

Cordova Bay Association for Community Affairs (CBACA) Board of Directors Meeting

September 9, 2026 - 7:00 pm
Cordova Bay 55+

Barb Lucas - President	X	Brock Nordman - PR / Cordovan	X
Karen Fediuk - Treasurer	X	Jennifer Massullo - Events	✓
Dave Chater - Transportation & Mobility / VP 1	✓	Bren Moroz-Pettyjohn - Social Media	✓
Gillian Taverna - Parks and Environment	✓	Eric Dahli - External Liaison	✓
Pat Bourke - Memberships	✓	Robyn Reid - Secretary	✓

Chaired by: Dave Chater

Regrets from: Barb Lucas, Brock Nordman, Karen Fediuk

Members in attendance: none

1. PRESENTATIONS

- None

2. APPROVAL OF AGENDA

Motion: To approve the Agenda as circulated.

Moved: Robyn Reid / Seconded: Eric Dahli

Carried

3. APPROVAL OF MINUTES: CBACA BoD Meeting – June 17, 2026

Motion: To approve the Minutes of June 17, 2026, BoD meeting.

Moved: Eric Dahli / Seconded: Jennifer Massullo

Carried

4. ACTION ITEMS

4.1 Action Items from June 17, 2026 Minutes

- N/A - No action items from the June Board meeting

4.2 Social Media Guidelines

- Considerations
 - CBACA does not express opinions in relation to political affiliations or candidates
 - Apply consistency in relation to tags across posts
 - Posts perform better during the week and can be scheduled
 - Board members assigned to core social media content themes will be the individual approving the final content for that theme with support from Bren in the creation of the content
 - Posts will be reviewed by Barb and Dave prior to finalization while we work through initial implementation of the social media framework and guidelines

- September posts through to Thanksgiving have been shared with the Board for review prior to posting
- Further discussion required related to collaborations within social media posts

Motion: To adopt as an initial framework the social media framework and guidelines.

Moved: Bren Moroz-Pettyjohn / Seconded: Gillian Taverna

Carried

- **Action Item:** Revisit, in particular, section 11 (external requests for social media posts) in the October meeting.

5. NEW BUSINESS

5.1 Correspondence and Administration

See Appendix A

Motion: That the Board appoint Gillian Taverna to the CBACA Board, effective immediately.

Moved: Barb Lucas / Seconded: Dave Chater

Carried

Motion: That the Board appoint Eric Dahli to the CBACA Board, effective immediately.

Moved: Barb Lucas / Seconded: Dave Chater

Carried

5.2 Treasurer's Report

See Appendix B

5.3 Transportation and Parks

See Appendix C

Action Item: Gillian to send a letter on behalf of the Board to Saanich Planning inquiring about the status of the Cordova Bay Community Club's redevelopment proposal with Saanich for 941 Sutcliffe rd.

5.4 External Liaison

No report

5.5 Membership

See Appendix D

5.6 Public Relations / The Cordovan

No report

- The last date for submission of draft articles from Board members for the next issue of the Cordovan is September 20th.

5.7 Planning

See Appendix E

5.8 Events / Community Engagement

See Appendix F

- The Fall Social date is confirmed for Thursday November 5th. Planning with Cordova bay Golf Course will continue and we will begin promotion/planning.
- Breakfast with Santa date is confirmed for Sunday November 29th.
- We will continue exploring The Beach House as a potential Spring Social venue.

5.9 Social Media

See Appendix G

5.10 Website Statistics

See Appendix H

7. OTHER BUSINESS

7.1 None

Motion: To adjourn.

Moved: Pat Bourke / Seconded: Dave Chater

Carried

Meeting adjourned 8:49pm.

NEXT MEETING: October 14, 2026 at 7:00pm

APPENDIX A

5.1 Correspondence and Administration

Correspondence

- Emails relating to specific board committees were forwarded to the Committee Chair for follow-up or information.
- Email received from a resident (after the Board Opportunities mailchimp went out), who recently moved to Cordova Bay expressing interest in helping out on the Board. Thanks to Dave and Pat for meeting with this individual to discuss opportunities and interests.

