

# Cowichan Lake and River Stewardship Society Signature Event Summary Report -- 2023 Pilot

## Connecting Through Water Festival August 26, 2023



Prepared by: David DePape, on behalf of the CLRSS Signature  
Event Planning Committee

Prepared for: CLRSS Board of Directors

December 12, 2023

## Acknowledgements

The Connecting through Water Festival would not have happened, and been successful, without the commitment, time and energy of a number of people and contributing organizations. The event organizing committee would like to thank Lake Cowichan Country Grocer, Jake's on the Lake, Paper Excellence (formerly Catalyst Paper), the Town of Lake Cowichan, the Duncan Sikh Temple, Cowichan Valley Regional District, and all of the Cowichan Lake and River Stewardship Society (CLRSS) members and event volunteers who gave freely of their time to make this inaugural event such a tremendous success.

As the author of this report, I would also like to personally thank each of my fellow committee members for their commitment to get this done and their trust in me regarding the processes I utilized to get to the finish line. I would also like to thank my partner, Bee Greenway, for her advice about how to solve supposedly unsolvable problems. I am also forever grateful for her encouragement and patience when I retreated yet again to my office on account of 'the event' and for her never-ending optimism that "it will all work out", as the 'X' on the calendar loomed ever closer.

I have tried diligently to express the opinions of the event organizing committee as a whole while writing this report and to that end, I have relied extensively on the written record e.g. minutes of event organizing committee meetings, emails, etc. while writing it; however, it should be noted that not all of the recommendations in this report were supported by all committee members. Recognizing that some issues were contentious, the committee was reminded at several organizing committee meetings of CLRSS's four-fold way, and the expectation that our work would be conducted in accordance with those principles.

## Executive Summary

The Cowichan Lake and River Stewardship Society was registered as a not-for-profit organization in 2011 with a mandate to inform and educate the public about the environmentally sustainable use of the upper Cowichan watershed. The Society has been involved in a number of activities and projects to achieve the goals identified in its strategic plan. One of these activities has been a clean-up of the upper Cowichan River, which has occurred annually since 2011.

In 2021, the CLRSS began to question whether or not the river cleanup was still achieving its original purpose. A series of workshops ensued to debate the question and the river cleanup was put on hold. In 2022, a decision was made to pursue the concept of a 'signature event', instead of the river cleanup, which would be held annually and would be wholly owned and delivered by CLRSS. The 2023 pilot event, following the identification and review of several event models, was to take the form of a series of activities, or eventlettes, to be delivered by invited exhibitors from a central site. The Board of Directors and members of CLRSS met at a special workshop in the spring of 2022 to brainstorm ideas for the eventlettes and to develop criteria for the selection of potential exhibitors; the annual river clean-up was put on hold.

An event organizing committee was struck in the spring of 2023 to plan the signature event. A decision was made to hold the inaugural "Connecting through Water – Come Discover your Watershed" festival on August 26, 2023 from 10:00 a.m. to 2:00 p.m. in Lake Cowichan's Saywell Park. Potential exhibitors were contacted in June and were asked to have an exhibit which was focused on one of the festival goals and was fun, educational, and interactive. The committee produced an event plan which featured fun activities for the whole family, informative tours and demonstrations e.g. water monitoring, tours of the Gerald Thom Memorial Plant Garden, and guided tours/talks about the weir which were focused on CLRSS's core programs.

Event day brought an estimated 250 people out to tour the 14 venues set up in Saywell Park. Visitors enjoyed opportunities to watch staged water rescues, participate in water sampling demonstrations, listen to informative talks about redevelopment of the Lake Cowichan weir, have a bite to eat, and see a 25 foot coho salmon, amongst other things! All in all, those who attended, and those who put on the event, felt it was an overwhelming success! The feedback received from exhibitors following the event was also overwhelmingly positive.

A formal evaluation of the event by the organizing committee resulted in a number of overarching recommendations, as well as a detailed road map for organizing the next event. Those were:

- the event should be held annually, but in mid-July;
- continue to have a central hub e.g. Saywell Park for the event, but include the river cleanup as an activity; and
- change the theme each year; however, ensure that it is in keeping with celebrating the watershed and CLRSS's core priorities.

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## 1. Preface

The Cowichan Lake and River Stewardship Society (CLRSS) was formally established under the *BC Societies Act* as a registered not-for-profit organization in 2011. The purpose of the Society is to “act to ensure the health and protection of the Cowichan watershed; to inform and educate landowners, other citizens and governments about the environmentally sustainable use of the upper Cowichan watershed and its riparian zone; and to work with schools, citizens and other like-minded groups for this purpose.”<sup>1</sup>

Since its inception, the Society has been involved in a number of initiatives including shoreline riparian restoration, water quality monitoring, signage of fish bearing streams, river clean up and riparian zone protection. The Society has a strategic plan which sets out its priorities, goals and on-going core activities.

The Society has also held an annual clean up of the upper Cowichan River as an ongoing core activity since 2011. The river cleanup (RCU), typically held in August, was sponsored by CLRSS and provided a coordinated opportunity for members of the Society, interested individuals, and like-minded organizations to remove garbage, other foreign material, and unwanted debris from the upper river. It also served to build community awareness about the Society, as well as providing a number of other functions for the organization, including the sale of memberships and fundraising through a bottle drive. The river cleanup was initially sponsored and organized independently by the CLRSS; however, in 2020, the CLRSS decided to plan and deliver the event in partnership with the Tube Shack, a Lake Cowichan business which rents tubes to float the river during the summer months.

Following the river cleanup, a number of concerns relating to the organization of the event, the role and responsibilities of the event partner i.e. the Tube Shack, event attendance and the overall success of the event were brought forward to the CLRSS Board of Directors. As a result, a formal event debriefing meeting was held by the Board on September 21, 2021. Meeting participants addressed a number of significant questions related to the aforementioned concerns and provided general recommendations for future events, activities and partnerships. Of note, the Board also raised a significant question, which was: **“The 2021 RCU experience aside, do we continue to embrace the concept of an annual CLRSS River Clean-up going forward? Yes or No.”**<sup>2</sup>

This question was further cemented when the President of the CLRSS at that time, Ken Traynor, pondered whether or not the “RCU was the best way to achieve the

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<sup>1</sup> Cowichan Lake and River Stewardship Society website. Available at: <https://www.cowichan-lake-stewards.ca/about> Who We Are, Background of the CLRSS, Purpose.

<sup>2</sup> Cowichan Lake and River Stewardship Society. “*Summary from the 2021 RCU as Requested at the Recent Debriefing Meeting*”. Judy Brayden, Carrol Patrick, Ken Traynor. CLRSS Board Meeting Agenda Oct. 4, 2021 Appendix 4 pg. 5-8.

Societies goals and objectives?”(K. Traynor, Personal Communication, October 21, 2021).

A special meeting of the CLRSS (Board and members) was held on October 21, 2021 to address the question. The meeting was facilitated by David DePape (CLRSS Director at Large). It addressed alignment of the RCU with CLRSS’s strategic plan, initial reasons for holding the RCU, changes since the event was first held, consequences of not holding the event, objectives and priorities of the RCU, and support for continuing the event. A vote was called on the question raised at the September 21, 2021 event debriefing meeting at the end of the workshop. “The majority of the meeting attendees were in favor of embracing the concept of an annual RCU going forward”; however, the majority of the group did not feel the correct question was being asked. The group decided to rephrase the question to “does the CLRSS want to have a signature event?”<sup>3</sup> for which there was unanimous support. A committee was subsequently struck by the Board to work on further developing the idea of a signature event (see CLRSS Board Meeting Minutes of February 7, 2022) and to work on defining the details i.e. the what, where, when, etc.

Over the winter of 2022, the Signature Event Planning Committee worked through a planning process, facilitated by Dave DePape, for the development of events of this sort for non-profit stewardship societies. The Committee met on four occasions, developed and considered several event models and related activities, and developed a list of event/evaluation criteria which were tailored specifically to the mandate and interests of the CLRSS. The Planning Committee presented their work on the event models and the activities which had been conceptualized to-date at a special workshop on April 24, 2022.

Feedback was garnered from the Board and general membership at the workshop on the Planning Committee’s efforts through small-group discussions and the evaluation and prioritizing of event models and activities (aka eventlettes). A formal review process was completed by the groups, who evaluated each eventlette against previously identified criteria: activity, community support for the CLRSS, demographics, interest level, location, other group participation, and navigation model. Each event model was also evaluated for location, navigation model and other group participation.<sup>4</sup> New ideas were also generated and captured for additional activities. A decision was also made at this time to postpone any plans for a CLRSS river cleanup in 2022 to provide additional time to finalize the concept of a signature event and put a plan in place to deliver it in 2023.

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<sup>3</sup> Cowichan Lake and River Stewardship Society, *Minutes of the Special Meeting on October 21, 2021*. David DePape. October 21, 2021 pg. 1-6

<sup>4</sup> Cowichan Lake and River Stewardship Society, *ASE Significant Event Evaluation Worksheet*, April 24, 2022

## 2. Introduction

Work began in earnest in April, 2023 to plan the new event, which would be wholly owned, branded and delivered by CLRSS, for that summer. An event planning committee was struck, comprised of CLRSS board members Maureen Quested (Secretary), Jim Deck (Acting/President), Jean Atkinson (Director-at-large), Dave DePape (team lead/chair, Director-at-large), and Mike Patrick (CLRSS member). Initial efforts focused on reviewing the previous planning work and the evaluations completed at the earlier workshops.

A summary of the activities (eventlettes), and eventlette evaluation criteria was prepared and reviewed by the Committee. The summary included the list of ideas generated during the April 24, 2022 workshop; specifically, CSSP tour, histori-natural tour, river or lake cleanup, native plant garden tour, weir tour, healthy lake day or Cowichan Lake and river stewardship day, doing water differently or CLRSS watershed day, wild, wet and wonderful day; a detailed description of each activity; and the additional ideas generated at the workshop<sup>5</sup>. The eventlette evaluation criteria were summarized as: activity; community support for the CLRSS; demographics; interest level; location; other group participation; navigation model; resources required (budget and volunteers); flexibility of scheduling; scalability; alignment with the strategic plan; educational purpose; pre-event preparation; sustainability; community service; permits and approvals; and timing. Building on the work done previously, and the direction provided by the Board of Directors and membership during the preceding workshops, the Committee created an event master plan using “The Ultimate Event Planning Checklist” as a guide (See Appendix A – The Ultimate Event Planning Checklist).

After considering various criteria, including target audience, desired activities, desired outcomes, potential conflicts with other planned events, availability of a venue, budget, and required resources (funding and people), the Committee recommended a one-day event to be held on August 26, 2023. Further, the committee recommended that the event follow the ASE-1 model this pilot year for ease of planning i.e. site specific (see Appendix B – Navigation Models), and that the event be held from 10:00 a.m. – 2:00 p.m., rain or shine! The activities previously vetted were discussed towards identifying which would best fit the timing and location of the event.

