating significant energy costs savings 	<ul style="list-style-type: none"> May 2011
3. Holland Creek Trails	<ul style="list-style-type: none"> Culvert installed Railing fixed Steps fixed 	<ul style="list-style-type: none"> Reviewing additional works as remaining budget permits 	<ul style="list-style-type: none"> Improved functionality of trail 	<ul style="list-style-type: none"> March 2011
4. Environmental Issues	<ul style="list-style-type: none"> Draft Community Energy Plan being reviewed 	<ul style="list-style-type: none"> Draft to be brought forward for Council's consideration 	<ul style="list-style-type: none"> Enter into agreement 	<ul style="list-style-type: none"> June 2011
5. School District Field Development & Joint Use	<ul style="list-style-type: none"> Completed SD68 Facilities Plan and sent to Ministry 	<ul style="list-style-type: none"> Awaiting budget finalization 	<ul style="list-style-type: none"> Meet when parties available 	<ul style="list-style-type: none"> Ongoing

Status of Top 5 Departmental Strategic Priorities

October, 2010

Department: Public Works

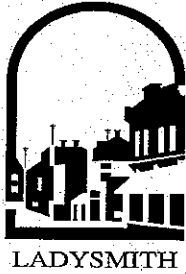
Strategic Priority	Work to Date	Current Status	Benchmarks (include dates)	Anticipated Date of Completion
1. Wastewater Treatment	<ul style="list-style-type: none"> • Construction of Phase I (Headworks) completed • Tenders for Phase II (solids handling) rejected • Grant application for Phase III submitted. 	<ul style="list-style-type: none"> • Headworks construction completed • Original grant completed (used up) • Recommendation for remainder of second grant submitted. • No grant received to date for Phase III. • Tender for Salsnes Filter awarded • Geotechnical for Phase 2 awarded. 	Remainder of 2/3 grant expires in March 2011	<ul style="list-style-type: none"> • Phase I (headworks) completed • Phase II design to be completed after Geotechnical report received.
2. Waterline – Holland to Stocking Lake: UV Light Treatment	<ul style="list-style-type: none"> • Application for permit for Holland – Stocking pipeline submitted. • Application submitted for Infrastructure grant • Design for pipeline to Arbutus Reservoir underway. 	<ul style="list-style-type: none"> • Design for pipeline to Arbutus approx. 90% complete. • Design for centralized treatment approx. 90% completed. 		

Status of Top 5 Departmental Strategic Priorities

October, 2010

Department: Public Works

<p>3. Amphitheatre Bank Stabilization</p>	<ul style="list-style-type: none"> • Geotechnical Engineer hired • Biologist hired • Contractor hired • Material arranged. • Approvals in place 	<ul style="list-style-type: none"> • Work completed 		
<p>4. Municipal Road Maintenance</p>	<ul style="list-style-type: none"> • Crack filling, pot hole patching and line painting programs completed 			
<p>5. Organic Waste Collection – Multi-family</p>	<ul style="list-style-type: none"> • Meetings with contractor to determine method of collection • Meetings with various strata organizations attended 	<ul style="list-style-type: none"> • Method of collection determined. • Each strata to set up collection with contractors 	<ul style="list-style-type: none"> • Meetings with all strata councils completed • Knights Court first to adopt 	



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Sandy Bowden, Director of Corporate Services
Date: January 13, 2011
File No:

Re: SELECTION OF CONSULTANT FOR WEBSITE UPGRADE PROJECT

RECOMMENDATION(S):

That Council consider the submissions and presentations from Graphically Speaking and Paul Mycroft Design for the website upgrade project and award the contract as deemed appropriate.

PURPOSE:

The purpose of this staff report is to provide Council with information regarding the two top-rated firms in order that a decision can be made on awarding the contract for the website upgrade project.

INTRODUCTION/BACKGROUND:

The website upgrade project is a key component of the Town's Communications Policy which was adopted by Council in 2010. A request for proposals was issued for the website upgrade project in May of 2010, and 24 proposals were received. Of these submissions, 12 were considered viable in terms of cost, scope and approach. Guillermo Ferrero of the City of Nanaimo kindly lent his technical expertise and assisted staff in narrowing the shortlist further to five proponents.

Representatives from the five top-rated firms were interviewed on October 18. The interview team consisted of Sandy Bowden, Joanna Winter, Guillermo Ferrero and Jason Birch (also from the City of Nanaimo.)

In addition to price, the proposals were scored on experience (especially municipal website design experience), design capability and the proposed content management software (ease of use for Town staff, flexibility, ability to meet Town needs now and in future.) Graphically Speaking received the highest individual and collective scores from the interview team, and Paul Mycroft Design received the second-highest score.

Based on the scores assigned by the interview panel, the two top proponents are Graphically Speaking and Paul Mycroft Design. The strengths and limitations of the top two proposals are summarized below.

	Graphically Speaking	Paul Mycroft Design
Municipal Website Experience	Extensive design, development and/or updates, including - Richmond, Esquimalt, North Vancouver Recreation, Vancouver Host Olympic City, City of Coquitlam	Limited - has updated Town's tourism website, and worked on Trolley site
Design Experience and Portfolio	Extensive and varied. Some sites quite complex and sophisticated	Extensive. Most sites reasonably simple and straightforward
Content Management System	SiteFinity Flexible, extensible and easy to use. Strong customer support and training from SiteFinity. Requires an initial licence fee of \$1,000	WordPress This is a 'free' content management system with thousands of modules and updates developed by non-affiliated users available, but no professional support

SCOPE OF WORK:

Once the contract is awarded, Corporate Services will work with the consultant and monitor the project as it proceeds. The consultant will meet with other department heads to ensure the website upgrade addresses departmental issues.

ALTERNATIVES:

Council could award the contract to either consultant or not award the contract and direct staff to maintain the status quo.

FINANCIAL IMPLICATIONS:

The budget for the project is \$14,500. Graphically Speaking submitted a bid in the amount of \$15,060 plus HST which includes a one-time software licence fee of \$1,000. Paul Mycroft Design submitted a bid in the amount of \$13,920 plus HST. Whichever proponent is selected, there will be a requirement for the Town to pay a monthly fee for website hosting. Neither proponent offers this service. Website hosting can range from \$23.00 per month (which is what the Town pays for hosting of the tourism.ladysmith.ca website) to about \$150.00, depending on the size of the site and the level of service required. It is recommended that staff consult with Novus Consulting Inc. (Town's information technology consultant) to determine an appropriate hosting service that is compatible with the Town's current network and security.

LEGAL IMPLICATIONS:

N/A

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

The website upgrade project will address matters raised by members of the public regarding the limitations of the Town's current website.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

As noted previously, all departments will be involved in the website upgrade.

RESOURCE IMPLICATIONS:

N/A

ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:

The website upgrade project is an integral part of the Town's Communication Policy and as such is closely linked with all aspects of the Sustainability Visioning Report.