Administration

- Crystal has updated the Directors list on our website to reflect our new Committee names (ie Parks & Environment; External Liaison; Social Media; Advertising; Transportation & Mobility) as well as reflecting a Land Use Committee. I have now also asked her to add Gillian and Eric to the list.
- An email was sent to Ada Lin, Cordova Bay Scotia Bank Manager, on July 3rd informing her of our decision to move our banking to Coast Capital.
- With the need to discuss our social media guidelines, I asked Susan Brice for a postponement for her attendance at our board meeting. Susan was fine with that. We still have Saanich CrimeStoppers presentation for October.
- **For the record**, on August 8, 2026 a motion was emailed to the Board regarding the appointment of Gillian Taverna to the CBACA Board as follows - it was Carried unanimously:

Motion: That the Board appoint Gillian Taverna to the CBACA Board, effective immediately.

Moved: Barb Lucas Seconded: Dave Chater **CARRIED**

- **For the record**, on August 28, 2026 a motion was emailed to the Board regarding the appointment of Eric Dahli to the CBACA Board as follows - it was Carried unanimously:

Motion: That the Board appoint Eric Dahli to the CBACA Board, effective immediately.

Moved: Barb Lucas Seconded: Dave Chater **CARRIED**

Submitted by Barb Lucas
Sept.9, 2026

APPENDIX B

5.2 Treasurer's Report

Activity Period: June 4, 2026 to Sept 1, 2026

Regular Banking Activities:

Revenue

- \$ 80 membership
- \$ 1225 Cordovan spring ads
- \$ 1210 Saanich Operating Grant

Expenses

- \$ 500.00 (scholarship) (cashd july 29 2026)
- \$ 900.00 Acera Insurance
- \$ 201.60 Canada Post office box subscription -yearly cost
- \$ 75.00 Heritage Society fee (office) -arts in the park project
- \$ 388.50 Website/IT yearly fees
- \$ 10.5 Bank fees (Scotia bank-june to Aug 13 (9); Coast Capital -July to Aug 7(1.5))

Fund Transfers

- BNS to Coast Capital (13,000 July 3)
 - Moved 12, 000 to GIC (July 6)
 - 1,000 into new Coast chequing account
 - 5.00 set aside for membership
- ScotiaBank Investments (20,538.54 as of June 30, 2026)
 - 7,830.23 from Cash to Main chequing account (july 6)
 - 12,708.33 remains in GIC non redeemable (as of June 30, 2026)

Funds

- Investments: \$24, 708.33 (August 13, 2026)
- Chequing Accounts: \$ 9,562.38
 - BNS: (7,388.88 Aug 13)
 - Coast Capital (2173.50 Sep 1)

APPENDIX C

5.3 Transportation and Parks

This is the last combined Transportation & Parks board report. As of October 2026, the Parks “portfolio” will be presented by Gillian Taverna, the new board Chair for Parks. Thank you, Gillian!

Art in Parks

- The CBACA, Tsawout First Nation, UVic and Saanich Parks have been having discussions on installing FN art or interpretation signage for Agate, McMorran and Cordova Bay Parks.
- With the concurrence of our working group (i.e. CBACA, Tsawout FN, UVic and Saanich Parks), Dave completed and submitted a detailed funding proposal to Heritage BC. We are seeking \$17,500 from Heritage BC grant funding to complement the \$10,000 from the CBACA and the in-kind contributions from UVic and Saanich Parks. Heritage BC will notify us by October 31, 2026 if we were successful in the funding request. If successful, the project would have to be complete by April 2028.

NOTE: I also want to acknowledge the tremendous and invaluable support I had in developing the proposal by Dr. Brian Thom from UVic.