Potential event partners and exhibitors, required regulatory approvals and permits, and the need to develop goals and objectives for the event, complete with an overarching theme was also discussed. The Committee considered event logistics (timing, scheduling, site plan, etc.) and decided that an event schedule, site map and registration package would be desirable to stimulate interest and participation in the

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<sup>5</sup> Cowichan Lake and River Stewardship Society, *Summary of activities (eventlettes) for consideration as part of the CLRSS Signature Annual Event. Summary of CLRSS Eventlette Evaluation Criteria*. April 14, 2023. 9 pgs.



event by potential exhibitors. The need to be mindful of the three “F’s” – fun, food, and fatigue, was recognized and a plan to include food and entertainment at the event was formulated. Following the success of passports at other festivals e.g. Fanny Bay’s “The River Never Sleeps Festival”, the creation of an event passport was also recommended by the Committee (CLRSS Signature Event Planning Committee Meeting #1 Minutes, April 15, 2023). The Committee’s recommendations were presented to the CLRSS Board of Directors and were ratified.

Work continued in May, with confirmation that: the recommended event date was suitable e.g. no conflicts with other events being held by key exhibitors; submission of an application to the Town of Lake Cowichan (TLC) for the use of Saywell Park on the desired date; and finalization of the core group of organizations selected by the Committee to be invited to exhibit at the event. A goal statement and objectives for the event were formalized to provide information and guidance to exhibitors, ‘brand’ the event as wholly owned by CLRSS, support marketing efforts and event advertising, and to facilitate later evaluation of the event.

**Goal: “Attendees will understand that their wellbeing is connected to the wellbeing of their watershed.”**

**Event Name: “Connecting through Water” (revised June 12<sup>th</sup>, 2023 to “CLRSS Connecting Through Water Festival”).**

**Tagline: “Come Discover your Watershed”**

Committee efforts continued to find a vendor who could offer an appropriate menu and provide food on-site for the event. Involving First Nations in offering a salmon BBQ was also pursued as an opportunity to showcase a different use of the watershed, consistent with the objectives of the event, and as a culturally important tradition. The event safety plan crystalized with confirmation that Cowichan Search and Rescue would provide first-aid services as well as attend as an exhibitor. An honorarium of \$250 was recommended in return for this service.

The need for a detailed event plan, specifying who was doing what, where, and when, an exhibitor registration package (comprised of an invitation letter and registration form), and a parking plan for the day of the event was also identified (CLRSS Signature Event Planning Committee Meeting #2 Minutes, May 13, 2023). A list of key contacts, including contact information i.e. email, address, organization name, contact title, etc. was developed for purposes of directing the exhibitor invitation package, and leaders for the CLRSS activities were identified and confirmed. Key contacts for each organization were called to introduce the event and extend the initial invitation to exhibit. Work on the passport progressed with significant decisions on the design and layout, including the look, number of pages, and key messages. The need to complete a detailed marketing plan utilizing a variety of social media, which ideally would be developed and executed via a separate sub-committee, was also identified. Towards that end, a key decision was

made to produce a poster and a small print piece (or event coupon), which would be distributed to local businesses to promote the event (CLRSS Signature Event Planning Committee Meeting #3 Minutes, May 30, 2023).

An information package (see Appendix C – Exhibitor Registration Package) including an invitation letter and an event registration form was developed for the key contacts which provided invited exhibitors with additional information. The package was emailed to exhibitor key contacts beginning the week of June 22, 2023 with a request that the completed registration form be returned on or before July 15, 2023. The registration form asked exhibitors to provide critical information, including the equipment and services they required, and the information they wanted included in the event passport. The invitation letter also reinforced the requirement that each exhibitor “have an engaging, educational, interactive activity that supports the overarching theme of the event as an integral component of their exhibit.”<sup>6</sup>

In June, work accelerated to complete key print pieces. Discussions continued with a local printer and completion of a mock-up of the event logo and passport and a preliminary design for the event coupon and poster was completed. An initial draft of the event plan was also prepared based on the availability and expressed interests of CLRSS members. The urgent need for assistance with marketing the event i.e. the need for a dedicated marketing subcommittee, was discussed; the ‘Witnessing the Water’ marketing team was proposed as support to the event organizing committee once their work marketing the book was finished (CLRSS Signature Event Planning Committee Meeting #4 Minutes, June 12, 2023).

As critical dates e.g. July 15 for the return of exhibitor registration forms, came and went with only a few confirmed exhibitors, contacting each and every key contact became necessary. In some cases, a key contact had yet to be identified for some of the organizations CLRSS was interested in having at the event, or an initial contact had been made but the key contact had not returned calls or emails. A tremendous amount of time was spent in July ‘working the phones’ to confirm involvement e.g. leaders for weir tours and water monitoring demonstrations, and attendance by key individuals, organizations and exhibitors at the event.

The need for appreciably more assistance was identified as plans for CLRSS activities crystalized e.g. volunteers for face painting, arts and crafts tent, Gerald Thom Memorial Garden tent. The event plan was updated to reflect the evolving schedule of events and volunteer commitments to-date. An email callout to all CLRSS members was sent out the week of August 4, 2023 requesting assistance at the event. The parking plan was finalized by the event committee identifying the need

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<sup>6</sup> Cowichan Lake and River Stewardship Society, *CLRSS Connecting Through Water Festival EXHIBITOR REGISTRATION FORM*. July 15, 2023. 2 pgs.

for support from TLC on event day (CLRSS Signature Event Planning Committee Meeting #5 Minutes, July 28, 2023).

The final design, and printing particulars i.e. costs and numbers required for the event passport, had been completed earlier but were on hold until registration forms were returned by exhibitors. As July came to an end, a significant number of exhibitor registration forms were received as a result of the phone call-out. Registration forms included much needed information for the event passport which meant passports could finally go to the printer (see Figure 3); similarly, arrangements for the final design and printing of the event coupon proceeded under the guidance of Board member Judy Brayden who had volunteered to oversee this task. A distribution plan for the event coupons and posters was developed identifying the number of coupons to be provided to each business (with the expectation that coupons would be given to their customers to promote the event). Coupons and posters finally arrived from VistaPrint in Ontario on August 16, and distribution to local businesses in Youbou, Honeymoon Bay, and Lake Cowichan began the same day. The number of coupons and posters provided to each business are included in Table 1.

Table 1: CLRSS 2023 Festival Coupon and Poster Distribution List

Location	Date Delivered	Delivered By	Coupons	Posters
Lordco Lake Cowichan	Aug 16, 2023	D. DePape	100	1 Lg
Tim Horton's Lake Cowichan	Aug 16, 2023	D. DePape	100	1 Lg; 1 Sm
Mountain Man Ice Cream	Aug 16, 2023	D. DePape	50	1 Lg; 1 Sm
Gerard's (Lake Cowichan)s	Aug 16, 2023	D. DePape	50	1 Lg
J.V.'s Café (Lake Cowichan)	Aug 16, 2023	D. DePape	100	1 Lg; 1 Sm
IDA Island Pharmacy #2	Aug 16, 2023	D. DePape	200	1 Lg; 1 Sm
Kaatza Museum	Aug 16, 2023	D. DePape	50	1 Lg
The Ramblerose Hair Studio	Aug 16, 2023	D. DePape	50	1 Lg; 1 Sm
Home Hardware	Aug 17, 2023	Beverley/ Don	200	
Jakes on the Lake		Judy Brayden	100	
Deep Fried Ice Cream	Aug 17, 2023	Beverley/ Don	50	
Youbou Bar and Grill	Aug 17, 2023	J. Atkinson	100	
Youbou Store	Aug 17, 2023	J. Atkinson	100	
Daly's Auto Centre (Youbou)	Aug 17, 2023	J. Atkinson	80	
Cassy's (Youbou)	Aug 17, 2023	J. Atkinson	150	
Lake Cowichan Chiropractic		Judy Brayden	100	
Ed's Coffee House (Lk. Cow.)	Aug 17, 2023	J. Atkinson	150	
Honeymoon Bay Store		M. Quested	50	
Honeymoon Bay Café		M. Quested	50	
Country Grocer (Lk. Cow.)	Aug 17, 2023	Beverley/ Don	*1950	6 Lg
Contingency			220	

*\*in two lots of 1000 and 950 each into customer grocery bags at the till*

The event coupon is included as Figure 1. The new logo produced for marketing the event, which was also used on the passport, is also included in Figure 1.

Figure 1: CLRSS Connecting Through Water Event Coupon and Logo

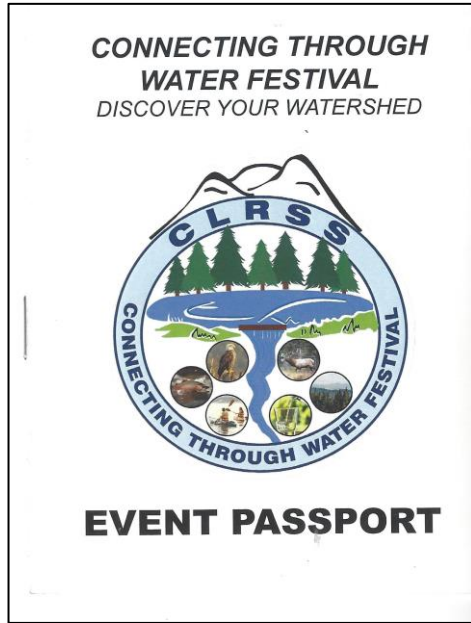


A feature article about the event appeared in the CLRSS August newsletter, and an advertisement for the event was placed in the Duncan Citizen and Lake Cowichan Gazette on August 17, 2023 (see Figure 2).

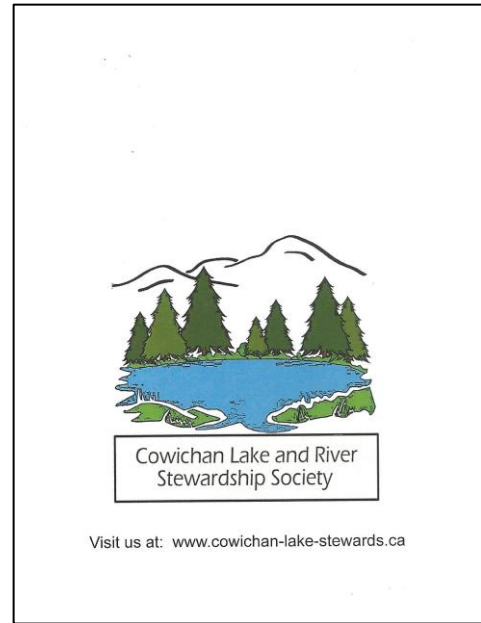
Figure 2: CLRSS Festival Advertisement



Figure 3: Event Passport  
 (Actual size: 4.25 inches (W) X 5.5 inches (H))



Front Cover



Back Cover

**CLRSS WITNESSING THE WATER**

*Witnessing the Water – an authentic relationship (a coffee table book) was designed in 2022. All of our futures are interconnected to the well-being of our watershed. The book is an outgrowth of the 2019 art installation, A Ribbon of River. River steward, Joe Saysell and project lead, Judy Brayden, will share the book with interested attendees.*

Books will be on sale for \$30.

**Question:** How will your relationship with water change as a result of thinking about this concept?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

www.cowichan-lake-stewards.ca

Example Exhibitor Page

**DRAW PAGE - BALLOT**

*Enter the information below, tear out this page, and deposit your ballot in the box at the Welcome Tent.*

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Question:** What is one interesting fact you learned today that you did not know before?