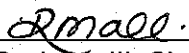
ALIGNMENT WITH STRATEGIC PRIORITIES:

The website upgrade project aligns with Strategic Direction G – Supportive Corporate Governance (Goal – “enhance communications with the community”).

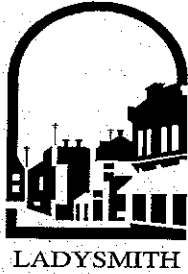
SUMMARY:

Council has identified the need for the website upgrade. An RFP was issued in 2010. Council's consideration of the top two submissions is requested in order that the contract can be awarded.

I concur with the recommendation.



Ruth Malli, City Manager



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Joe Friesenhan, Director of Public Works
Date: January 4, 2011
File No:

Re: BYLAW COMPLAINT

RECOMMENDATION(S):

That Council take no action on the complaints from Grahame and Marie Quackenbush and Donna Blyth regarding the height of hedges and the definition of fence in the Zoning Bylaw.

PURPOSE:

To inform Council of the recommended action regarding a bylaw complaint from Grahame and Marie Quackenbush and correspondence on the same topic from Donna Blyth.

INTRODUCTION/BACKGROUND:

At the November 1, 2010 regular meeting of Council, requested staff to prepare a report on the issues regarding the height of hedges contained in the letter from Donna Blyth received on October 8, 2010, including investigating other municipalities' practices in this regard. A request for information was sent out to a number of municipalities. Approximately 50 per cent of the responding municipalities have some form of definition for a hedge in their bylaws with 50 per cent having no reference. The major restriction identified was on a corner lot for sight distance.

The City of Nanaimo has removed any reference to a hedge from their Zoning Bylaw's "Fence" definition due to numerous variance requests with regard to hedge heights. In their report, staff identified that the enabling legislation, section 711 (since repealed) and section 909 of the Local Government Act, provided some opportunity to limit hedge heights, but only in a limited manner. The legislation made no reference to seriously inconveniencing another person, and as such, cannot be applied to an adjoining landowner whose view may be blocked by a neighbouring hedge.

Section 909 gives a municipality the authority to regulate screening between different uses but does not provide the ability to regulate the screening between parcels on which the same use has been placed (i.e. two single family lots). The height of the hedge that screens the Public Works Yard from the neighbouring Chrystal Court is over 28 feet high.

SCOPE OF WORK:

A review of Zoning Bylaw 1995, No. 1160 and the Fence Bylaw 1294.

ALTERNATIVES:

Council can choose to:

- Determine that the trees in question are a fence and have owner cut to a height of 6'6"
- Determine that the trees are not a fence

FINANCIAL IMPLICATIONS:

N/A

LEGAL IMPLICATIONS:

N/A

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

A decision by Council to classify a hedge as a fence could affect a number of other properties in the Town.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

Decision may result in all departments being involved.

RESOURCE IMPLICATIONS:

Any required Bylaw amendments can be completed by existing staff.

ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:

N/A

ALIGNMENT WITH STRATEGIC PRIORITIES:

N/A

SUMMARY:

A complaint was received requesting that the Town ensure that the trees along the back of 464 Davis Road be considered a fence and as such, enforce a maximum height of 6'6". A review of the existing bylaw shows the trees are not a fence and need not be cut down.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

Letter of Complaint.

September 18, 2010

To Mayor and Council of Ladysmith

OCT - 8 2010

Thursday, September 16, 2010, I spoke with the town's Bylaw Enforcement Officer Tom Skarvig, concerning height restrictions for private properties for the town of Ladysmith. Explaining our (my husband and neighbor) problem Bylaw Officer Skarvig explained that height restrictions exist for the private residence, for the front and back yard fencing, but no restrictions apply for "living fences". My concern is the towns definition of "fence". In the Concise Oxford Dictionary, sixth edition, the first word in describing a fence is the word "hedge". Similarly hedge is described as "fencing off".

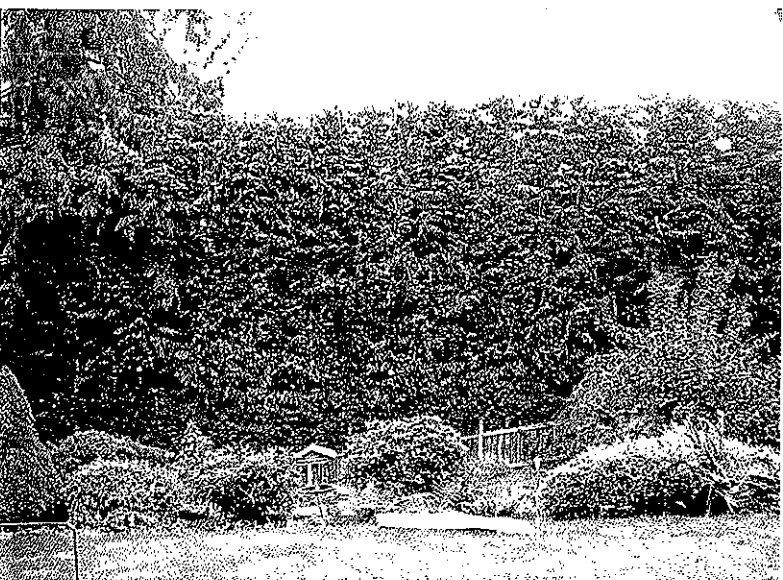
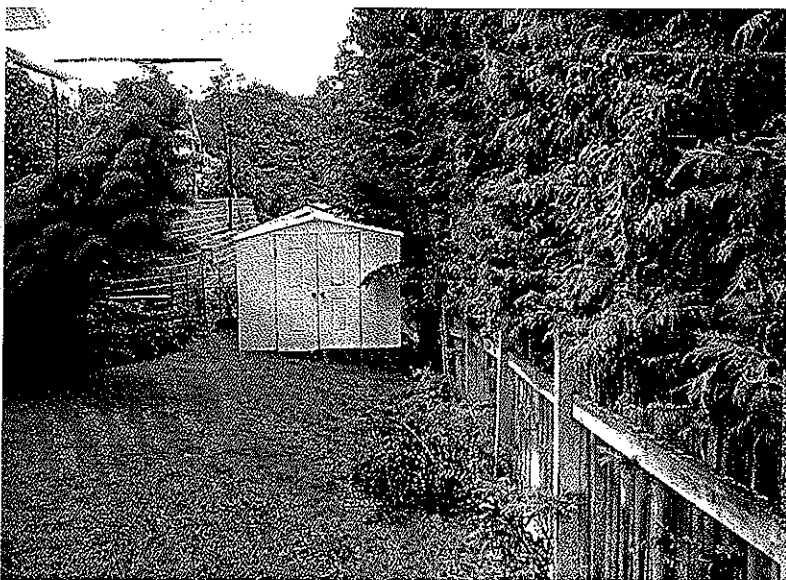
Not being familiar with the workings of council or how a member of the community petitions for a proposed bylaw to be put forth I would like to appeal to you for your consideration as follows: to bear in mind that the height in urban and or suburban areas any type of fence, living or otherwise, that impede or obstruct adjoining properties to the detriment of said properties not be allowed over a certain height.