Saanich Engineering advocacy and input

- Dave submitted a letter in June to Saanich Engineering proposing immediate remedial works to fix the intersection at Fenn Ave and CBR.
- Dave and Colleen Obara, a Parker Ave resident, met Saanich Engineering project staff onsite to discuss our and the resident's concerns. As a result of our meeting, a few improvements were made by Saanich on Fenn Ave near CBR.
- The safety improvement project on CBR between Rambler and Walema and including Fenn is now underway. Completion is expected by March 2027.
- Another meeting will be scheduled with the project manager in the next 2-3 weeks, after school has started, to discuss if there are any other project concerns from residents and nearby businesses.
- Residents along CBR between Ash Rd and Blenkinsop have submitted a request to Saanich to implement a traffic calming project along this section of CBR. They have also asked the CBACA for our support for their proposal. I believe they have a good case for additional traffic safety initiatives along this section of road. Dave sent a request to Saanich to get information on the status and process for approving projects under this program.
- Dave contacted Saanich Police to request speed checks along CBR, particularly near Doris Page and Cordova Bay Parks. SPD has conducted speed checks a few times at this location in the past 2-3 months.

Saanich Parks advocacy and input

- No further update from Saanich Parks on several long standing CBACA requests. A meeting should be set up with senior Parks managers to re-establish our park priorities with them.

- The Fowler Park revitalization project is nearing completion. It is expected that the park should open for use by the end of September or in early October.
- In 2022, the CBACA recommended in the revitalization plan that additional toilets should be provided in the newly expanded park. Saanich decided to stay with one pit toilet for this park. One toilet is not adequate for this park- particularly when all the pickle ball and tennis courts are in full swing. I would recommend that the CBACA push for additional toilets to be installed in this park.
- Dave submitted a service request to Parks to have the vegetation trimmed back in the road medians on CBR and Doumac in front of the Haro. This work has now been completed by Parks.

NOTE: any resident of Saanich can request this kind of work or service via parks@saanich.ca . Engineering concerns can also be addressed by residents by contacting this department via engineering@saanich.ca.

BC Transit input

- Dave has submitted a request to Mayor Murdock and Councillor Plant, Saanich reps on the regional transit commission board, to ensure Cordova Bay's transit needs are factored into the approval of BC Transit's future regional transit plan at their September 22, 2026 meeting.

Parks "new" directions

- Gillian has sent a letter to Saanich Planning (and cc'd to the Director of Parks, Recreation & Community Services) inquiring about the status of the Cordova Bay Community Club's redevelopment proposal with Saanich. The focus of the inquiry and the "new" direction that Gillian is spearheading is the current shortage of community gathering space in Cordova Bay.

Gillian can speak to this initiative under the revised "parks" portfolio.

APPENDIX D

5.5 Membership Report

Paid-until" status of members at September 2, 2026

- 550 members, representing 298 households.

Paid-until status	Sept 02, 2026		May 31, 2026	
Current members 2026 to 2031	550		537	
(Expired 2025)	(69)		(69)	
2026 expiry	252	46%	252	47%
2027 expiry	134	24%	129	24%
2028 expiry	72	13%	65	12%
2029 expiry	58	11%	58	11%
2030 expiry	27	5%	27	5%
2031 expiry	7	1%	6	1%

Actions undertaken

- Processed 11 new memberships and 2 renewals.
- Created a generic Welcome letter on CBACA letterhead (attached) to introduce CBACA to 36 new-to-the-neighbourhood households (sales completed from Jan1 to Apr 30, 2026, data provided by Brock). Mailed/delivered 2026-09-08.
 - Unit cost \$2.69 per household: copying: \$1.37; envelopes: \$0.08; postage \$1.24.
 - Will report back in October on whether this mini-pilot generates any new members.