\_\_\_\_\_

\_\_\_\_\_

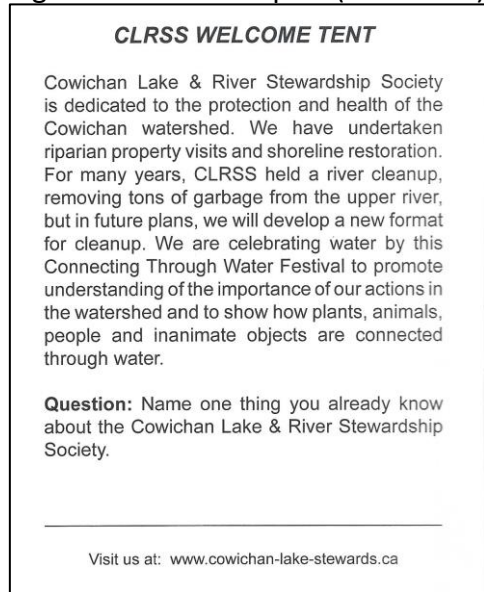
\_\_\_\_\_

Would you attend another Celebrating Water festival in the future?

Yes \_\_\_\_\_ No \_\_\_\_\_

Last Page

Figure 3: Event Passport (continued)



Inside Cover Page



Inside Cover Page

The August 8, 2023 regular monthly CLRSS Board Meeting was dedicated primarily to the Connecting through Water Festival, providing an opportunity to update the Board of Directors and members on the event. An update on exhibitor status, and the marketing, event, and coupon distribution plans was provided by D. DePape. A budget of \$5000 for the event was also approved by the Board at the meeting.

The event organizing committee met the day before the festival at Saywell Park to walk the site and finalize the exact location of each exhibit tent, and the location of CLRSS's activities. Decisions were made on a number of logistical issues including how best to distribute event maps, lunch tickets (for volunteers and exhibitors), and passports.

### 3. Connecting Through Water Festival

The morning of August 26, 2023 arrived with the promise of a bright, sunny, hot summer day. Major tasks, timelines and assigned staff had been previously identified in the Event Plan (see Appendix D), which had been updated weekly throughout August and distributed to everyone who had volunteered to work the event, or was otherwise involved in organizing or delivering it.

Work began early for the event set-up crew with D. DePape arriving at Saywell Park at 5:30 a.m. to lay out the site with flagging tape and markers identifying the location of reserved parking spaces, the exact location of each exhibit tent according to the exhibitor site plan (see Figure 4), and the location of the other venues e.g. first-aid tent, food services trailer, volunteer BBQ lunch location, etc.

Figure 4: Saywell Park Exhibitor Site Plan



The event setup crew arrived at 7:30 a.m. with the tables, chairs and event tents on loan from Country Grocer, and distributed and set them up in accordance with the event site plan and numbered site markers. The large CLRSS Welcome tent was rented and was set up by the rental company. Directional and informational signage for the CLRSS venues was also installed at designated locations. Tables and chairs arrived courtesy of Jas Sandhu and his son Adam from the Sikh Temple in Duncan. These were a welcome addition for use at the food concession and were set up in consultation with the food vendor (Gerard's Specialty Foods Ltd.) with the assistance of the food concession volunteer team. Extension cords were run to those venues which had indicated on their registration forms that they required power i.e. Department of Fisheries and Oceans (DFO) and Gerard's. Of note, power on-site had been previously arranged through extensive consultation Jas Sandhu, TLC and the cooperation of the Kaatza Station Museum and the Cowichan Lake Visitor Centre.

Exhibitors began to arrive at 8:30 a.m. (to be set up by no later than 9:30 a.m. as specified on the exhibitor registration form). Every exhibitor was personally greeted by the event team lead, who welcomed them on behalf of CLRSS and provided a

brief overview of the logistical arrangements for the day. The designated festival rovers subsequently attended each exhibit booth to provide a more in-depth exhibitor orientation. This included providing an event site plan, a supply of event passports with instructions regarding their use and re-supply, familiarization with the schedule of tours and demonstrations, and tickets for the free volunteer and exhibitor lunch BBQ. Designated members of the organizing committee endeavored to meet event volunteers as they arrived and direct them to their respective venues e.g. face painting tent, arts and crafts tent, bubble zone etc. where they were provided an orientation to their activities by the designated member of the organizing committee. The sole exhibitor representing the indigenous community (Stella Johnny) was welcomed to the festival by CVRD Area Director Karen Deck and was presented with the customary and traditional welcome basket.

Members of the public began to arrive around 9:30 a.m. and were greeted by event rovers with a passport and information about the event. The welcome tent was managed by a group of CLRSS members who sold memberships and CLRSS merchandise. It also seemed to be a respite from the heat and gathering place for society members as the day wore on! Tours and demonstrations i.e. weir talks, water monitoring, staged water rescues, and guided tours of the Gerald Thom Memorial Plant Garden, began as scheduled (see Figure 3: Event Passport, Schedule of Events page) and were very popular with attendance at capacity for every tour.

All exhibits were visited every 30 minutes by the event team lead to ensure that exhibitors and volunteers were kept hydrated, as temperatures climbed into the mid 30's throughout the day, and that any issues arising were addressed in a timely manner. Chilled bottled water was always available on request throughout the day to all exhibitors, volunteers and event staff, courtesy of Country Grocer in Lake Cowichan.

An estimated 150 visitors toured the exhibit tents and/or participated in tours and demonstrations in the morning (B. Houle. Personal Communication., August 26, 2023). As the day progressed, more and more people arrived on-site for the specific purpose of using the public dock as a starting point for tubing down the Cowichan River. This was expected; however, it did pose a challenge for delivering the scheduled water demonstrations and staged water rescues from the same dock! Attendance in the afternoon at the festival was estimated at between 75-100 people (T. Rutherford, J. Thompson. Personal Communication., August 26, 2023).

The menu offered and the food provided at the concession was a big hit with most participants and exhibitors (excepting a few event staff who missed having their early morning coffee on the menu), particularly the free BBQ lunch provided by Jake's on the Lake, which was served up by volunteer Chef Collin Weagant and his daughter. The organizing committee was also very appreciative of the efforts on the part of TLC to provide four brand new picnic tables complete with shade umbrellas, which were



well used by event staff, volunteers and exhibitors alike, during the festival! Casual conversations with many event attendees during the course of the day suggested that everyone was enjoying the diverse offering of information about the Cowichan watershed by the exhibitors and the fun, interactive activities for children and families. Cowichan Search and Rescue, the event first-aid service provider, reported that there had been no first-aid or medical-aid incidents during the festival.

Event tear-down began promptly at 3:00 p.m., as planned, which coincided well with an obvious reduction in festival visitors as the afternoon wore on. All event tents, folding tables and chairs were collected, stacked and loaded into pre-arranged trucks by the event tear-down crew. Event tear-down was uneventful albeit somewhat slower than event set-up as the event tear-down crew had also been the event set-up crew which included the event team lead – most of whom had been onsite for the entire day already! Loaned equipment (tables, chairs and event tents) was returned directly to Country Grocer by the tear-down crew. Garbage from the day was also collected from receptacles in Saywell Park, sorted for recyclables and disposed of appropriately.

The assistance of the many volunteers, businesses and event sponsors that made the Connecting through Water Festival a success was formally recognized by CLRSS with an advertisement in the Duncan Citizen (see Figure 5).

Figure 5: Duncan Citizen Thank-you Advertisement

On behalf of the Cowichan Lake & River Stewardship Society, the Connecting Through Water Festival Committee wishes to thank businesses, exhibitors, groups and individuals *for their donations and loan of equipment, for handing out our coupon advertising the Water Festival, and for their interactive displays:*

- Catalyst, a Paper Excellence Company
- Jake's at the Lake
- The Town of Lake Cowichan
- Grocer Lake Cowichan
- Stella Johnny
- The Sikh Temple
- Gerard's Specialty Foods
- Home Hardware
- Deep Fried Ice Cream
- Mountain Man Ice Cream
- Cassie's Cafe
- Honeymoon Bay Café
- Honeymoon Bay General Store

**A final, but very heartfelt thank you** goes to the many volunteers who showed up early with smiles on their faces to set up the event and worked so diligently to make this Festival a success, from cooking burgers, painting faces, supervising arts & crafts,

Personalized thank-you cards of appreciation were also sent to every volunteer who had assisted at the festival by CLRSS.

#### 4. The Day in Review

The event planning committee met on September 11, 2023 to debrief, review, and evaluate the success of the Connecting through Water Festival. This inaugural year was viewed by CLRSS as a pilot and it was important to evaluate the event for purposes of determining whether or not to hold it again, and if held again, what form the event might take in the future.

An item-by-item review of objectives set for the event by the event planning committee was conducted to determine whether or not each objective was met. The event was evaluated in the context of ‘what went well’ and ‘what could have been done better or differently’. The evaluation considered all aspects of the event including:

- event planning (event planning committee, committee membership, committee roles and responsibilities;
- exhibitor selection and registration;
- equipment and materials acquisition;
- marketing (logo, theme and slogan, coupons and posters, social media, paid advertising); and
- event day, including:
  - site map and setup;
  - CLRSS event hosting (exhibitor meet and greet, exhibitor orientation, CLRSS and event staff identification, public meet and greet);
  - parking;
  - CLRSS booths (welcome tent, water monitoring, native plants and Gerald Thom Memorial Garden tours, Witnessing the Water, face painting, arts and crafts, bubble zone);
  - passport
  - event plan
  - attendance
    - number of attendees
    - demographic of attendees
    - satisfaction of attendees
  - food concession and volunteer/exhibitor BBQ lunch
  - first-aid/safety
  - event teardown<sup>7</sup>

Recommendations arising from the item-by-item review of the event are included in this report as Section 6: Recommendations. A review of the budget and the identification of items outstanding to wrap up the event were also discussed and are

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<sup>7</sup> Cowichan Lake and River Stewardship Society, *CLRSS “Connecting through Water” Event Debrief Meeting Minutes*. David DePape. September 23, 2023. 8 pgs.

detailed in the CLRSS’s “Connecting through Water” Event Debrief Meeting Minutes of September 23, 2023.

An Exhibitor Feedback Survey was also created by the event team lead, using the free “Typeform” survey software (see <https://www.typeform.com>). The CLRSS online survey<sup>8</sup> was emailed to all event exhibitors (excluding the CLRSS face painting, arts and crafts, bubble zone and welcome tent) and it was completed and returned by nine of the ten key contacts.

The survey was comprised of 12 questions:

1. Overall, how would you rate the 2023 CLRSS Festival?
2. How helpful were the CLRSS Event staff?
3. How organized was the event?
4. Was Saywell Park a suitable venue for the event?
5. Describe your experience at the event by rating the following statements:
  - The site plan worked well
  - The location of our exhibit worked well
  - The location of the CLRSS Welcome tent worked well
  - The location of the volunteer BBQ lunch worked well
  - The location of the food concession worked well
6. Did the event meet your expectations?
7. How many visitors attended your booth?
8. How well did the event address the stated theme i.e. “Connecting through Water” and the event goals and objectives?
  - Featured fun, educational family-focused exhibits
  - Encouraged learning about the weir, native plants, and healthy riparian areas
  - Provided information about Cowichan Lake and the river stewardship opportunities
  - Promoted an understanding that our wellbeing is connected to the wellbeing of our watershed
9. How likely would you be to recommend this event to a friend or colleague?
10. Would you mind telling us why you answered Question 8 as you did?
11. The Festival should be an annual event?
12. Who else should be invited to exhibit at this event next year (assuming the event theme remains the same)?
13. What did you like best about the event?
14. What could we have done better at the event?