To better illustrate I submit the following pictures.



1. Topping hedge Wednesday, September 15, 2010

2. Centre branches being cut



3. Branches from hedge originally covered tree seen on far left of picture

4. ⁶³ Standing on bottom deck of house looking toward neighbors hedge after the trim



5. Standing in front of hedge looking up at house

6. View from dining room (window on left in picture 5)

Bylaw Enforcement Officer Skarvig informed my husband last year when he inquired about cutting back the branches of the hedge that were at least fifteen feet into our yard that if we did anything that compromised the hedge that we would be liable. This is when my husband started the process to get the hedge owner to agree to the pruning.

It took over a year for the owner of the hedge to agree to have it pruned and split the cost three ways between the properties involved. When the work was being done on Wednesday, September 15, 2010, by Davey Tree, the owner of the hedge did not keep his original verbal agreement regarding height cutback and only a few feet were cut from top.

We do realize people like their privacy and have no dispute with that except when that privacy interferes unnecessarily with another's enjoyment of his property. When the cooperation of the hedge owner was withdrawn, as work was in progress ourselves and our neighbour had little recourse. This then is the reason for my letter and an appeal to you and council to believe that there should be an avenue where fairness is the agreed outcome.

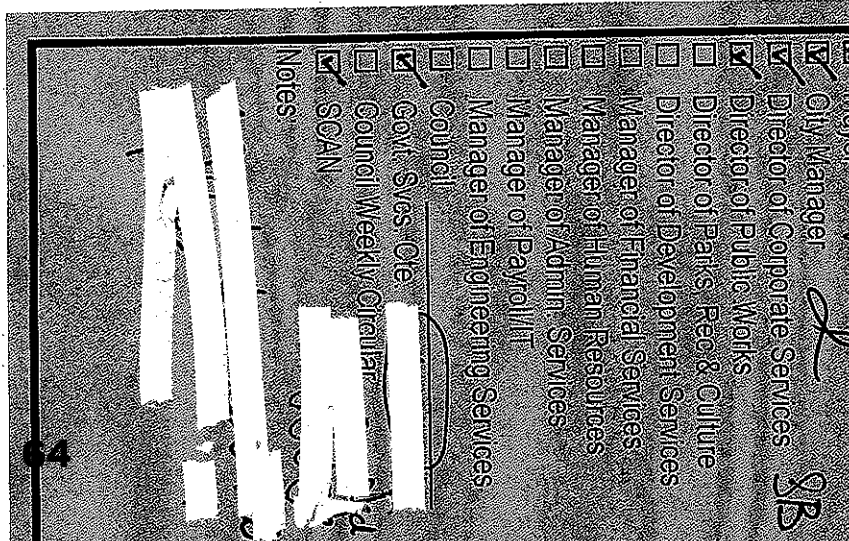
Officer Skarvig informed me that often council looks at comparable communities already established bylaws and adopt suitable ones as their own but he knows of none dealing with hedge heights. Perhaps Ladysmith, particularly with its terrain, can be in the forefront and craft a bylaw to be a model for others.

We will be away from October 14 - 30th, but after that I invite you and council to 463 Battie Drive to see for yourselves and understand my concern.

Thank you

Donna

Donna Blyth
63 Battie Drive



To : Council Members

I am enclosing my letter of complaint to support the complaint
Of my neighbor d&m Blyth 463 battie dr.
As I have a stake in the outcome and am also pursuing this bylaw oversight
I thought they would be helpful.

sincerely

Grahame & Marie Quakenbush 465 battie dr.

Nov. 19 2010.

RECEIVED
NOV 29 2010
TOWN OF LAURENS

0

- Mayor
- City Manager *W*
- Director of Corporate Services
- Director of Public Works
- Director of Parks, Rec & Culture
- Director of Development Services
- Manager of Financial Services
- Manager of Human Resources
- Manager of Admin Services
- Manager of Payroll/IT
- Manager of Engineering Services
- Council *JMA*
- Govt Svcs Cte [redacted]
- Council Weekly Circular
- SCAN

Notes: [redacted]
[redacted]

65

If the current By Laws refer to the height of a fence as 6 ft. 6in. and the dictionary refers to a fence as "a railing wall or other means of enclosing a yard, garden, field, farm, etc. or to show where the property ends in order to keep people, or animals, out or in." Why is my neighbors "fence" allowed to stand twenty to thirty feet high? A reference by Justice Haines of the Ontario High Court of Justice wrote "a fence refers to a structure which encloses wholly or partially some piece of real property so as to impede ingress and egress. It may be composed of anything so long as it creates a line of obstacle serving this line of purpose"

Since we have moved here 10 years ago we have seen this "fence" grow 8 to 10 feet more in height and at least 12 feet wide on our side. The municipality is growing and new subdivisions are being built. The interpretation of a fence to only mean "something built" should be looked at in order to keep neighbors from circumventing the spirit of the 6ft.6in. By law causing home owners to lose valued views of sea and mountains and de-valuing their property.

Your definition of a fence - means, a structure used as an enclosure or screening about all or part of a lot or site and includes arbors, archways, gates, pergolas, trellis, and wall.

I think that there are three key words -fence, wall & screen

Definition of "wall" -(2) A solid structure of stone brick or other material built up to enclose, divide, support or protect; something like a wall in looks or use. Enclose, divide, protect or fill with a wall or do it with a wall.

Definition of Screen - A shelter, protect or hide.

I believe if you re-visit the current interpretation you can resolve this issue of someone planting a fence and allowing it to circumvent the existing height restrictions for screening and enclosing.

While this height issue is ongoing with us at the present time I bring this to your attention so as to maybe help Ladysmith council run smoothly in the future.

The question from us is : Will the Ladysmith By-Law officer insure that our neighbor, at 465 Davis Rd., lower his fence to current By Law heights for fences?

Thanks for the time and effort,

Sincerely,

Grahame and Marie Quakenbush

465 Battie Drive

MAILED 5 OCT-2010
TO BY LAW OFFICER

INFORMATION

http://www.cba.org/bc/public_media/housing/400.aspx

Here is the excerpt.

Fences

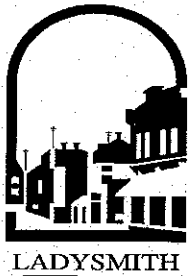
Fences make good neighbours: that's the common saying. But they can also cause problems. Local bylaws often control how high a fence can be, both **natural fences, such as hedges**, and fences that you build. If your neighbour builds a fence higher than the bylaw allows, you can talk to them about it. You can also call the city, which can order the person to obey the law. Unless you do these things, the city does not normally check every fence.

A fence on the property boundary belongs to both property owners. People often share the cost of a fence, but they don't have to. Both are responsible to keep it in good shape and they have to get permission from the other one to take it down. The section below called "Trespass" has more on fences.

Trees and hedges

If your neighbour's tree branches hang over your property, you can cut them, but only up to the property line. You cannot go onto your neighbor's property or destroy the tree. The reverse case is also true.