Respectfully submitted,

Pat Bourke, Membership
Sept 7, 2026

CORDOVA BAY ASSOCIATION FOR COMMUNITY AFFAIRS



September 2026

Dear Homeowners,

Congratulations on your recent move to Cordova Bay, and welcome! We hope you've explored the beach and the many trails, and enjoyed getting to know the businesses and services at Mattick's Farm and along Cordova Bay Road. This is a vibrant community!

Cordova Bay Association for Community Affairs is celebrating 50 years of advocating on behalf of residents, property owners and local businesses on key issues affecting our community such as proposed developments, parks, transportation, traffic, mobility and safety.

Our goal

Maintaining a strong, vibrant, active, sustainable and positive community in Cordova Bay.

We're connected

We're in regular contact with the Mayor, Council and staff in key departments in the District of Saanich, BC Transit, and other jurisdictional organizations to advocate on behalf of Cordova Bay, and we share information with other community associations through the Saanich Community Association Network. Our volunteer Board of Directors meets on the second Wednesday of every month from September to June; board meetings are open to members.

We keep members in the know

The Cordovan, our newsletter, is published twice a year in the Spring and Fall, with copies distributed to households and to members electronically.

CBACA members receive **regular email updates** on issues affecting Cordova Bay. Recent updates alerted members to

- an information session about a proposed development at 5146 and 5150 Cordova Bay Road,
- upcoming changes in speed limits on Cordova Bay streets,
- the rules for safe, legal operation of e-bikes, e-scooters, mopeds, or other micromobility devices,
- opportunities to provide input to the Saanich Active Transportation Plan.

We regularly update **our website** - cbaca.ca - with information of interest to our community.

There, you'll find past issues of *The Cordovan*, our Constitution and Bylaws, and additional information about our initiatives. You'll also find us at

- **Facebook:** *Cordova Bay Association for Community Affairs*
- **Instagram:** *@cordovabayassociation*

We connect our community

Past CBACA events have included all candidate meetings, presentations on community safety, and a Breakfast with Santa we plan to continue this year. Upcoming, we're co-hosting an all candidate meeting before the October municipal election and looking toward a member social in the fall.

Our voice counts

CBACA continues to be a respected voice in Saanich. We're responsive to community concerns, active in responding to development applications and requests from Council, and advocate on issues such as traffic, transportation, parks and safety. We promote local businesses, campaign for community art, improvements and amenities, sponsor scholarships for local students, and conduct community outreach and education activities.

Your voice counts

It boils down to having a voice with Council when a voice matters, and valuing a community that's engaged, inclusive and a wonderful place to live.

A CBACA membership costs \$10 a year and covers all adults living in a household.

Membership terms are from one to five years, and payment is via e-transfer or cheque. You'll find an electronic membership form at <https://cbaca.ca/membership/> along with payment instructions and more information.

We hope you'll consider adding your voice to those of your neighbours to ensure Cordova Bay continues to be a wonderful place to live, work and play. If I can answer any questions, please get in touch. I look forward to welcoming you in person to this lovely community.

Regards,

Pat Bourke
Membership
membership@cbaca.ca

PO Box 53584 | Victoria RPO Broadmead, BC | V8X 5K2
Website: cbaca.ca Email: president@cbaca.ca

APPENDIX E

5.7 Planning

5146 - 5150 Cordova Bay Road (Corner of Doumac and CB Road)