Respondents were asked to either rate the answer to each question on a scale of 1 to 10 or choose a response ranging from “strongly disagree” to “strongly agree”.

Respondents were also given the opportunity to provide an explanation or comment

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<sup>8</sup> Typeform Survey, <https://3bv8qqn6945.typeform.com/to/yVuzB7zs>

on how they answered some questions as well. Survey results were tabulated, distributed to all members of the event organizing committee, and were reviewed question by question during the event debriefing meeting. Results of the survey are included as Appendix E. (*Note: some survey questions and their responses did not print, which was a limitation of the free version of the survey software*).

A final 2023 event wrap meeting was held on September 29, 2023 by the event organizing committee. The meeting was held to complete the event debrief, ‘stand-down’ the committee, and summarize the organizing committee’s overarching recommendations for presentation to the CLRSS Board of Directors at the October 3, 2023 Board meeting. Those recommendations are further detailed in Section 6 of this report and were:

- consider the ASE-2 navigation model using Saywell Park as the hub for the next event such that the river cleanup can be included as an off-site activity;
- change the event date to mid-July in order to avoid the conflict with tubers but do not hold it on a long-weekend;
- hold the event annually and from the hours of 10:00 a.m. to 2:00 p.m.;
- change the theme each year; however, ensure that it is in keeping with celebrating the watershed;
- continue and expand on efforts to make it fun; and
- strike a new and larger event organizing committee as soon as possible and begin organizing the event early in the new year.

## 5. Budget

An initial estimate of \$2,500 for event expenses was identified very early in the planning process; however, this ‘guestimate’ was not informed by any detailed planning or quotations for services. As event planning proceeded, and anticipated costs were better understood, a more detailed estimate of \$4,405 was provided by the event organizing committee to the CLRSS President on August 4, 2023. This expenditure estimate was subsequently modified (changes included the addition of \$500 for indigenous participation i.e. an honorarium) bringing the new total to \$4,525<sup>9</sup>. A budget of \$5,000 was recommended by the Committee at that time. A formal request to approve a \$5000 budget was presented at the August 8, 2023 CLRSS Board meeting which was unanimously approved. A breakdown of actual expenditures is provided in Table 2. An illustration of budgeted vs actual expenditures is provided in Figure 6.

*Note: The information provided in Table 3 and Figure 5 was provided to the CLRSS Treasurer after the event and as such budget assignments by category occurred after the fact.*

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<sup>9</sup> Email from J. Deck to M. Queded, Re: Budget – rough. August 4, 2023

Table 2: List of Expenditures

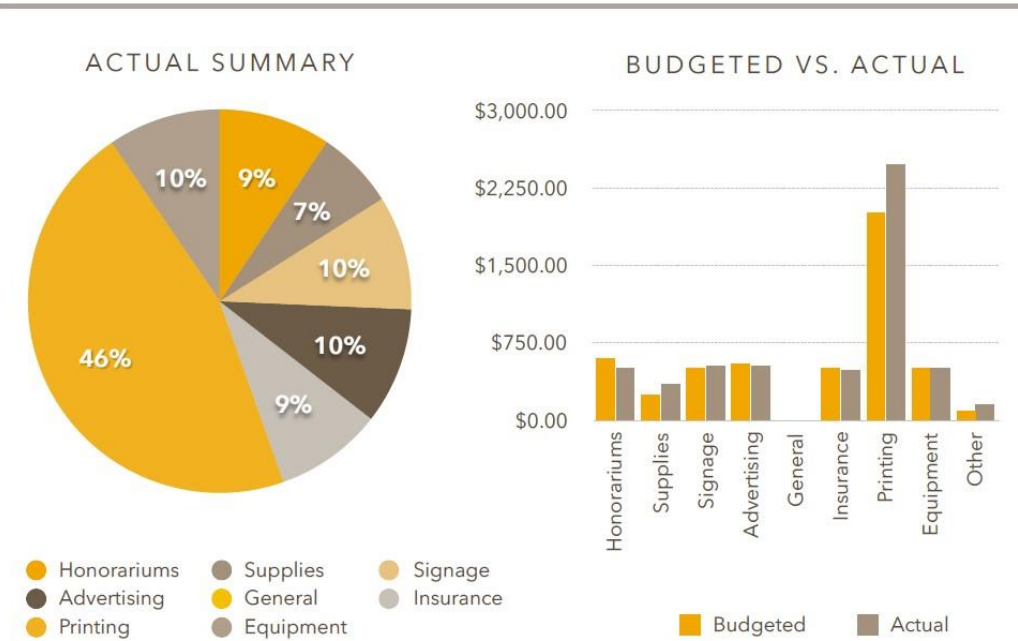
SUMMARY BY CATEGORY

Category	Budgeted	Actual	Difference
Honorariums	\$600.00	\$507.78	\$92.22
Supplies	\$250.00	\$357.94	(\$107.94)
Signage	\$500.00	\$519.72	(\$19.72)
Advertising	\$550.00	\$529.93	\$20.07
General	\$0.00	\$0.00	\$0.00
Insurance	\$500.00	\$490.00	\$10.00
Printing	\$2,000.00	\$2,474.63	(\$474.63)
Equipment	\$500.00	\$515.20	(\$15.20)
Other	\$100.00	\$150.71	(\$50.71)
Total	\$5,000.00	\$5,545.91	(\$545.91)

Figure 6: Budgeted vs Actual Expenditures

## SIGNATURE EVENT 2023

### \$5000 BUDGET



Source: Beverley Nimmo, CLRSS Treasurer, December 12, 2023

## 6. Recommendations

### a) Navigation model and venue

**2023 Pilot:** utilized the ASE-1 model i.e. absolutely site specific. Saywell Park was selected because of the advantages it provided for the delivery of the activities and tours selected for this year's Signature Event. It also had several important additional benefits including easy access and high visibility for the public, on-site parking for exhibitors and volunteers, restroom facilities and power.

#### **Recommendations for next event:**

The navigation model and venue selected for the next event must support the event theme, goals and objectives. Given the theme is likely to change for the next event (which will directly affect the activities e.g. tours offered, and exhibitors invited, other models e.g. ASE-2 and other venues e.g. Centennial Park, could be considered in addition to Saywell Park.

The Committee recommends that the ASE-2 model (moderately site-centric) be considered and the river cleanup be included as an activity at the next event.

The ASE-2 model could still be delivered effectively with Saywell Park as the venue, which would have the added benefit of generating some familiarity and consistency with the public about the event.

### b) Event Timing

**2023 Pilot:** was held on August 26<sup>th</sup>, 2023. The planning team chose this date in keeping with the demographic identified during the previous workshops i.e. Lake Cowichan, Youbou, and Honeymoon Bay residents and their families, and seasonal visitors who live or recreate on the lake and in the surrounding watershed. The event team also investigated other events occurring within the community and surrounding locale.

Additionally, the Cowichan Watershed Board (CWB) has their annual Lower Cowichan River cleanup the same weekend in August; however, that event is on the Sunday. CWB has suggested that the week could be branded as Water Week, should CLRSS plan to hold their event on the same weekend in the future.

The event organizing committee felt that the date of the event worked well to reach the target audience; however, the large number of people who transversed Saywell Park on event day in order to launch their tubes from the public dock was a major issue. Although there was no apparent conflict as a result of competing use for limited space on the dock, it did compromise the delivery of both the Search and Rescue demonstrations and the water monitoring activity.

**Recommendations for next event:**

As a direct result of the competing use of the Park during the event by tubers, and the unwillingness of the TLC to provide an “exclusive use” permit for the event, the event date should be changed to mid July. This would not eliminate the concern but it would avoid usage by tubers of the public dock. It is recommended that the event not be held on a long-weekend. The attendance at the event throughout the day suggests that the hours of the event should continue to be from 10:00 am to 2:00 pm.

The committee felt the event should be held annually (as opposed to biannually) as it is the CLRSS’s signature event which affords all of the implicit benefits of such an event i.e. community recognition, partnership building, membership sales, fundraising, education and positive action on strategic priorities e.g. aquatic invasive species, etc. Holding the event annually will also create familiarity and an expectation about the event by residents in the target communities.

c) Event Theme and Slogan

**2023 Pilot:** The theme this year was “Connecting Through Water”. The slogan/tagline was “Come discover your Watershed”. All respondents to the question about how well the event promoted an understanding that our wellbeing is connected to the wellbeing of the watershed, answered “OK” or “very well” suggesting that exhibitors connected to the event theme.

**Recommendations for next event:**

The theme should be changed each year to stimulate interest and the expectation of something new by event attendees; however, the theme and slogan should continue to connect directly to CLRSS strategic priorities and support the goals and objectives and key messages for the next event. Overall, the event should be in keeping with the concept of celebrating the watershed.

d) Event Logistics

i. Site layout

**2023 Pilot:**

- The exhibitor tents were located with consideration to their organization’s key messages and any tours or demonstrations they were providing e.g. Cowichan Watershed Board (CWB) and Paper Excellence were positioned close to one another and with a view of the weir given the talks and tours they were providing. CLRSS’s exhibit about native plants was located in close proximity to the Gerald Thom Memorial plant garden to support garden tours. Several large areas in the park remained ‘open’ to accommodate the inclusion of any last minute exhibitor confirmations.

- The CLRSS Welcome Tent was located close to the parking lot with two sides installed on the tent (facing east and south).
- The volunteer BBQ lunch was located behind Jakes, on the north side of the parking lot and adjacent to the lake.
- The food concession (Gerard's) was located on pavement on the south side of the park.

**Recommendations for next event:**

- Exhibitor tents should be grouped as close as is practical to create some interaction between exhibitors and make it easier for event attendees to visit all of the exhibits.
- The CLRSS welcome tent should be established as a central hub for the site. CLRSS should be clearly identified on the welcome tent as the event sponsor. The welcome tent should be clearly identified with a large CLRSS banner, preferably branded with the event theme and/or slogan and logo. Some wayfinding signage should be considered at key entry points to the site to direct event attendees to the welcome tent for information, memberships, passports, merchandise, etc.
- CLRSS exhibits e.g. the native plant exhibit tent should be more centrally located to increase visibility and attendance.
- The volunteer lunch venue should be located more centrally within the site and there should also be an exhibit tent set up with tables to provide a shaded rest area for the use of volunteers, particularly when taking their lunch break.

ii. Exhibitor Selection and Participation

**2023 Pilot:**

- A number of activities or eventlettes, were proposed during the Signature Event planning workshops held in 2022. These were scored and given a priority rank as part of the workshop process. The event planning committee considered these eventlettes, and also developed a list of criteria to guide the selection of exhibitors for 2023. Those criteria included requiring an interactive activity that was fun, educational (focused on one of the event objectives), family oriented and engaging. (see minutes of the Signature Event planning workshops for the eventlettes and their ranking). The 2023 event exhibitors are listed on the legend of event site plan (see Figure 4: Saywell Park Exhibitor Site Plan).
- Invitation letters were emailed to exhibitors in late June, 2023.
- An exhibitor registration form (see Appendix C) was sent to each exhibitor as part of the exhibitor invitation package. The exhibitor registration form included information required for inclusion in the



passport and committed CLRSS to providing an exhibit tent, table and four chairs.

