

# Meeting Notes

New Minas Secondary Planning Strategy (SPS)  
Engagement Strategy Workshop 1  
2020.09.24

## 1. Opening

- » Introduced new Working Group member, Jaison Sandhu
  - Owns the Slumber Inn
  - Joined the Working Group to help see growth + progress
  - Hope to investigate what can bring more opportunities to New Minas.

## 2. Parking Lot

- » UPLAND will set up a “parking lot” collaborative document. While the current stage of the project is focused on engaging with the public, Working Group members will still have topics that come to mind that should be investigated as part of the project. We do not want to forget these. The “parking lot” will be a place to keep a record of these topics for future investigation.

## 3. Engagement Work Plan

- » UPLAND's approach to engagement:
  - Art of Hosting -> Framework and methods to host and report on conversations that matter
  - Collaborative
  - Inclusion -> Aligns with work of Kings County Diversity Committee
  - Social marketing -> Marketing principles used for social good and to encourage participation
- » Two stages of engagement: divergence + convergence
  - The Working Group is encourage to try to stay in divergence for a while—collecting information—before rushing into convergence, the making of decisions

## 4. Purpose (What does this engagement need to be?)

- » Breakout Group 1 (Ian's group)
  - Representation of diverse opinions
  - Open
  - Safe
  - Inform that there's a process going on, not restricted to special interest groups
  - Broad
  - How do we connect with the ordinary resident?
  - Well-communicated
  - How do we reach people who aren't local?
  - Strong effort to give everyone the opportunity
  - Create buy-in
  - Create excitement at the Village

- » Breakout Group 2 (Erica's group)
  - Clarity around roles
  - An opportunity to listen
  - Understand who the developers of expansion lands will be
  - Questionnaires
  - A way to reach potential residents and business who aren't already here, how do we do that?
  - Help us understand ways to make development visually appealing
  - Flesh out vision for Commercial Street
  - Let people know that this project is happening, that expansion of New Minas development is being considered
  - A process that lets everyone have input
  - Engagement with technical groups (e.g. TIR)
  - Need people to take ownership of plan and invest

## 5. Target Audiences

- » What is a target audience?
  - There is no homogeneous "public"
  - People from into different audiences on factors such as demographics, interests, background, physical location, etc.
  - How we reach people will differ depending on the target audience
- » Breakout Group 1 (Ian's group)
  - Real estate people
  - Developers
  - Business people -> Different segments within this audience (e.g. retail, hospitality, large, small, etc.)
  - Special interest groups
  - Recreational groups (sports)
  - Emergency responders
  - Shoppers
  - The Towns
  - Seniors
  - New Minas South landowners
  - Home office workers
- » Breakout Group 2 (Erica's group)
  - Shoppers, including from wider region who use New Minas as their service centre
  - Youth (Grade 9 Civic Affairs class?)
  - Seniors
  - Business owners
  - Everyone!
  - Renters
  - Racialized communities
  - HOW (not methods, incentives: "what's in it for me?") do you get people engaged?
  - Developers
  - Sports groups and fitness folks
  - Families

## 6. Next Steps

- » Second half of this workshop will be Tuesday, September 29 at 6:30
  - Can it be in person? -> UPLAND and Municipality will look into this
  - Will focus on methods, roles, and schedule
  
- » In preparation for second workshop, please do homework
  - Online collaborative document (link to be emailed)
  - Add your ideas for communications opportunities, groups who could contribute to the process, networks that could be leveraged to build interest, and locations in which to reach people

## 7. Closing