If your tree damages your neighbour's property, for example, a branch falls on their roof during a storm, are you responsible? No, not unless you caused the damage intentionally or through negligence. Negligence means you did not take reasonable care or you were warned or knew the tree was damaged or diseased and may fall. But if your tree roots go under their property and damage their pipes, lawn, or foundation, you may be responsible under the common law principle of "nuisance". It depends on the facts of the case, but normally, courts will not allow use of a property that causes substantial discomfort to others or damages their property.



Town of Ladysmith

STAFF REPORT

To: Ruth Malli, City Manager
From: Joe Friesenhan, Director of Public Works
Date: January 4, 2011
File No:

Re: CASSIDY AQUIFER WATER SUPPLY SITE

RECOMMENDATION:

That Council engage a property agent to begin discussions with Island Timberlands about the right to carry out test drilling at a site identified as Site A in the Technical Memo from EBA Engineering, dated March 26, 2010, and if successful, to negotiate the provision of a community well site within the proposed Timberlands development, with all necessary provisions for wellhead and aquifer protection.

PURPOSE:

To assist the Town in identifying possible future water supply for the Town of Ladysmith.

INTRODUCTION/BACKGROUND:

In August of 2005, Council awarded a contract to EBA Engineering Consulting Ltd to assess the Geological and Hydrological conditions of Stocking Lake, Holland Lake, and Prevost Lake to develop options for consideration to increase the reliability and quantity of the available surface water supply for the Town's future use. Council also wanted to determine the feasibility of bringing water into the Town from the Cassidy Aquifer.

In EBA's Groundwater Resource Assessment report issued in December, 2008, the most promising location was identified at Site 'A' owned by Island Timberlands. In that area it is expected that both the upper and lower aquifer are present there and test drilling could access both aquifers. EBA now has some concerns about potential contamination from proposed residential and commercial development on the Island Timberlands land. However, as development plans have not been finalized and there appears to be a mutual benefit for establishing a well field in the area, it is believed that adequate wellhead protection measures can be incorporated in a planned development scenario, and it is recommended that negotiations take place with Island Timberlands for a target test drilling site, which, if successful would become a production well site to be used by the Town as a supplementary water supply. The site is adjacent to the B.C. Hydro right-of-way, which would become the logical corridor for a pipeline from the wells to the Arbutus Reservoir.

Prior to proceeding to a formal tender, the Town requested EBA to investigate a site on Code Road where the owner had previously proposed to the Town that large

quantities of water were available and community wells could be drilled. EBA's report regarding the investigation of the groundwater potential for this site is attached.

The attached letter from Koers & Associates dated April 12, 2010 recommends against the Town considering the Code Road site for a community groundwater supply and identifies the next steps recommended to proceed towards the test drilling at the preferred site A.

SCOPE OF WORK:

Engage a property agent to negotiate for the provision of a possible community well site on Island Timberlands land at Site A adjacent to Timberlands Road and the BC Hydro powerline crossing. Carry out test drilling on the Code Road site and, if successful, carry out a detailed groundwater quality protection, environmental impact, and VIHA source approval assessment to identify aquifer protection and treatment requirements as well as impacts on existing land use.

ALTERNATIVES:

- Carry out investigations to determine possible water supply
- Wait to carry out investigations until need is greater
- Abandon Cassidy Aquifer as possible future water supply source

FINANCIAL IMPLICATIONS:

The cost of the tendering and test drilling at Site A has been included in the 2011 capital budget for the water utility.

LEGAL IMPLICATIONS:

N/A

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

Ensuring an adequate water supply for the future will be perceived as a positive initiative by Town residents.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

Public Works to engage property agent and Corporate Services to ensure funding in place.

RESOURCE IMPLICATIONS:

Work to be completed by private sector at an estimated cost of \$\$

ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:

Aligns with Pillar # 5, Innovative Infrastructure, of the Sustainability Visioning Report.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Securing a safe and adequate water supply for the Town falls under Strategic Direction 4 - Enhanced Standard of Infrastructure; and 6 - Safe and Healthy Community.

SUMMARY:

In order to secure adequate water supplies for the future, Council authorized an investigation into the Cassidy Aquifer to determine suitability for a community well in

the area. Preliminary investigation identified a number of possible locations for the well site and a recommended test drilling site. The next step in the process would be to drill a test well to verify the availability of adequate supplies for the long term. Negotiations for the rights to develop a site need to be completed.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

Letter from Koers & Associates dated April 12, 2010.

EBA Technical Memo dated March 26, 2010-05-21.



**KOERS
& ASSOCIATES
ENGINEERING LTD.**
Consulting Engineers

P.O. BOX 790
194 MEMORIAL AVENUE
PARKSVILLE, B.C. V9P 2G8
Phone (250) 248-3151
Fax (250) 248-5362
kael@koers-eng.com

April 12, 2010
File: 0809-09

Town of Ladysmith
P.O. Box 220
Ladysmith, B.C. V9G 1A2

E-MAILED

Attention: Mr. Joe Friesenhan, ASCT
Director of Public Works

Dear Sirs:

**Re: Groundwater Investigation Cassidy Aquifer.
Investigation into Groundwater Potential on Davis Property, Code Road**

EBA Engineering Consultants completed a Groundwater Resource Assessment and Evaluation of the Cassidy Aquifer in December 2008. The report was issued to the Town in early 2009. Following receipt of the report, the Town authorized the preparation of tender documents for recommended test drilling locations. EBA prepared an Update Letter, dated December 15, 2009, of which you have a copy.

The Update Letter confirmed that the recommended well site A (see attached Figure 9) had the least number of identified potential wellhead protection issues and that both the Lower Cassidy and Cassidy (Upper) aquifers could potentially be considered for exploration in that area. Potential Well locations B and C have in EBA's opinion the highest potential for encountering suitable conditions in the Lower Cassidy aquifer (which would be better protected from surface contamination because it is considered a confined aquifer due to its location below an impermeable soil layer). However, EBA cautions that targeting the upper aquifer at locations B and C could have treatment or source continuity problems due to the associated wellhead protection risks.

EBA also investigated a fourth area north and west of the intersection of Highway 1 and Carmichael Road where reportedly a 700 USgpm well had been drilled in the mid-1980s for a potential fish hatchery. Apparently the well was never used, but its location and status is not known. However, due to the vicinity of gravel extraction and recycling operations, the latter having been under assessment by MoE for contaminated site issues since 2002, EBA does not recommend the use of this site for a community water supply, as it is highly vulnerable to potential contaminant sources, and the fact that there is no evidence of the Lower Cassidy aquifer being present in this area.

The Update Letter also provided cost estimates from four local drilling contractors to complete a 150 mm (6-inch) exploration test hole with two nested piezometers and a 200 mm (8-inch) test production well. Cost quotes ranged from \$50,000 to \$85,000, with variability mostly due to different screen lengths assumed.