**Recommendations for next event:**

- A number of exhibitors declined to participate as the invitation was not received in time for them to accommodate the request. The exhibitor invitation list should be finalized no later than the end of April, with invitations sent out by the end of May.
- A number of potential exhibitors were identified by the Committee, or in the exhibitor feedback survey, which should be considered for invitation to the next event. These were: the *Town of Lake Cowichan*, *BC Ministry of Environment* (the Branch responsible for the CLRSS volunteer water monitoring program (note: they were invited but could not participate in 2023; however, they did commit to attending in 2024); *Decibel Coalition*; *Clean Drain Dry Program, BC Invasive Species Council*; and the *Cowichan Bay Estuary Centre* (who were invited but not in time to attend).
- Representation from the organizations which recreate in the watershed would round out the event should the theme remain similar to this year. Representation from the recreational boating community i.e. paddlers e.g. kayakers, and boaters is recommended.
- A decision should be made by the Board, which should be communicated to the new planning committee, with regard to paying an honorarium to an exhibitor for participation (or not), and the retail for-profit sale of goods (or not) by exhibitors at the event. This decision should be documented as part of CLRSS criteria for exhibitor selection at the next event.
- All available exhibit tents, tables and chairs were acquired from event sponsors, specifically Paper Excellence and Country Grocer, by the event organizing committee in order to meet the needs of confirmed exhibitors this year. CLRSS should consider purchasing several event tents to provide for the needs of their own exhibits, and/or require exhibitors to provide their own exhibit tents to ensure that needs are met at the next event. This information should be clearly communicated to exhibitors on the exhibitor registration form.

iii. Marketing

**2023 Pilot:**

- Marketing efforts for the 2023 Signature Event consisted of a number of activities including the design of a new event logo and the printing of a poster (large 11"x17", small 8.5"x11"), printing and distribution of 4,000 double-sided coupons (4"x6") to local businesses in Youbou, Lake Cowichan and Honeymoon Bay, a ¼ page advertisement which

ran once the week before the event in the Duncan Citizen and Lake Cowichan Gazette, an article which was featured in the CLRSS newsletter, and several postings which members contributed to various social media and websites e.g. community bulletin boards on Facebook, CLRSS website, etc.

- The logo and coupon were designed inhouse by Maureen Qusted and Judy Brayden respectively; however, the coupon had to be redesigned after a review by the Board of Directors revealed that the CLRSS website was missing from the coupon layout.
- Posters and coupons were printed by Vistaprint in Ontario and shipped to Judy Brayden's home for counting and distribution.
- Print materials were delivered by Vistaprint on August 16<sup>th</sup> i.e. 10 days prior to the event.
- 2050 coupons and the posters were distributed by event organizing committee members and the ad hoc event marketing subcommittee (Don Prescott and Beverly Nimmo) to predominantly Lake Cowichan community businesses (with some to Youbou and Honeymoon Bay). The coupon distribution list was developed by the event organizing committee based on a subjective understanding of business customer demographics, estimated number of customers, and their presumed willingness to give out marketing materials.
- 1950 coupons were stuffed into Country Grocer grocery bags on two separate dates by store cashiers at the Lake Cowichan Country Grocery store.

**Recommendations for next event:**

- A separate marketing subcommittee should be struck which is comprised of volunteers from the general membership, or Board members not on the Planning Committee who have an interest and skills in marketing and the use of social media for advertising purposes.
- Marketing subcommittee members should have an excellent understanding of the goals and objectives of the event in order to provide information and solicit support for the event, and be available to share the workload and substantial effort required to market the event e.g. hand-deliver coupons to selected businesses.
- All marketing materials should be reviewed by the Board of Directors (or their delegated representative); specifically, print materials to ensure that design, layout and content is consistent with CLRSS graphic standards e.g. include the CLRSS website, prior to ordering.
- Marketing materials e.g. posters and coupons should be ordered such that they are available no later than one month prior to the event date.

- Marketing materials should be ordered from a local business when ever possible to ensure that there is close communication and support for producing materials in a timely manner and to ensure that the electronic files for products such as the coupon, poster etc. are readily available for any use desired by the marketing subcommittee i.e. owned by CLRSS.
- Additional volunteers from the general membership should be solicited several months prior to the event to deliver coupons and posters.
- The CLRSS should consider producing a graphic standards manual to guide the production of marketing materials for events like the festival. The manual could include, for example, specifying that marketing print materials should be clearly identified as being printed on recycled paper using environmentally friendly ink e.g. vegetable dyes.
- A social media specialist should be engaged by the marketing subcommittee (a volunteer member with the requisite skills and experience, or an individual on a fee-for-service basis) to assist with the identification and selection of online sites e.g. bulletin boards, online groups and forums, etc. and the placement of information on social media e.g. Facebook, Instagram and X.
- Consider placing two advertisements in only the Duncan Citizen given the broader coverage that paper gets, rather than splitting the ads between the Citizen and Gazette, in order to catch the attention of more people.

#### iv. Passport and Event Map

##### **2023 Pilot:**

- There were 250 passports printed and approximately 150 distributed. Passports were distributed to exhibitors by members of the event organizing committee and event rovers and were also available to event attendees at the welcome tent. Many families only took **one** passport for use by the entire family.
- A tear-out draw entry ballot was included on the back page of the passport.

##### **Recommendations for next event**

- The passport was a good idea in principle; however, it may be better utilized if it is reconfigured as a 'Schedule of Events and Exhibitors' handout with the site map included as well as the scheduled times for the demonstrations, tours and talks.
- Consider producing a passport just for children using a slightly different concept e.g. the question in the passport could be changed

to a more general question such as “What did you learn at this booth” to help engage youth.

v. Event Teardown and Wrap-up

**2023 Pilot:** Event teardown went as planned; however, teardown was conducted (for the most part) by the event set-up crew and event staff who had already worked at the event all day.

**Recommendations for next event:** Plans should in place to have a separate event tear-down crew such that different volunteers, who have not already worked the event, are available to collect garbage, tear down the festival tents, pack up chairs and tables and return equipment to sponsors at the end of the day.

e) General Recommendations

i. Membership of the Planning Committee

**2023 Pilot:** A committee was formed from the four Board members (Maureen Quested, Jean Atkinson, Jim Deck, and Dave DePape) who volunteered to assist with planning the event. A lead was nominated (Dave DePape) by the committee.

**Recommendations for next event:** A larger committee e.g. six members, should be struck to plan the next event, which does not include members of the Executive. This will help to reduce the workload on both committee members and executive, as there are numerous tasks related to organizing and delivering the event which already require the involvement and time of executive. The event planning committee should be in place by no later than February 1, 2024 to begin planning the next event, if it is to be held in July, 2024.

ii. Event planning and development

**2023 Pilot:**

- The event committee felt that additional involvement from the Board and general membership would have ‘lightened the load’ and increased ‘buy-in’ and participation of the general membership at the event.
- The event organizing committee used an event planning tool from WildApricot called “The Ultimate Event Planning Checklist” available at [wildapricot.com/blog/event-planning-checklist](http://wildapricot.com/blog/event-planning-checklist) which was invaluable in planning the event (see Appendix A).

**Recommendations for next event:**

- The signature event should be a standing agenda item, highlighted with updates, at every Board meeting and information updates

should be provided whenever possible to both the Board and general membership e.g. via the Newsletter, to communicate plans and progress with the event.

- An event planning tool like the one used for the 2023 pilot should be used to guide planning for the next event.
- Minutes of every event organizing committee (and subcommittee) meeting should be circulated to the Board.

iii. Youth Engagement and Participation

**2023 Pilot:** Youth is a sector specifically included in CLRSS's strategic plan and was a target audience for the Festival this year. The event committee included a number of venues, with activities designed specifically to address the need for fun, family-focused activities. These included face painting, arts and crafts and the bubble zone. These were well attended and well received based on feedback from attendees and exhibitors.

**Recommendations for next event:** This demographic is difficult to engage through public events like the festival and as such, efforts may not be successful beyond providing activities which provide opportunities for families to participate in activities. An emphasis should continue to be placed on having fun, interactive activities for children, youth and families.

iv. Record Keeping

**2023 Pilot:**

- Minutes of every committee meeting were kept by the Team Lead, who also functioned as the secretary and chair of the committee, and were circulated for review and approval to each committee member; however, minutes were not circulated to the entire Board.
- Photographs were taken sporadically on the day of the event by members of the organizing committee as time permitted. These have been compiled into a photo log and are included as Appendix F;
- Copies of marketing materials e.g. passport, coupon, newspaper ad, etc. were kept by various members of the event organizing committee however no one was assigned that specific responsibility for CLRSS documentation purposes.
- The need for a final report to provide continuity and guidance to the next event organizing committee was not identified at the beginning of event planning. The responsibility for preparation of same was assumed by the committee Team Lead and the report was compiled and singularly written by the Team Lead.
- The free version of Typeform was utilized for the Exhibitor Feedback Survey as it provided the most flexibility with the number of questions and responses of available free survey software.

**Recommendations for next event:**


- The event organizing committee should clearly define roles and assign responsibilities on the committee for chairing, and secretarial duties e.g. taking minutes.
- A photographer, or a member with good photographic skills should be given the responsibility of creating a photo record of the event. Attention should be given to ensure an understanding of the legal obligations to obtain permission for the use of some photographs to be sure they can be legally used by CLRSS for event documentation purposes.
- Preparation of any reports e.g. a final report for the event, should be discussed and agreed upon early on in the event planning process.
- Consider purchasing a license to use an appropriate survey software tool, or partner with an organization who has a license for purposes of evaluating the event.

## 7. References

- WildApricot Event Planning Checklist. The Ultimate Event Planning Checklist.  
<https://resources.wildapricot.com/hubfs/WildApricot%20Event%20Planning%20Checklist%20PDF.pdf?hsLang=en>
- DePape, D. CLRSS Signature Event Planning Committee Meeting #1 Minutes, April 15, 2023. 4 pgs.
- DePape, D. CLRSS Signature Event Planning Committee Meeting #2 Minutes, May 13, 2023. 3 pgs.
- DePape, D. CLRSS Signature Event Planning Committee Meeting #3 Minutes, May 30, 2023. 2 pgs.
- DePape, D. CLRSS Signature Event Planning Committee Meeting #4 Minutes, June 12, 2023. 4 pgs.
- DePape, D. CLRSS Signature Event Planning Committee Meeting #5 Minutes, July 28, 2023. 3 pgs.
- DePape, D. CLRSS “Connecting through Water” Event Debrief Meeting Minutes, September 23, 2023. 8 pgs.
- Typeform. <https://www.typeform.com> 2023

## 8. Appendices

### Appendix A: The Ultimate Event Planning Checklist



## The Ultimate Event Planning Checklist

Print off this checklist and use it to remember everything you need to leading up to your event!