- On June 29, 2026, Barb and Dave met with Deane Strongitharm (City Spaces Consulting) and Mike Dalton (co-owner of the property) to discuss their proposed development plans for these two properties. **The properties are the current fenced off corner old gas station property and the next door** old building currently with The Land Conservancy on the ground floor as a tenant.
- The property received environmental clearance to build on the site about 3 months prior to our meeting. A big part of the delay was at the previous owners' end (Shell Canada)
- On July 29 the developer hosted a community meeting at 55+ to present their plans - about 30 to 35 people attended, including 3 board members (Barb, Pat and Karen). CBACA assisted with getting the word out through our mail chimp notice to members.
- Their proposal is for a **6 storey condo building** (25 units) with above ground parking garage (like The Tides next door), 2 live/work units on the ground floor, a corner commercial space (at less than 1000 [sq.ft.](#) / possible coffee shop), and the 5th and 6th floors set back.
- Six storeys is not in alignment with the Cordova Bay LAP, of which the Village Core is part of the Saanich OCP. The LAP states 4 storeys maximum.
- Saanich has taken a 4 meter allowance off the CBay Road frontage of the property for a continuation of the sidewalk and bike lane currently in front of The Haro. This represents a 12% reduction of their property.
Mike Dalton indicated the reason they are proposing 6 storeys is to make the project financially feasible, given Saanich's appropriation of the property frontage.
- Questions at the end of the presentation had common issues - Height (no one wanted 6 storeys); parking (for the commercial corner unit business, the live/work ground floor 2 units, visitors and delivery vehicles); set backs from the Tides (2nd storey and higher) and related privacy issues; retention of the big tree currently on site.
- Comments also indicated support for the basic architectural design (just not the height) and the inclusion of Indigenous artwork by Chris Paul.
- Response to parking was that they are providing more than what Saanich requires - 32 spaces plus bike racks along Doumac. Saanich will inform the final number to be provided.
No street parking included on CB Road, some on Doumac. Saanich may require a parking study and the community can also have input to Saanich on this issue.
- Responses to the height concerns - they know that the extra 2 storeys is a big ask on their part, and they know Saanich will be looking at that. They have only had very preliminary discussions with Saanich. More in depth discussions to come.
- Developer has not yet decided whether to lease or sell the commercial corner space.
- Saanich will require an archeological inspection.

- They anticipate the process with Saanich will take about a year. Then construction of about 2 years.
- If Saanich and the community say No to 6 storeys, then they will have to re-work the plan. It will always be a condo building.

Board Discussion - IF the board is not in favour of the 6 storeys, we should send a pre-emptive letter to Saanich expressing our views.

Aragon Proposal for Development of the Trio Lands

- No new information or contact from Aragon.
- I will be contacting Peter Censorio mid - September to set up another meeting for an update.
- I was copied on correspondence from Saanich resident Dan Horth sent to Saanich (Mayor, Council and staff) on August 27th further outlining his (and his group's) opposition to the current Aragon proposal, including a 3 page summary of concerns about seismic / geotechnical risk, road/water/sewer/school capacity, and parks.
- He indicated that a full technical report with sources, figures and appendices was being finalized by his group and would follow "in the coming days".

Cordova Bay Community Club 941 Sutcliffe

- On July 9 Barb met with Roger Duval, Board Secretary of the Community Club (CC) on Sutcliffe Road to discuss their request for a CBACA letter of support for a grant application they are applying for with the Canada Build Strong Fund.
- The Community Club has been shortlisted for applications, and is applying for \$2M; the application was due July 15, 2026.
- Roger brought **their current plans which have changed** since CBACA last had a presentation from the CC. They have re-worked the plans and have had discussions with investors and their bank for mortgage financing. All seems to be quite positive.
- **The issue is that the previous plans called for 8 badminton courts and community space (mezzanine). Now, the plans are for 11 badminton courts and community space (mezzanine).**
- CBACA has always strongly supported a new recreational facility in this location, but it has been under the premise of 8 courts, and a specific building footprint of 1905 sq.m.
- On July 9, I emailed Eric Joyal, Saanich Planner, with questions about requirements for the new proposal to go back to the community and any requirement for updated traffic studies, a public hearing, etc. No response in time for the application deadline.
- On July 13, I emailed Roger of the CC to say that **CBACA could not write a letter of support** on their new plan because it had not been presented to the neighbourhood / Cordova Bay community. They have many other letters of support, including from Saanich Mayor Murdock.
- Gillian has now been in contact with the Community Club and will have further information.