.../2



April 12, 2010
File: 0809-09

Town of Ladysmith
Mr. Joe Friesenhan, ASCT

Prior to proceeding to formal tender for test drilling at the recommended Site A, the Town requested we investigate a site near Code Road, where the owner had previously proposed to the Town that large quantities of groundwater were available and community wells could be drilled.

Further to these instructions, EBA carried out an investigation of the groundwater potential at the property of Mr. Howie Davis at 13110 Code Road. EBA's Technical Memo dated March 26, 2010 describing this investigation is attached. The property location is shown on the attached Fig. 9 outlined in red and identified with the letter D.

Although it appears that large quantities of groundwater will be available at this site, based on EBA's preliminary assessment, we do not recommend the Town considering this site for potential community water supply for the following reasons:

- At this location the Cassidy aquifer appears to be relatively shallow with water table near the surface, and located down-gradient of the same potential sources of contamination (gravel extraction, fuel storage and recycling depot) for which the Carmichael Road site was considered not suitable.
- There does not appear to be a distinct Lower Cassidy aquifer at this location.
- There is a likelihood that any community wells on this property would be considered GUDI (under the direct influence of surface water) by VIHA, which would have treatment implications.
- Based on our recent experience with VIHA approvals of new community wells in a confined aquifer in the Nanoose area, VIHA will likely require wellhead protection zones of 60 m radius (120 m diameter) or more, which would severely restrict Mr. Davis' ability to continue to use his property for its current use for cattle grazing.
- There will likely be issues with high iron and manganese concentration in the water from this part of the aquifer, which would have treatment implications.

Instead, we recommend the Town proceed as follows:

1. Accept our recommendation not to proceed with exploratory drilling at the Davis property.
2. Proceed with discussions with Island Timberlands about the right to carry out test drilling at Site A, adjacent to Timberlands Road and the B.C. Hydro right-of-way, and if successful, to negotiate the provision of a community well site within the proposed Timberlands development, with all necessary provisions for wellhead and aquifer protection. *(Please advise whether to Town would want to lead these discussions, or whether it would like an independent property agent to lead this).*
3. Following approval for test drilling, call tenders for the test drilling program.
4. Award test drilling tender.
5. Proceed with test drilling, well testing, and well completion report.

.../3

April 12, 2010
File: 0809-09

Town of Ladysmith
Mr. Joe Friesenhan, ASCT

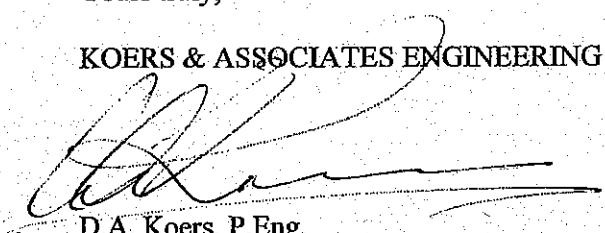
And, subject to successful test drilling results:

6. Complete negotiations with Island Timberlands for appropriate community well site.
7. Apply to VIHA for source approval.

Please advise how you wish to proceed. We would be pleased to discuss this further with you at your convenience.

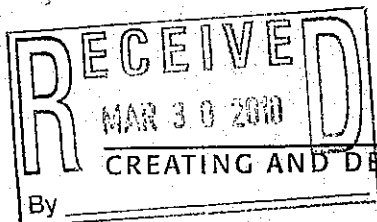
Yours truly,

KOERS & ASSOCIATES ENGINEERING LTD.



D.A. Koers, P.Eng.
Project Manager

cc. EBA Engineering Consultants Ltd.
Dan Watterson, P.Geo.
Nigel Cavanagh, R.P. Bio.



TECHNICAL MEMO

CREATING AND DELIVERING BETTER SOLUTIONS

www.eba.ca

TO: Tony Koers, Ph.D., P.Eng.
Koers & Associates Engineering Ltd.

DATE: March 26, 2010

C: Nigel Cavanaugh, R.P.Bio.
Project Director

MEMO NO: 1

FROM: Daniel Watterson, P.Geo.
Senior Hydrogeologist

FILE: N23101167.002

SUBJECT: Groundwater Supply Potential, 13110 Code Road, Ladysmith, BC

Purpose

EBA Engineering Consultants Ltd. (EBA) understands that Mr. Howie Davis has offered to consider accommodating the Town of Ladysmith's need for additional water supply sources by making lands potentially suitable for constructing one or more large-scale groundwater supply wells available for use. Therefore, on March 3, 2010, Nigel Cavanaugh, R.P.Bio. and Dan Watterson, P.Geo. with EBA, and Tony Koers, P.Eng. with Koers Engineering met at Mr. Davis' property to discuss potential groundwater supply options and conduct a preliminary assessment of the property's suitability for installing one or more public supply wells. We understand that the Town will need at least 1,000 US gpm continuous flow to meet projected water supply requirements and the water would be routed via a new water main to the Arbutus Reservoir located approximately 7 km to the southeast.

Summary information, site observations, discussions of potential advantages and disadvantages to utilizing the Davis property as a location to site a community water well are provided below.

Site Visit and Observations

- The proposed water supply locations are situated within approximately 80 acres of undeveloped agricultural land currently used for hay production and livestock grazing.
- The property is situated west of Code Road, north of Brenton-Page Road, east of Highway 1 and south of Cedar and Orkney Roads.
- Over the previous several decades, Mr. Davis has drained surface water from the property, which apparently formerly consisted of wooded wetland and marsh areas with shallow groundwater present year-round.
- Excess surface water was drained by installing perforated underdrains below the ground surface in all fields. Flow is routed to two ponds and two drainage ditches which then discharge to Bush Creek to the south. This drainage system was constructed by Mr. Davis and flows continually.

- Numerous surface water features are currently present on the property, which is bounded on the south by Bush Creek and topographically elevated lands to the east and west.
- The irrigation system consists of a center-pivot sprinkler supplied by a well and a hose-on-reel irrigation system. The seasonal irrigation well flow rate is unknown, but the well driller originally estimated flow from this well at more than 250 USgpm. A driller's well log was made available.
- According to Mr. Davis, an artesian well is located on the neighbouring property to the south. This well appears to be situated near a cement plant, a logyard/sawmill and is not far from the head of Ladysmith Harbour;
- On the east side of the agricultural lands is the Ryler Group trucking facility, owned by Mr. Davis, which is supplied by an additional well. No information regarding this well is available.

Potential Well Site Advantages

- Surface observations, physiographic setting, on-line MoE aquifer maps, known capacities for wells located north of this area, and driller's well test results for the on-site irrigation well indicate that abundant groundwater is likely available in this area.
- Mr. Davis appears to be willing to make abundant land available for installing several wells should more than one well be required to meet supply requirements.
- The surrounding land is generally undeveloped which will minimize well head protection issues.
- Based on field observations, the area appears to be a groundwater discharge zone, which should help with upgradient aquifer recharge and minimize the aquifer's susceptibility to surface-based contamination.
- The irrigation well log indicates that the upper 8 feet of soil consists of clay, which will also help minimize the aquifer's susceptibility to surface-based contamination, fertilizers, pesticides, animal wastes, etc.
- Other than the existing irrigation well, other large-scale groundwater withdrawals in the area are likely limited which means the overall groundwater resource is less likely to be overused.