	Done	Person Responsible	Approx. Hours To Complete	Due
<b>4-6 Months Ahead of Event</b>				
Establish your event goals and objectives	<input type="checkbox"/>			
Select the date	<input type="checkbox"/>			
Identify venue and negotiate details	<input type="checkbox"/>			
Develop an event master plan	<input type="checkbox"/>			
Get cost estimates	<input type="checkbox"/>			
<input type="checkbox"/> Room rental <input type="checkbox"/> Food and beverages <input type="checkbox"/> Equipment <input type="checkbox"/> Speaker fees <input type="checkbox"/> Travel for staff insurance				
Create an event budget	<input type="checkbox"/>			
Recruit an event committee	<input type="checkbox"/>			
Brand your event	<input type="checkbox"/>			
<input type="checkbox"/> Logo <input type="checkbox"/> Tagline <input type="checkbox"/> Website <input type="checkbox"/> Marketing material				
Create and launch publicity plan	<input type="checkbox"/>			
Identify and confirm speakers /presenters/entertainers	<input type="checkbox"/>			



	Done	Person Responsible	Approx. Hours To Complete	Due
Identify and contact sponsors/partners	<input type="checkbox"/>			
Determine if you need <u>event registration software</u> to make the process easier	<input type="checkbox"/>			
Determine if you need other <u>event management software</u>	<input type="checkbox"/>			
Release early-bird tickets	<input type="checkbox"/>			
<b>3-4 Months Ahead of Event</b>				
Build out required documents for your team	<input type="checkbox"/>			
Speaker/presenter/entertainer liaison <input type="checkbox"/> Finalize presentation/speech topics <input type="checkbox"/> Get bio information, photo <input type="checkbox"/> Travel & accommodation arrangements <input type="checkbox"/> Have contracts signed if appropriate <input type="checkbox"/> Ask speakers to start promoting and sharing it with their network	<input type="checkbox"/>			
Determine if you need <u>event registration software</u> to make the process easier <input type="checkbox"/> Determine registration fees <input type="checkbox"/> Set up and enable <u>online registration</u> <input type="checkbox"/> Finalize sponsor levels and amounts <input type="checkbox"/> Identify items to be underwritten and accounting tracking details	<input type="checkbox"/>			
Venue and logistics planning <input type="checkbox"/> Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc. <input type="checkbox"/> Review security needs/plan for the event with venue manager <input type="checkbox"/> Investigate need for any special permits, licenses, insurance, etc. <input type="checkbox"/> Assess accessibility requirements and communicate to staff	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
<p><b>Follow publicity plan</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop draft program</li> <li><input type="checkbox"/> Create draft event script</li> <li><input type="checkbox"/> Develop publicity pieces</li> <li><input type="checkbox"/> Request logos from corporate sponsors for online and printed materials</li> <li><input type="checkbox"/> Develop and produce invitations, programs, posters, tickets, etc.</li> <li><input type="checkbox"/> Develop media list &amp; prepare News Release, Media Advisory, Backgrounder and all media kit materials</li> <li><input type="checkbox"/> Enable/create email event notifications</li> <li><input type="checkbox"/> Create a Facebook event page</li> <li><input type="checkbox"/> Develop a promo video and post on YouTube and your Facebook page</li> <li><input type="checkbox"/> Register your event on a variety of online event calendars</li> <li><input type="checkbox"/> Create some buzz on your blog or member forums</li> <li><input type="checkbox"/> Determine VIPs and create invitation &amp; tracking document</li> <li><input type="checkbox"/> Order any desired event swag</li> </ul>	<input type="checkbox"/>			
<b>1-2 Months Ahead of Event</b>				
<p>Send reminders to your contact list regarding registration and participation</p>	<input type="checkbox"/>			
<p>Reach out again to presenters/ speakers regarding</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirming travel and accommodation details</li> <li><input type="checkbox"/> Request copy of speeches and/or presentations</li> </ul>	<input type="checkbox"/>			
<p>Sponsorship finalization</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Follow up to confirm sponsorships and underwriting</li> <li><input type="checkbox"/> Get any promotional materials you'll be sharing at the event</li> <li><input type="checkbox"/> Ask sponsors to share event on their promotional channels</li> </ul>	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
Continue executing on your publicity plan	<input type="checkbox"/>			
<input type="checkbox"/> Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc.				
<input type="checkbox"/> Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.				
<input type="checkbox"/> Post more details about your event on social media				
Close early-bird tickets	<input type="checkbox"/>			
Finalize and proofread printed materials	<input type="checkbox"/>			
<b>1 Week Ahead of Event</b>				
Have all committee chairs meet and confirm all details against Master Plan	<input type="checkbox"/>			
Finalize event script	<input type="checkbox"/>			
<input type="checkbox"/> Ensure it includes wheelchair-accessible areas and has clear paths through the venue				
Brief any/all hosts, greeters, volunteers about their event duties and timelines	<input type="checkbox"/>			
Finalize your seating plan	<input type="checkbox"/>			
Provide final registration numbers to caterer	<input type="checkbox"/>			
Make print and online copies of any speeches, videos, and presentations	<input type="checkbox"/>			
Do a final registration check, including name badges & registration list	<input type="checkbox"/>			
Determine photo op and interview opportunities with any presenters and VIPs.	<input type="checkbox"/>			
Confirm details with media attendees	<input type="checkbox"/>			

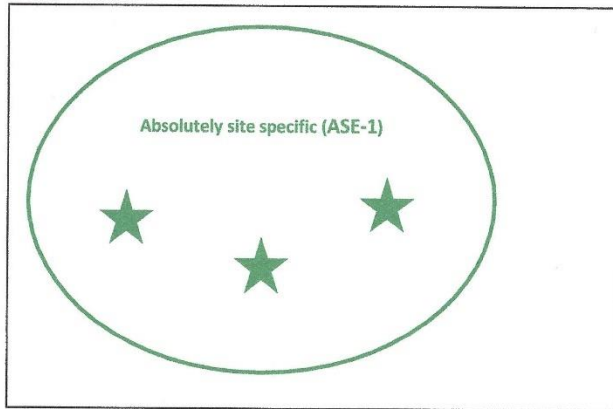
	Done	Person Responsible	Approx. Hours To Complete	Due
<b>1 Day Before the Event</b>				
Have all committee chairs meet and confirm all details against Master Plan	<input type="checkbox"/>			
Finalize event script	<input type="checkbox"/>			
<input type="checkbox"/> Ensure it includes wheelchair-accessible areas and has clear paths through the venue				
Brief any/all hosts, greeters, volunteers about their event duties and timelines	<input type="checkbox"/>			
Finalize your seating plan	<input type="checkbox"/>			
Provide final registration numbers to caterer	<input type="checkbox"/>			
Make print and online copies of any speeches, videos, and presentations	<input type="checkbox"/>			
Do a final registration check, including name badges & registration list	<input type="checkbox"/>			
Determine photo op and interview opportunities with any presenters and VIPs.	<input type="checkbox"/>			
Confirm details with media attendees	<input type="checkbox"/>			
<b>Event Day!</b>				
Take a few deep breaths – you got this!	<input type="checkbox"/>			
Ensure you have copies of all instructions	<input type="checkbox"/>			
Ensure you have copies of all instructions	<input type="checkbox"/>			
Check in with each Committee Chair to ensure their team is on track	<input type="checkbox"/>			
Greet new attendees	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
<b>Post Event Follow-Up</b>				
Ensure nothing was left behind at the venue	<input type="checkbox"/>			
Financial status	<input type="checkbox"/>			
<input type="checkbox"/> Gather all receipts and documentation, final registration data, etc.				
<input type="checkbox"/> Update budget				
Send thank-you's and acknowledgement letters to	<input type="checkbox"/>			
<input type="checkbox"/> Sponsors				
<input type="checkbox"/> Volunteers				
<input type="checkbox"/> Speakers/presenters				
<input type="checkbox"/> Donors				
<input type="checkbox"/> The media				
Post-event publicity	<input type="checkbox"/>			
<input type="checkbox"/> Send out an email to your subscriber base with highlights from the event				
<input type="checkbox"/> Make a publicity reel video				
<input type="checkbox"/> Share highlights on social media				
<input type="checkbox"/> Update website page to reflect that it's a past event				
Conduct a <u>post-event survey</u>	<input type="checkbox"/>			
Reach out to event participants	<input type="checkbox"/>			
Conduct a team debrief to learn their thoughts	<input type="checkbox"/>			
Conduct a thorough evaluation of the event	<input type="checkbox"/>			

We hope you found this checklist helpful in getting started with event planning. Use this as a starting point to identify or assign activities to various volunteers or staff; or print this off so you can literally check-off items as they are assigned or accomplished.

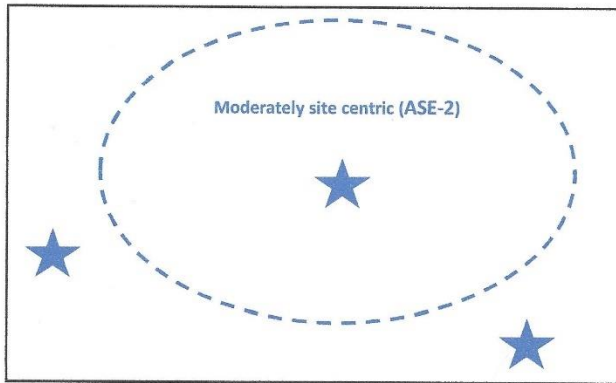
## Appendix B: Navigation Models

### Navigation Models



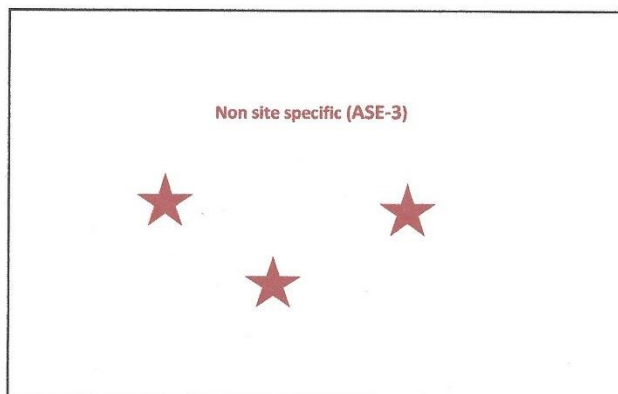
#### ASE-1

- a single site would be selected for delivery of the Annual Signature Event (ASE);
- the location selected would support delivery of the activities for that year's Signature Event;
- all activities (eventlettes) would be held at the selected site;
- the site could change from year to year based on the activities planned for that year's event



#### ASE-2

- a site would be selected as the central "hub" for the ASE;
- some activities for that year's event would be delivered on site;
- other events would start at the Hub but continue off-site to other locations;
- some activities could start off-site but may require a presence e.g. attendance for sign-up, at the Hub



#### ASE-3

- no central site is required;
- activities would occur at various locations, selected to deliver the key messages for that year's event.