1156 Timber Lane

- Saanich Referral Response #2 sent in to Eric Joyal, Saanich Planner, on June 22, 2026, and to Niall Paltiel, Development Consultant.
It mirrored our discussions at our June board meeting. A copy of our response is in the Planning shared folder.
- At the request of a resident on Major Road, I met with a group of them on Friday July 10th. Previously on July 2 I had sent this resident our most recent response to Saanich in which we reiterated neighbourhood concerns.
- There were 8 residents that attended the meeting with me; they reiterated their issues with the development - loss of trees, traffic safety, small neighbourhood and too large a development, and wanting access to go off of Timber Lane.
- They may request to attend a CBACA board meeting to express their concerns to the whole board.
- After my meeting with residents, I was copied on 4 emails from individual residents of Major Road addressed to Mayor and Council, stating their strong opposition to the proposed development.

5176 Rambler Road

- Saanich Referral Response #2 sent in to Sarah de Medeiros, Saanich Planner, on June 22, 2026, indicating CBACA has No Objection to the Variance Request for rear yard setback.
- Our response included confirmation from Saanich that the requested variance for rear yard set back *stays with the existing house; it does not carry forward to any future new build on that property.*

5155 - 5153 Cordova Bay Road

- **This is for information only**, CBACA will not be sent a referral notice from Saanich because what is planned on this site **is allowed** under the new rules.
- This is 2 lots, with one fronting the beach and the back lot fronting CB Road.
- The developer plans to build 4 townhouses on each lot, resulting in 8 units accessing CB Road. The driveway already intersects with CB Road and will stay as is.

Submitted by Barb Lucas
Sept. 9, 2026

APPENDIX F

5.8 Events and Community Affairs

Overview

- This month/summer's focus has been on planning upcoming community events, supporting the October All Candidates Meeting, and exploring future venue and engagement opportunities.

All Candidates Meeting – October 5

- The Association is participating in the **All Candidates Meeting on October 5 at Claremont High School – Ridge Theatre**.
- A **Meet & Greet from 6:15–6:45pm** will provide residents with an opportunity to meet the candidates before the formal meeting at 7:00pm. Planning is being coordinated with other local community associations.
- Doug will MC, with **Stuart and Barb representing two different associations and leading the questions**. I will assist at the entrance with welcoming attendees and monitoring capacity. Final questions and event logistics will be confirmed prior to the event.

Fall Social - November 5th

- Planning is underway for a **Fall Social on Thursday, November 5**, with Cordova Bay Golf Course currently being explored as the venue. Bren has prepared initial social media creative, which provides a strong starting point for promotion.
- Barb and I also met with **Annette, owner of The Beach House**, over the summer. Currently, only the outdoor space is available, which is not ideal for our socials. We will revisit the venue once renovations are complete this spring, with the downstairs space below the gallery being considered for a potential **Spring Social**.

Breakfast with Santa, November 29th

- Breakfast with Santa is currently scheduled for **December 6**, but we are exploring moving the event to **November 29** due to a scheduling conflict with our Santa.
- A date decision is needed shortly so we can confirm the venue, Santa and promotional timeline.

Community Partnerships

- The **Crime Stoppers presentation is scheduled for the October Board meeting**, providing an opportunity to learn more about their community programs and explore potential future collaboration. Happy to move this if needed given new all the changes to the board and potential other priorities for our October meeting.

Merchandise & Fundraising

- The Cordova Bay branded merchandise initiative remains outstanding. I plan to revisit options with Island Print Group in the coming months, with the goal of determining whether a small merchandise program could provide both community branding and a modest fundraising opportunity.

Next Steps

- Finalize details and volunteer roles for the **October 5 All Candidates Meeting, prepare draft email for members.**
- Confirm the Fall Social date and venue and begin promotion/planning.
- Confirm the **Breakfast with Santa** date and finalize Santa/venue arrangements.
- Continue exploring The Beach House as a potential Spring Social venue.
- Follow up on Cordova Bay merchandise and fundraising opportunities.