Potential Well Site Disadvantages

- Although the driller's log indicates clay is present at the ground surface, continuous groundwater discharge in the project area suggests that this clay layer may not be extensive, or has openings through which groundwater can flow.
- Based on the irrigation well log, the static water level was only 6 feet below ground surface. This shallow groundwater could be affected by surface sources of contamination such as animal wastes, fertilizers, pesticides, equipment spills.
- The irrigation well log also suggests the aquifer thickness is limited, which means several wells may be needed to meet production requirements.

- Stratigraphy provided on the well log suggests that no clear distinction between the Cassidy and Lower Cassidy Aquifers is present at this location, which may have aquifer and well head protection implications.
- No information is included in the MoE on-line water well database regarding other domestic or irrigation supply wells in the immediate project area, which may be affected by large-scale pumping.
- The close proximity to on-site and adjacent creeks and drainage ditches may cause Groundwater Under the Direct Influence of Surface Water (GUDI) issues.
- Flow in the nearby creeks and drainage ditches may be reduced by long-term high groundwater pumping rates.
- Drilling locations at the south end of the proposed area are likely too close to the cement plant, sawmill due to potential spills, and/or Ladysmith Harbour due to potential salt water intrusion.
- Depending upon stratigraphy, drilling locations at the west side of the proposed area may be too close to Highway 1, due to potential impacts from spills along the highway.
- The required pumping volume, combined with flows from the current irrigation well, may be more than the local aquifer can support.
- According to Mr. Davis, the groundwater in the valley bottom contains elevated iron and manganese concentrations which may require treatment prior to use.

Additional Issues

- If the combined flow from all wells on the property is greater than 75 L/sec (approximately 1000 IGPM), an Environmental Impact Study may need to be completed, as required by the BC *Environmental Management Act*.
- Connecting water from one or more wells on this property to the existing Town water system will require extending the water supply main approximately 7 km to the Arbutus Reservoir.

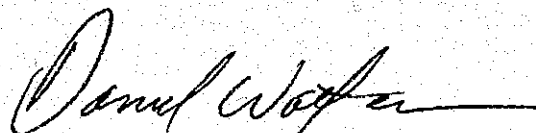
Recommendations

If this property is considered for a groundwater supply, then a preliminary groundwater exploration program could be designed to

- assess the local stratigraphic and aquifer characteristics,
- estimate the potential ground water supply capacity,
- provide a preliminary evaluation of potential surface/groundwater interactions, and
- estimate the potential impacts from large-scale pumping on surrounding surface water flows.

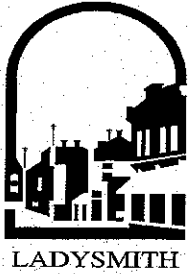
We appreciate this opportunity to be of service, and don't hesitate to contact me if you have any questions.

Thank you,



Daniel Watterson, P. Geo.
Senior Hydrogeologist
Environment Practice
dwatterson@eba.ca

/tmkp



Town of Ladysmith
STAFF REPORT

To: Ruth Malli, City Manager
From: Joe Friesenhan, Director of Public Works
Date: January 4, 2011
File No:

Re: FIRST AVENUE JUNIPER TREES

RECOMMENDATION(S):

That the Committee recommend that Council authorize the removal of the Smarag Junipers in front of Lait Bloomer Florists, with the cost to be paid by Lait Bloomer Florists.

PURPOSE:

To give Council a history of the smarag junipers by Lait Bloomer Florist on First Avenue and obtain Council authorization to have them removed.

INTRODUCTION/BACKGROUND:

Until 1987, the junipers in question were located in the Arboretum across from City Hall. They were located around a small pond beside the Loci I and the steam donkey which formed part of the heritage of the Town. A society of locomotive enthusiasts wished to have the Loci I relocated to its present position at the North end of the Machine Shop so that the locomotive could be refurbished. This was accomplished by building tracks from the Arboretum to the Machine Shop. The route of the tracks went through the pond and junipers.

When the Town agreed to move the locomotive out of the area, the junipers had to be moved also. At the time, a member of the Chamber of Commerce, Bill Fitzpatrick, requested that four of the junipers be relocated in front of his building on First Avenue just south of Roberts Street. The remaining two were relocated to the Holland Creek Ball Field.

We have received a request from Lait Bloomer Florists, the current business in the location, to have the junipers removed as they block the store from public view. Additionally, the Town's tree plan identifies the Kwanzan Cherry tree as the tree that is to be located in this area. The junipers are in excess of 40 years old but there is still a chance that they may be relocated to another site. It is suggested that they could be relocated back to the site of the Arboretum.

SCOPE OF WORK:

Removal of two junipers from in front of the Lait Bloomers Florists and their relocation to the Arboretum.

ALTERNATIVES:

- Leave junipers where they are,
- Relocate junipers to Arboretum
- Relocate junipers to an alternate location

FINANCIAL IMPLICATIONS:

The cost of the relocation of the junipers is approximately \$200 and would come from Operations.

LEGAL IMPLICATIONS:

n/a

CITIZEN/PUBLIC RELATIONS IMPLICATIONS:

As the trees are not being cut down there should be no negative public reaction.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS:

n/a

RESOURCE IMPLICATIONS:

Existing crews would do the work

ALIGNMENT WITH SUSTAINABILITY VISIONING REPORT:

n/a

ALIGNMENT WITH STRATEGIC PRIORITIES:

n/a

SUMMARY:

We have received a request from Lait Bloomers to remove some Smarag Junipers from in front of their establishment as the junipers hide their business from public view. The trees were planted at their present location by the previous owner of the building that houses Lait Bloomers when they were taken from the Arboretum. The current owner of the building has been contacted and he is in favour of moving the trees.

I concur with the recommendation.



Ruth Malli, City Manager

ATTACHMENTS:

"None".