## Appendix C: Exhibitor Registration Package



**Cowichan Lake & River  
Stewardship Society**  
PO Box 907  
Lake Cowichan, B.C.  
VOR 2G0

Date

Insert Organization Name

Organization Address

Organization Address

Attn: Key contact name, Title

Subject: CLRSS Connecting Through Water Festival

The Cowichan Lake and River Stewardship Society (CLRSS) is pleased to invite \_\_\_\_\_ to exhibit at our first annual "CLRSS Connecting Through Water Festival". Come discover your watershed at this public event which will be held on Saturday, August 26<sup>th</sup>, 2023 from 10:00 a.m. to 2:00 p.m. at Saywell Park in Lake Cowichan.

The goal of the event is to promote an understanding that our wellbeing is connected to the wellbeing of our watershed. Residents of the Cowichan watershed, their families and friends who attend the event will be encouraged to:

- learn about our watershed and what we can do as stewards to keep our watershed healthy;
- appreciate that riparian areas are important because they protect the foreshore and provide fish habitat;
- become familiar with the design of the Lake Cowichan weir project and the shoreline property assessment tool, enabling a better understanding of the benefits and risks of increased water storage; and
- improve their plant and fish identification skills and apply them in taking action to stop the spread of key invasive species.

Our aim is to create a much-anticipated annual event in the community of Lake Cowichan that is filled with fun, educational family-focused exhibits that feature hands-on activities as well as talks and local tours that support the year's specific goals and objectives.

As an organization that promotes the stewardship of our natural resources and healthy watersheds, you are invited to join us and about eight other like-minded organizations at this inaugural event. Please see the attached registration information package for more detailed

.../2

information about your involvement as an exhibitor. You may also contact any of the planning committee for more information about the event:

David DePape 403-837-4747 [aquatalesdk@shaw.ca](mailto:aquatalesdk@shaw.ca)  
Maureen Quested 250-478-7595 [mquested@shaw.ca](mailto:mquested@shaw.ca)  
Jean Atkinson 250-745-3342 [jean.atkinson@ufv.ca](mailto:jean.atkinson@ufv.ca)  
Jim Deck 778-429-2924 [deck416@shaw.ca](mailto:deck416@shaw.ca)

Please complete and return the attached Exhibitor's Registration Form to Mr. Jim Deck via email to [deck416@shaw.ca](mailto:deck416@shaw.ca). A response by no later than **July 15, 2023** would be appreciated to allow sufficient time to address your requirements, include your information in the event passport, and schedule tours, talks and talent!

We sincerely hope that you join us to 'Connect through water' and celebrate our watershed!

---

Jim Deck  
Acting President, CLRSS

Enclosure:



CLRSS Connecting Through Water Festival

EXHIBITOR REGISTRATION FORM

1. Organization

Registered Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Website: \_\_\_\_\_

Key Contact for Event:

Name: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

How many staff will you have at your booth? \_\_\_\_\_

2. Mission

Please use this space to tell us what the key message(s) are that your organization plans to promote at the event and how they support the overarching goal and objectives of the event.

*Limit 75 words*

3. Equipment and Services Supplied

The CLRSS will provide the following:

- a specific location in Saywell Park, selected at the sole discretion of the CLRSS for the exclusive use of the exhibitor, for purposes of setting up your exhibit;
- a 3' X 8' table, 4 chairs and an exhibit 'tent' if needed
- a designated area to unload;
- two free lunch tickets at the event food venue

4. Event Passport Information

The CLRSS intends to produce an event passport to increase awareness about the mandate and key activities of each exhibiting organization, and to encourage the active participation and attendance of the public at each exhibit. You are invited to promote your organization by providing a stamp or sticker with your logo to validate your page of the passport when people attend your booth. Add a key question about the information you are intending to convey.

The CLRSS will include this information on your page in the event passport. Please see the following example:

*Give one reason a healthy riparian area is important!*

5. Special Requirements

Please indicate any special requirements that you would like us to consider. Please note that we cannot guarantee that these can be provided.

6. Registration Confirmation:

By completion of this form, we \_\_\_\_\_ confirm receipt of the Exhibitor Registration package and our intent to attend the Cowichan Lake and River Stewardship Society's "Connecting Through Water Festival –Come Discover Your Watershed" event on Saturday, August 26<sup>th</sup>, 2023. We acknowledge as an exhibitor that we will:

- setup our exhibit no later than 0930 on the day of the event;
- be in attendance at our exhibit between the hours of 10:00 AM and 2:00 PM;
- have an engaging, educational, interactive activity that supports the overarching theme of the event as an integral component of our exhibit; and
- promote the event to our members and the public at large;

Signed: \_\_\_\_\_ (authorized officer of the organization)

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

PLEASE RETURN THIS REGISTRATION FORM BY July 15, 2023 VIA EMAIL TO JIM DECK AT deck416@shaw.ca

# Appendix D: CLRSS Festival Event Plan

CLRSS Festival Event Plan Ver. 2.01

August 25, 2023 revised

Date	Time (from – to)	What	#/people needed	Who	Comments
August 16	1330-1400	Meet with Gerrard's to spot food concession and arrange power	2	Bee Greenway and Dave DePape	Meet with Graham and Glenda to finalize concession location, menu and power requirements
August 16	1000 -1130	Pick up coupons and posters at Judy's house once delivered	6	Dave, Judy, Don and Beverley, Jean, Maureen	Meet at Judy's to finalize distribution list, count coupons and deliver to businesses
August 17		Contact Country Grocery re: <ul style="list-style-type: none"> <li>• tables, chairs and tents</li> <li>• Foodsafe certified staff member as lead BBQ cook from 1130 to 1330</li> </ul>	1	Dave DePape	Contact Laura, Operations Manager at Country Grocer <a href="mailto:lhoegel@countrygrocer.com">lhoegel@countrygrocer.com</a> to determine how many tables, chairs and event tents they can provide for the Festival (need at least 10 tents, 30 chairs and 15 tables) and finalize staff person for BBQ
August 17		Contact Catalyst Paper re: <ul style="list-style-type: none"> <li>• Confirm weir tour details</li> <li>• Confirm number of tents, tables etc. they can provide</li> </ul>	1	Dave DePape	Contact Brian Houle to arrange a Zoom call with Brian, LeRoy and Tom to firm up weir tour details; confirm number of tables, chairs, tents that Brian can bring to the Festival
August 25		Confirm required tables and chairs are available from Country Grocer	1	Dave DePape	Call Country Grocer and ensure required numbers of tables, chairs, and exhibit tents (?) are available for pickup on August 25 <sup>th</sup> ; finalize pickup details As per email from Laura at CG. Includes 60 bottles of water as well.
August 25	After 3:00 PM	Pick up event tables chairs, etc. at loading dock at CG	4	Dave DePape, Sandy Cumming, Jim, John Quested	Pick up tables and chairs at Country Grocer and set up at Sawwell Park
August 26	0730-0900	Set up event tables, chairs, tents, etc.	2	Bee Greenway, Dave DePape, Jim Deck, Sandy Cumming	
August 26	0730-0800	Park vehicles to "reserve" parking for food concession at Sawwell Park	3	Dave DePape; Mike Patrick (truck and trailer); Jim Deck	Locate 3 cars to the west of the picnic shelter to "reserve" a 20' X 20' spot for the food concession trailer and van. They will start setup at 0830
August 26	0830- 0930	Set up tables and chairs for food concession	2	Bee Greenway, Dave DePape; Jaz and helper	When Jaz arrives with tables and chairs, set up 4 tables with 24 chairs and cover with tablecloths in front of Gerrard's food truck
August 26	0800-0900	Meet Gerrard's on site to coordinate power and location	1	Dave DePape	Coordinate setup location and location of power per approval from Jaz on behalf of TLC (lamp power poles and location as shown on event map) Contingency

August 26	0800	Put out orange traffic cones and flagging tape	3	Bee Greenway and Carrol Patrick	power available from Kaatza Museum plugin on outside corner of building.
August 26	0830-1000	Meet exhibitors as they arrive	2	Bee Greenway; Carrol Patrick	Spot traffic cones on 4 reserved parking spots in Saywell Park per exhibit plan
August 26	1000-1330	Festival Rovers	2	Don Prescott; Beverley Nimmo	Meet exhibitors and direct them to their setup location, handout passports/event maps/schedules to exhibitors; provide free lunch tickets to each exhibitor; provide free lunch tickets to each organization's volunteers for BBQ burger lunch.
August 26	1000-1400	Indigenous Craft Exhibit	1	Jim Deck; Beverley Nimmo	Meet and greet visitors and offer information about the Festival e.g. demos, passports, etc.
August 26	0800-0900	Confirm indigenous artist attendance and requirements on Festival Day 17,18 <b>Setup CLRSS booths (see details below):</b>	4	Beverly Nimmo; Dave DePape	Provide support (check in occasionally, lunch, water, etc.) to indigenous guests at crafts table Call Genevieve Singleton and confirm involvement/needs for indigenous participants
August 26	0945-1340	CLRSS Welcome tent	2	Lois Atchison; Rosemary Danaher; Mike Patrick; Dianna Gunderson	Set up CLRSS booths: Welcome tent, water demo and booth, Witnessing the Water, Native Plants, Face painting
August 26	1000-1200	CLRSS Face painting tent	2	Sandra McAfee; Wendy McAfee	Staff welcome tent; meet and greet/handout maps and passports; membership and retail sales; entry forms for door prize draw(s); lunch tickets for volunteers and exhibitors
August 26	1200-1400	CLRSS Face painting tent	2	Sandra McAfee; Wendy McAfee	Face painters: Face paint and stencils to be provided by CLRSS
August 26	1030-11:00	CLRSS Water sampling demo	1	Sandy Cumming; Jikki Woywika;	Face painters
August 26	1130-1200	CLRSS Water sampling demo	1	Bee Greenway	Conduct demonstration of Sechi disk, DO, and water temperature monitoring at Saywell public dock
August 26	1230-1300	CLRSS Water sampling demo	1	Parker Jefferson; Jikki Woywika; Bee Greenway	Conduct demonstration of Sechi disk/DO water monitoring at dock
August 26	1330-1400	CLRSS Water sampling demo	1	Cam McCauley (Bee Greenway to cover off during lunch for Cam)	Staff the CLRSS exhibit booth to present and discuss lake monitoring data, BCLIM website, history etc. of CLRSS water monitoring program
August 26	1000-1400	CLRSS Lake Monitoring exhibit	1	Beverley Nimmo; Cindy Batvi	Staff the CLRSS Arts and crafts tent