APPENDIX G

5.9 Social Media

Social Media Framework & Guidelines **(DRAFT)**

1. CBACA's Mission Statement:

Inform, engage, connect with and advocate on behalf of the residents, property owners and local businesses of Cordova Bay to maintain a strong, vibrant, active, sustainable and positive community.

2. Brand Voice and Language:

Clear, professional, consistent and advocacy-based communication style that is welcoming, well organized, and rooted in community while utilizing the Local Area Plan as a base for considering community concerns, evaluating proposed developments and maintaining accountability.

3. Topics to Avoid:

CBACA encourages and supports the importance of the community voting as a fundamental civic responsibility but does not support political parties or candidates.

4. Visual Identity:

The CBACA logo and colour palette will be incorporated into social media posts, carousels, stories, and other social content whenever appropriate to help social media users quickly recognize CBACA. This visual consistency will align with the website and reinforce the overall brand across all platforms.

#1F5A99 — medium/deep blue used in *CORDOVA BAY ASSOCIATION*

#E8892A — warm orange used in *FOR COMMUNITY AFFAIRS*

Platforms:

Facebook: Cordova Bay Association for Community Affairs
Instagram: @cordovabayassociation

5. Primary Objectives:

CBACA's social media will be utilized to reach a greater audience, boost website traffic, increase Facebook & Instagram followers, and grow CBACA memberships by reinforcing CBACA's community presence, value, and connection.

July 2026:

- Facebook: 6 posts, 62 followers, 47 following
- Instagram: 328 followers, 0 following
- Memberships: 544 memberships (July 14, 2026)
- Website for June 2026: 241 Clicks (active users)

6. Potential Audience:

As of 2026, Cordova Bay:

- Has an estimated population of approximately 8,100–8,200 residents,
- Represents roughly 7% of the total District of Saanich population
- Features a blend of residential, urban, and rural characteristics, with many parks, trails and beach accesses.
- Has a higher proportion of residents aged 50 to 80 compared to the broader Saanich population, indicating an older demographic profile.
- Is primarily residential, with a strong concentration of single-family homes.
- Has a thriving local business community centered primarily around boutique shopping destinations, specialty shops, neighborhood services, and recreational facilities.
- Falls within the catchment areas for several schools, including Cordova Bay Elementary, Lochside Elementary, Royal Oak Middle School, and Claremont Secondary School.

7. Engagement & Community Plan:

Increase CBACA's social media reach and engagement by sharing a diverse mix of relevant content at least twice per week, using posts, carousels, reels, and stories to encourage likes, comments, and shares. The Social Media Director will actively monitor and respond to comments to maintain activity and a welcoming and interactive presence. Local businesses and community organizations will be tagged and engaged through collaborations to expand CBACA's audience and strengthen community relationships and connections.

8. Content Calendar:

CBACA's Content Calendar is a flexible planning tool designed to guide the scheduling and flow of social media posts. It supports a balanced mix of informational, educational, historical, inspirational, and fun content, while also highlighting calls-to-action, holidays, local events, and community focused activities. With the aim to reflect CBACA and the diverse community it serves, the calendar helps ensure posts are varied and feel relevant, engaging, and meaningful.

Whenever possible, social media posts will be shared during the week to maintain consistency and visibility. Weekend posts will be reserved for content that is time specific — such as

holidays, community celebrations, or events taking place on Saturday or Sunday — ensuring that timely information reaches the community when it matters most. Posts for specific holidays, events, etc. that fall on the weekend can be scheduled in advance.