TOWN OF LADYSMITH

Building Permit Summary - December, 2010

Commercial	Industrial	Institutional	(New) Residential	# Dwelling Units	Residential Adds / Renos / Demos	Permits with construction value	Permits without construction value	Permits For Year To Date	Bldg & Plbg Permit Fees This Month	Permit Values This Month	Permit Values This Year
			\$ 266,500	2	\$ 3,000	3	3	126	\$ 1,353	\$ 269,500	\$ 14,832,833

SUMMARY - YEAR TO DATE

	Commercial	Industrial	Institutional	(New) Residential	# Dwelling Units	Residential Adds / Renos / Demos	Permits with construction value	Permits without construction value	Permits For Year To Date	Bldg & Plbg Permit Fees This Month	Permit Values This Month	Permit Values This Year
JAN	\$ -	\$ -	\$ -	\$ 766,498	5	\$ 13,450	7	8	15	\$ 6,425	\$ 779,948	\$ 779,948
FEB	\$ 15,000	\$ -	\$ 985,000	\$ 542,420	3	\$ 9,000	11	0	26	\$ 10,011	\$ 1,551,420	\$ 2,331,368
MAR	\$ 125,000	\$ -	\$ -	\$ 2,559,484	10	\$ 45,000	13	1	40	\$ 19,111	\$ 2,729,484	\$ 5,060,852
APR	\$ -	\$ -	\$ -	\$ 1,363,888	7	\$ 42,580	12	3	55	\$ 11,483	\$ 1,406,468	\$ 6,467,320
MAY	\$ -	\$ -	\$ 247,000	\$ 1,430,326	9	\$ 84,562	15	1	71	\$ 11,869	\$ 1,761,888	\$ 8,229,208
JUN	\$ -	\$ -	\$ 5,000	\$ 637,416	4	\$ 70,000	7	1	79	\$ 4,489	\$ 712,416	\$ 8,941,624
JUL	\$ -	\$ -	\$ 2,478,000	\$ 524,076	3	\$ 41,040	8	3	90	\$ 17,904	\$ 3,043,116	\$ 11,984,740
AUG	\$ 5,000	\$ -	\$ 31,000	\$ 804,662	4	\$ 31,670	11	3	104	\$ 16,001	\$ 872,332	\$ 12,857,072
SEP	\$ -	\$ -	\$ -	\$ 362,381	2	\$ 9,760	5	1	110	\$ 2,916	\$ 372,141	\$ 13,229,213
OCT	\$ -	\$ -	\$ -	\$ -	0	\$ 6,950	2	0	112	\$ 108	\$ 6,950	\$ 13,236,163
NOV	\$ 551,000	\$ -	\$ -	\$ 757,170	4	\$ 19,000	8	0	120	\$ 8,768	\$ 1,327,170	\$ 14,563,333
DEC	\$ -	\$ -	\$ -	\$ 266,500	2	\$ 3,000	3	3	0	\$ 1,353	\$ 269,500	\$ 14,832,833
TOTAL	\$ 696,000	\$ -	\$ 3,746,000	\$ 10,014,821	53	\$ 376,012	102	24		\$ 110,438	\$ 14,832,833	

of Demolitions for month = 0 , for YTD = 11

COMPARISONS

# DWELLING UNITS / VALUE	PERMITS ISSUED / VALUE
YEAR TO DATE / 10	YEAR TO DATE / 10
YEAR TO DATE / 09	YEAR TO DATE / 09
YEAR TO DATE / 08	YEAR TO DATE / 08

[Signature]
Building Inspector, Tom Skarvig

65	\$ 10,014,821	126	\$ 14,832,833
41	\$ 5,596,225	132	\$ 10,947,219
72	\$ 8,063,613	133	\$ 13,172,611

TOWN OF LADYSMITH

LADYSMITH TROLLEY BUS ACTIVITY REPORT - Trolley 103/105

DECEMBER, 2010

Day	Date	Passenger Count	Fuel Litres	KM Start	KM Finish	Weather	Wheel Chairs	Service Dogs	Bikes
Wed	1	97	62	76711	76923	Rain	0	1	1
Thurs	2	65	68	76923	76937	Cloud	0	0	0
Fri	3	93	68	76937	77068	Cloud/Rain	1	0	0
Sat	4	63	67	77068	77284	Sun/Cloud	0	1	1
Sun	5								
Mon	6	97	65	77284	77459	Sun/Cloud	2	1	0
Tue	7	70	72	77459	77672	Rain	0	1	0
Wed	8	67	84	77672	77887	Rain	0	1	2
Thurs	9	80	84	77887	78099	Sun/Cloud/Rain	0	0	1
Fri	10	104	67	78099	78312	Sun/Cloud/Rain	2	0	1
Sat	11	74	74	78312	78527	Cloud/Rain	0	0	2
Sun	12								
Mon	13	84	76	78528	78743	105) Cloud	0	1	1
Tue	14	83	84	75568	75756	(105) Cloud/Rain	0	0	0
Wed	15	88	81	75756	75962	(105) Cloud/Rain	0	1	1
Thurs	16	71	75	76962	7168	(105) Cloud/Rain	0	0	1
Fri	17	69	77	78794	79007	Sun/Cloud	0	0	0
Sat	18	65	76	79007	79222	Sun/Cloud/Rain	0	1	1
Sun	19								
Mon	20	66	83	79222	79437	Cloud/Rain	0	0	0
Tue	21	51	83	79437	79649	Cloud/Rain	0	1	1
Wed	22	75	86	79649	79855	Sun/Cloud	2	0	1
Thurs	23	40	88	79855	80062	Rain	0	1	0
Fri	24	51	77	80062	80278	Rain	0	0	2
Sat	25	Christmas							
Sun	26								
Mon	27	55	69	80278	80493	Sun/Cloud/Rain	0	1	1
Tue	28	57	71	80493	80707	Sun/Cloud	0	1	1
Wed	29	70	96	80707	80919	Sun/Cloud	0	0	1
Thurs	30	82	77	80919	81133	Sun/Cloud	0	1	1
Fri	31	74	59	81133	81348	Sun	0	0	1
TOTAL		1891	1969				7	13	21

DONATIONS FOR December 2010 \$390.64

DONATIONS YEAR-TO-DATE \$8,000.28

AVERAGE DAILY RIDER COUNT FOR December 2010 - 73



Ladysmith Fire / Rescue

P.O. Box 760 Ladysmith, B.C. V9G 1A5
 Phone: 250-245-6436 • Fax: 250-245-0917



FIRE CHIEF'S REPORT

MONTH: **December**, 2010

TYPE OF CALL OUT	J	F	M	A	M	J	J	A	S	O	N	D	YEAR'S TOTALS
Alarms Activated: Pulled Station			1			1							2
By mistake	1	1		2	2	1	2	1	3		1		14
Electrical problem						2			2		1	1	6
Due to cooking		2		2		2	1	4	3	2	1	2	19
Assistance					1							2	3
Burning Complaint		1			3	1	2	2					9
Fire: Structure	1			1	1	2	4			1		1	13
Chimney				2								1	3
Interface / Bush					2				1				3
Vehicle		1			1					1	1		4
Other	1					2	2		1				6
Hazardous Materials		1		1		1		1		1		1	6
Hydro Lines: Down / Fire			1	1					1		1		4
Medical Aid			4	2	1	2	2	1	4	4	1	3	24
Mutual Aid	2	1		1		2						1	7
MVI		5	5	5	6	2	3	4		1	3	3	37
Rescue													
MONTH TOTALS (not incl. Practises)	5	12	11	17	17	18	16	13	16	9	10	16	160
Practises (Totals for each Month)	4	4	5	4	4	5	4	5	4	4	5	4	52

ALARMS ACTIVATED (location/owner):

1. Alarms activated due to cooking (840 Esplanade)
2. Alarms activated due to cooking (214 Dogwood Dr.)
3. Alarms activated due to faulty sensor (110-3rd Ave.)