August 26	1000-1400	CLRSS Bubble Zone tent	1	Sally Mayer, Erica Butler	Oversee the Bubble Zone (ensure timely use by kids of "bubble juice"). Supervision as required
August 26	1000-1400	CLRSS Witnessing the Water	2	Judy Brayden, Joe Sayseil	
August 26	1020: 1040: 1100 1120: 1140: 1200 1220: 1240: 1300 1320: 1340: 1400	CLRSS Native Plants/G. Thom Memorial Garden tent	1 1 1 1	Jean Atkinson; Nancy Nelles Maureen Quested; Jacqueline Smerk	Conduct native plant identification tours of Gerald Thom Memorial Garden and hand out Plant guides; provide information about invasive aquatic species including Eurasian water milfoil, Yellow Flag Iris, etc.
August 26	1015: 1115 1215: 1315	Walking tours about the weir from Saywell Park shoreline	1 1	Tom Rutherford LeRoy VanWieren; (Brian Houle will do these as well if he has coveroff at the Catalyst booth)	Conduct walking tour of the weir and discuss existing function and new plans
	1000-1400	Catalyst Weir exhibit	1	Brian Houle and helper from Catalyst	Staff Catalyst booth and explain exhibit materials about weir redevelopment project
August 26	1030???? 1330????	Search and Rescue Demonstration	1	Jim Deck	Meet with Search and Rescue key contact immediately before demo and assist with coordination as required
August 26	1130-1330	BBQ Burger Lunch for volunteers	2	Honeymoon Cafe chef Sandy Cumming;	Cook burgers and provide BBQ lunch to CLRSS volunteers and exhibitors who have a lunch ticket at the BBQ tables located in front of Lakes (front side by Tube Shack).
August 26	1400-1530	Empty garbage cans; return equipment to Country Grocer	1	John Quested; Jim Deck; Mike Desjardins	Take garbage to the dump and return tables and chairs to Country Grocery (same or next day as arranged)

# Appendix E: CLRSS 2023 "Connecting through Water" Exhibitor Feedback Survey

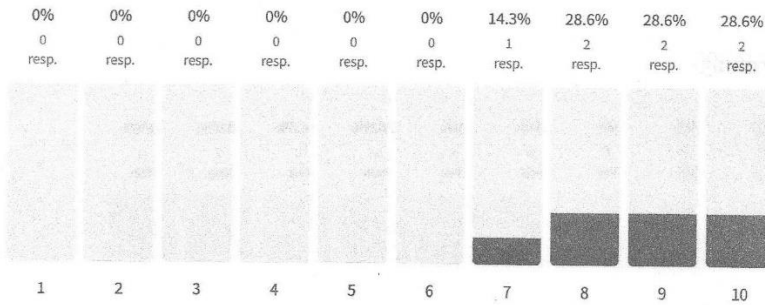
## CLRSS 2023 "Connecting through Water" Exhibitor Feedback Form

7 responses

Overall, how would you rate the 2023 CLRSS Festival?

7 out of 7 answered

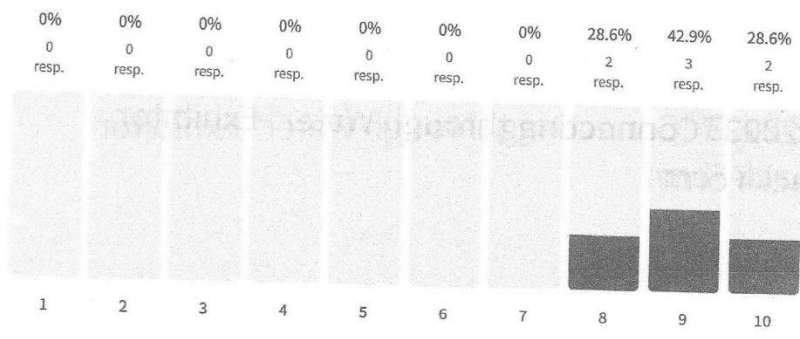
8.7 Average rating



How helpful were the CLRSS Event staff?

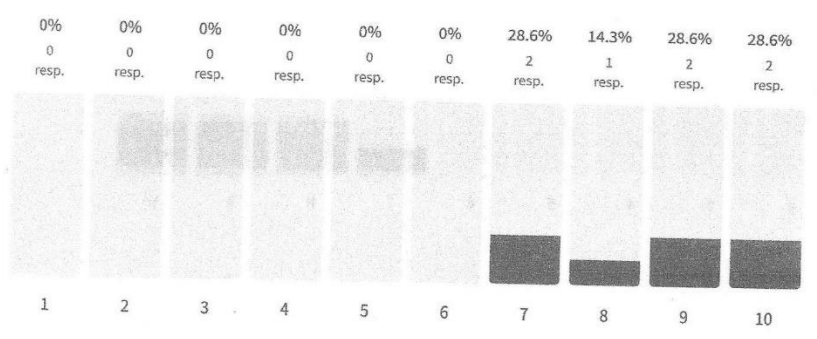
7 out of 7 answered

9.0 Average rating



3 - How organized was the event?  
7 out of 7 answered

8.6 Average rating



7. Venue?  
7 out of 7 answered

5. Describe your experience at the event

7 out of 7 answered

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
a. The site plan worked...	0%	14.3%	0%	57.1%	28.6%
b. The location of our exhi...	0%	0%	0%	28.6%	71.4%
c. The location of the CLR...	0%	14.3%	0%	42.9%	42.9%
d. The location of the...	0%	0%	0%	28.6%	71.4%
e. The location of the fo...	0%	14.3%	14.3%	28.6%	42.5%

- a. The site plan worked well
- b. The location of our exhibit worked well
- c. The location of the CLRSS Welcome Tent worked well
- d. The location of the volunteer BBQ lunch worked well
- e. The location of the food concession worked well

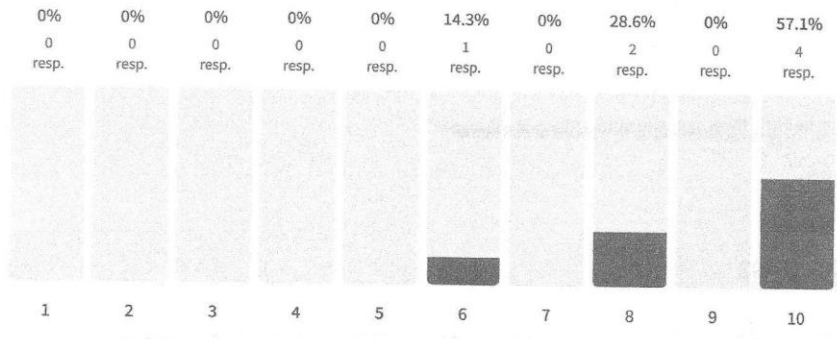


1. The location of the station is shown in the figure.



- a. The location of the station is shown in the figure.
- b. The location of the station is shown in the figure.
- c. The location of the station is shown in the figure.
- d. The location of the station is shown in the figure.
- e. The location of the station is shown in the figure.

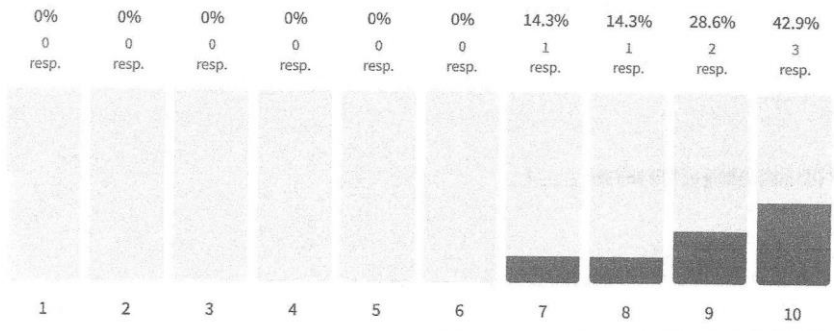
### 8.9 Average rating



### 6 Thank you. Did the event meet your expectations?

7 out of 7 answered

### 9.0 Average rating



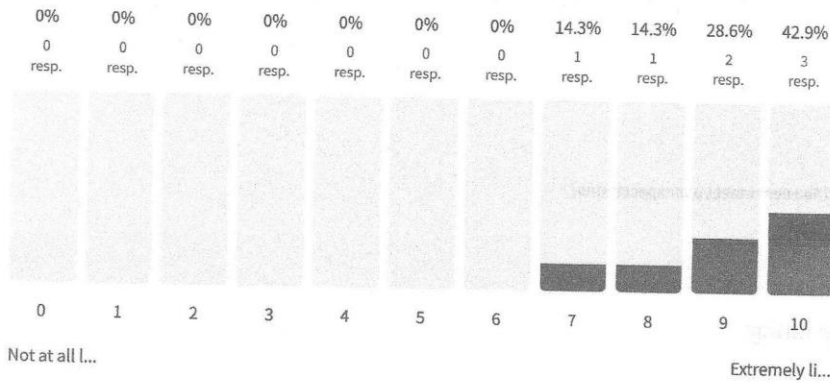
Not at all w...

Extremely we...

7. And would you be likely to recommend us to a friend or colleague?

7 out of 7 answered

9.0 Average rating



8. Thanks. Would you mind telling us why you said \_\_\_\_\_?

5 out of 7 answered

We may need to develop programs/projects that cater more to the interests of a wider audience. It would be worthwhile to canvass membership and cowichan lake & river residents (both permanent and seasonal) for interests/stressors on our watershed. Do we have a recent guiding document [plan]?

The exhibitors were enthused and interesting.

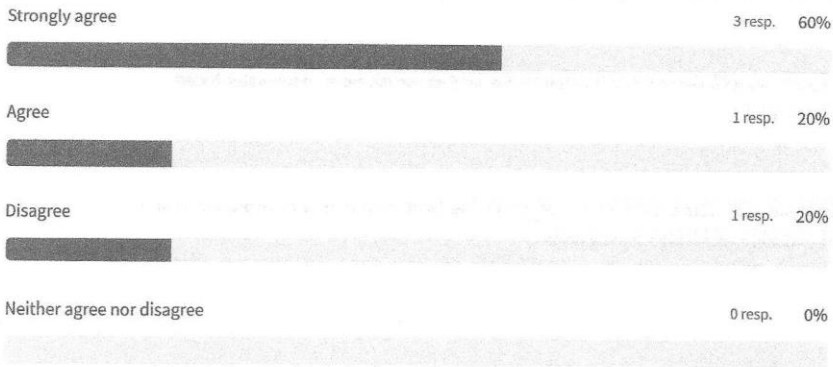
There needed to be more events and opportunities for youth and adults to truly accommodate families. It would be nice to see more activities geared toward teenagers or young adults.

It could have been more widely understood by the participants.

The event was well planned and well executed, well done

9 -The Festival should be an annual event

5 out of 7 answered



Strongly disagree

0 resp. 0%

10 Who else should be invited to exhibit at this event next year (assuming the event theme remains the same)?

5 out of 7 answered

Take our lead on this from our canvass of membership & residents. Perhaps this will lend itself to new themes per event.

Invasive species. Decibel coalition. BC Ministry Environment

More from the recreation sector - eg tube shack, kayakers, etc. It would also be good to see other organizations doing work in the area e.g. Mosaic even if we disagree with their approach.

More food trucks, entertainment on a watershed theme (ie: river songs), more on site water-based activities like kayaking.

I was very busy with weir tours and did not visit all the booths. There was room for more presenters at Saywell Park and more information sharing helps

11 What did you like best about the event?

5 out of 7 answered

The opportunity to talk with residents about our lake

Weir tours, fun things for kids

The Weir Tour!

The giant 20' salmon.

Great venue looking down at the river and the dam and the lake.

12. What could we have done better at the event?

5 out of 7 answered

Not sure we got enough residents of the watershed out with a real interest in the watershed. That may be just my perspective as one booth exhibitor

Identity from the street & parking areas

More events for youth

Communication about the event to those not directly involved in organizing it to facilitate more "buy-in".

We need more people to attend the event - possibly more advertising of the event?

Appendix F: Event Photo Log