The Social Media Chair will schedule content, drawing from information provided in monthly reports, Mail Chimp, Newsletters, etc. CBACA Chairs can also help populate the Content Calendar by informing the Social Media Chair of posts and messages they would like sent out, relative to their area of expertise. *See Section 11. Request a Social Media Post*

9. Content Themes & Workflow:

CBACA has 9 core social media content themes and corresponding Chairs:

- Advertising, Public Relations, Cordovan Newsletter – *Public Relations Chair*
- Events and Community Engagement; Business Community – *Events Chair*
- Happenings and Holidays – *External Liaison Chair*
- Health, Safety and Emergency Preparedness – *External Liaison Chair*
- Membership – *Membership Chair*
- Parks and Environment – *Parks and Environment Chair*
- Planning and Local Area - *Land Use Committee*
- Saanich Official Community Plan – *President, VP, Land Use Committee*
- Transportation and Mobility – *Transportation and Mobility Chair*

These content themes will guide CBACA's social media strategy by organizing posts into clear categories, supporting diversity in what is shared, and helping measure engagement based on subject matter. Each theme has an assigned Chair who can provide final approval for posts related to their area before they go public. Within these themes, content may be informational, inspirational, factual, or fun — all while maintaining a consistent brand identity and ensuring every post meaningfully supports CBACA's mission and serves its audience.

10. Request a Social Media Post:

Email the Social Media Chair hello@cbaca.ca and include the following details:

- Your Desired Posting Date
- The Content Theme the post is related to – *See Section 10. Content Themes & Workflow*
- A description, message or key points of the post. Social Media Chair can also craft a description/message from key points provided (depending on content theme) and will proof and edit all submissions.
- A specific image, photo or description of an image you would like used

11. External Requests for Social Media Posts: *This Section Under Construction and needs more discussion*

CBACA regularly receives social media requests from individuals, community groups, and local businesses. These can include members seeking a platform to share their opinions, local shops

hoping to highlight sales or promotions, realtors wanting listings or recent sales featured, and Not-for-Profit organizations asking for visibility for their initiatives. Regardless, each request is to be considered with care to ensure it aligns with CBACA's mission, values, and commitment to informing and engaging the Cordova Bay community.

There are different ways businesses can be recognized through CBACA social media platforms:

Collaborations: CBACA can partner with an external business, individual, or organization to co-create, promote, and share the same piece of content. Partnership posts appear on all collaborators' accounts and share the same likes, comments, and overall engagement metrics. This approach expands reach, strengthens relationships, and helps ensure important community information is seen by a wider audience.

Mentions: CBACA can mention an external account within a post's text by entering *@nameofexternalaccount*. This notifies the external account that they've been referenced and allows them to view the related content. Mentions help acknowledge contributors, highlight community partners, and draw attention to people or organizations connected to the topic being shared.

Tags: CBACA can tag external accounts or profiles in posts—either within the text or directly on photos. Tagging connects CBACA's followers to those organizations and attaches the post to the tagged account's gallery, increasing visibility and making it easier for others to discover the content. Tagging is an effective way to acknowledge partners, highlight local businesses, and strengthen community connections.

Stories: CBACA can feature an external account through Instagram Stories. Stories offer a more casual, timely way to share an external account's message with CBACA's followers. While Stories are temporary and do not appear on CBACA's main grid, they can be saved to the *Highlights* section, allowing community members to view them at a later date. Story features help amplify local voices, promote events, and support community partners in a quick, accessible format.

There are different types of business relationships that can be recognized through CBACA social media platforms:

Cordovan Advertisers:

Collaborators:

Unsolicited:

Measure Progress:

Tracking the performance of posts over time will help identify what matters most to CBACA followers. The Social Media Chair will monitor and document key engagement indicators — including community comments/feedback, website clicks, new memberships, and Instagram and Facebook follower growth. These metrics will be used to measure progress, highlight emerging trends and interests, and refine CBACA's overall social media strategy to better serve the community and its members.

Approved

APPENDIX H

5.10 Website Statistics

Website Report - Submitted by Barb Lucas

June 2026 Web Statistics:

- #1 – Home page with 169 views
- #2 – Planning page with 41 views
- #3 – Events page with 16 views

July 2026 Web Statistics:

- #1 – Home page with 177 views
- #2 – Planning page with 91 views
- #3 - Board of Directors page with 39 views

Approved