COMPARISONS:

Year to Date / 10 160 (excl. practises)
 Year to Date / 09 162 (excl. practises)
 Year to Date / 08 212 (excl. practises)

APPROVED:

Kay Stewart
 Fire Chief

RECEIVED
JAN 11 2011

COASTAL ANIMAL CONTROL SERVICES OF BC LTD

2202 Herd Rd. Duncan, BC. V9L 6A6

(250) 748-3395

TOWN OF LADYSMITH POUND REPORT

December 2010

Disposition of Impounded Dogs	Current Month	2010 Totals
Stray dogs impounded	2	18
Stray dogs claimed	0	16
Stray dogs put up for adoption	2	2
Stray dogs euthanized	0	0
Stray livestock / cats	0	0
Other	0	1
Calls Received and Investigated	9	83
Aggressive dogs	2	15
Dogs at large	3	35
Noise (barking) complaints	2	20
Other non specific dog related calls	2	12
Wildlife / livestock / cats	0	1
After hour call outs	0	9
Monthly Pound and Board Fees Collected	\$0.00	\$1995.00
Impound fees	\$0.00	\$1350.00
Daily board fees	\$0.00	\$645.00
Tickets issued	0	0
Unlicensed dog	\$0	\$0
Dog not effectively controlled (14a)	\$100.00	\$100.00
Dangerous dog at large	\$0	\$0
Habitually noisy	\$0	\$0
Licensing Statistics		
	Tags	0
	Revenue	\$0.00
		16
		\$500.00

Judi Burnett

CAS Summary of Service Calls, Ladysmith

9 calls in total

01-Dec-10 to 31-Dec-10

Issue	Call #	Received	Type	Completed
Aggressive		2		
	820	28-Dec-10	Dog	
	813	01-Dec-10	Dog	09-Dec-10
At large		2		
	816	08-Dec-10	Dog	
	814	01-Dec-10	Dog	06-Dec-10
Confined		1		
	821	29-Dec-10	Dog	07-Jan-11
Noisy		2		
	819	21-Dec-10	Dog	22-Dec-10
	818	21-Dec-10	Dog	22-Dec-10
Other		2		
	817	17-Dec-10	Dog	07-Jan-11
	815	02-Dec-10	Dog	06-Dec-10

From: Ladysmith Chamber of Commerce [admin@ladysmithcofc.com]
Sent: January 6, 2011 2:39 PM
To: Ladysmith Chamber of Commerce
Subject: Re: 2011 Home, Garden & Business Show
Attachments: HS Application 2011.pdf; Aggie Floor Plan.pdf

**LADYSMITH CHAMBER OF COMMERCE
PRESENTS
THE HOME, GARDEN & BUSINESS SHOW 2011**

You are invited to participate in the
2011 Ladysmith Home, Garden & Business Show at the Aggie Hall.

The show times are: Friday, April 15, 2011 from 3:00pm to 8:00pm
Saturday, April 16, 2011 from 10:00am to 4:00pm
Set-up will be Friday April 15th from 11:30am-3pm

**Please contact Rhonda Shirley 250-245-4431 or by email at
hawleyplace@yahoo.com if you have any questions.**

The Ladysmith Home, Garden & Business show is an effective way to market your
products and services to this community as well as the mid-island.

As an exhibitor, the cost of your booth will include:

1. A special "4-page pull out" in The Ladysmith Chronicle with advertisements from each participant. Copies will be circulated throughout the Cowichan Valley and Nanaimo region, provided your application and payment is in the office by March 25, 2011.
2. Advertisement in the Show Directory.
3. One 6-foot skirted table
4. Draped backdrop and booth dividers
5. Electricity available if required;
6. Booth signage with your company name
7. Morning coffee & muffin coupon (one per booth.)

This is also an excellent opportunity to meet and network with the other exhibitors.

Booths start at \$250.00 for members, non-members \$300.00;
Parking Lot - \$200.00 for member and \$250.00 for non-member
Early Bird Savings Deadline is March 1, 2011 (Save \$25.00)

**Please advise on your application form if you require power, as well as your
choice of booth number. Application and floor plan attached.**

Avoid disappointment and book your table now – Contact the Chamber of Commerce by phone at 250-245-2112 or email: admin@ladysmithcofc.com

Ladysmith Chamber of Commerce &

Visitor Centre

250-245-2112

admin@ladysmithcofc.com

www.ladysmithcofc.com

LADYSMITH

CHAMBER OF COMMERCE



Jennifer LeBlanc

From: CrowdJ1B@parl.gc.ca
Sent: January 6, 2011 1:14 PM
To: CrowdJ1B@parl.gc.ca
Subject: FW: Grant deadlines Imminent

Hello,

This is one in a series of emails about grant deadlines that Jean has asked me to pass on for your information and consideration. She hopes that this will be useful information for you. However, if you would like to have your name removed from our email list, please let us know. Also, if you know of another organization that would like to be included, please ask them to contact us with their email information.

This is a list courtesy of Brandon Hughes. We hope to have other lists in the future that may be helpful in warning you of deadlines that apply to the grants applicable to your organization.

Best wishes,

Suzanne Wilkinson, Member's Assistant
 Jean Crowder, MP Nanaimo-Cowichan
 101-126 Ingram St., Duncan, BC, V9L 1P1
www.jeancrowder.ca

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Please feel free to forward this information to others who would be interested. I am sorry that there are some tight deadlines below, but I just got some of these opportunities. In order to get funding opportunities to you more quickly, I will be posting selected, tight timeline program information tweets to Twitter at this site - <http://twitter.com/BCRuralNetwork>
Sorry if this is a duplicate, I sent it before Xmas but I don't think it went through.

1. YVR Art Foundation Grants - YVRAF, in collaboration with corporate sponsors, offers an art scholarship to First Nations youth who wish to develop their artistic potential in traditional Northwest Coast art. Deadline January 31, 2011 <http://www.yvraf.com/scholarship.html>
2. Walmart and Home Depot-Evergreen Green Grants - Grants are offered to support community groups in protecting and restoring urban green spaces. All proposed projects must be open to the community, should have a strong volunteer-involvement component, and must be located entirely on publicly accessible lands. Deadline January 31, 2011
<http://www.evergreen.ca/en/funding/grants/>
3. Green Building Grant - The Vancity/Real Estate Foundation Green Building Grant Program deadline is January 24, 2011. [Click here](#) for the application form. Program focus areas are:
 - Building renovations/retrofits that demonstrate leadership and can inspire similar projects with positive environmental impacts or benefits (no new construction)
 - Regulatory changes that advance green building development and practice
 - Education to increase the understanding and use of practical green building strategies
4. Learn about the funding opportunities (grants and contributions) that are offered by [HRSDC](#), [Service Canada](#), and [Labour](#); what programs are currently accepting applications, listings of all programs and who

can apply, and links to more information. http://www.hrsdc.gc.ca/eng/funding_programs/index.shtml

Brandon Hughes, Regional Advisor
Rural Secretariat, Government of Canada
P - 250-499-9562
F - 250-499-2922