



# Mt. Boucherie Community Centre Restoration Project - Communications and Engagement

- **April 19, 2022**, regular Council meeting: provide an update on the communications and public consultation on the return of Mt. Boucherie Community Centre (MBCC) to the community. *Public consultation will be open April 20 through to June 20, 2022.*
- **Goals:**
  - Inform the community about the restoration of the MBCC, and obtain feedback about programming, amenities, space enhancement, priorities, and the vision for future expansion at MBCC.
  - Invite the community to share their memories and stories of the past to incorporate as we celebrate MBCC's 50 years of service.



# Mt. Boucherie Community Centre Restoration Project timeline

Three phases of the project and a timeline look ahead:

**1. Consultation Phase: April 20 through June 20, 2022**

*Consultation outline for print, electronic and community relations.*

**2. Design Phase: July – August 2022**

*Seek input from Council about the progress of design and community consultation.*

**3. Concept and Final Design Phase: Fall 2022**

*Share results with Council and community of consultation and concept design of MBCC.*



# Print methods



## PRINT

### **News release – April 20**

Launch of public consultation

Additional PSAs scheduled final reminder

**Print collateral** – Postcard, poster– distributed throughout the city with QR code (available at City facilities, local businesses)

**Youth-specific Poster:** “Mt. Boo and You!” Share your ideas of the types of activities you would like to see

**Briefing notes for frontline staff** – prepare supporting information to help staff respond to questions

**Engagement toolkit** – Printed copies of the postcard, display panels and questionnaire

### **Display boards**

1) About the project

2) Project timeline

3) Share your memories of MBCC and complete a questionnaire

**Print ads** – Local papers



# Print samples



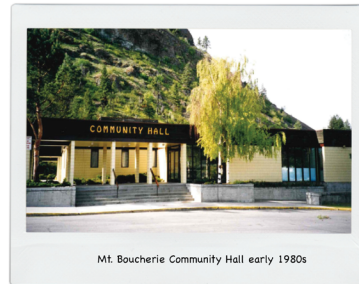
## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT

We want to hear from you!



The Mt. Boucherie Community Centre Restoration Project is underway. We want your input as we begin to transition this facility back to the community.

From **April 20 - June 20, 2022**, you'll have the opportunity to share your feedback and help shape programming and the final design of the building.



Mt. Boucherie Community Hall early 1980s

### Get involved:

**Online**  
Visit [OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC)

**In the community**  
Pop-up displays at:  
• Westbank Library - April 22 - May 20  
• Westbank Lions Hall - May 24 - June 17



Mt. Boucherie Community Centre Consultation  
April 20 - June 20, 2022

## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT

Share your ideas!



Do you have ideas for programming, facility enhancements, activities or events you would like to see at Mt. Boucherie Community Centre (MBCC)?

Do you have a favourite memory or story about MBCC?

Please write your comments below or visit [OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC)



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Learn more:

[OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC)

778-797-1234



Mt. Boucherie Community Centre Consultation  
April 20 - June 20, 2022

Postcard – front and back



# Print samples



Poster

## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT

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- By mail**  
Contact us at 778.797.1234 and we'll arrange for a package of materials

**Mt. Boucherie Community Centre early 1970s**

**Mt. Boucherie Community Centre early 2000s**

**Mt. Boucherie Community Centre Consultation**  
April 20 - June 20, 2022

## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT COLOURING CONTEST

What programs, activities or events would you like to see at MBCC?  
Write or draw your ideas below.

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

Parent's email or phone number: \_\_\_\_\_

Return colouring sheet to: City Hall Reception at 2760 Cameron Road or take a photo and email to [communications@westkelownacity.ca](mailto:communications@westkelownacity.ca).

Colouring sheet



# Print samples



## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT

**About the project**

*West Kelowna's central community hub to connect, play and learn*

Mt. Boucherie Community Centre (MBCC) holds many memories for the community before the temporary relocation of the municipal hall in 2009, which closed the centre to recreation programming and community events. Activities such as the Westside Winter Fest, weddings, school celebrations, sports tournaments and recreation programming contributed to the social fabric of the community over three decades, fostering connections of residents and visitors.

With the eventual return of the MBCC to the Westside, there is an opportunity to engage members of our community to understand preferences and source ideas to help inform future programming and activities.



Mt. Boucherie Community Hall early 1980s



Mt. Boucherie Community Hall early 2000s

As part of this project, we will be developing a facility plan to restore the interior of the building to its former identity as a community centre.

Minor renovations such as removing walls, upgrading flooring, and creating an accessible washroom are required prior to welcoming the community back to MBCC.

We want your input! From April 20 - June 20, you'll have the opportunity to share your feedback about programming, and help guide the design of the building.

Visit [OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC) to get involved.

**Mt. Boucherie Community Centre Consultation**  
April 20 - June 20, 2022

## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT

**Share your ideas!**

What programs, facility enhancements, activities or events would you like to see at Mt. Boucherie Community Centre?  
What are your ideas for recreation in the future?

Write your answers on the provided post-it notes and place them below!

What programs, activities or events would you like to see at MBCC?

What facility enhancements are important to have at MBCC? (such as meeting room space, kitchen space)

Do you have a favourite story or memory of MBCC? (such as attending a program, holiday event)

If future expansion of MBCC were to be considered, what would be the most important to you.

What else do you want us to know about recreation in West Kelowna?

Complete the questionnaire online at [OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC).  
Request a paper copy at 778.797.1234

**Mt. Boucherie Community Centre Consultation**  
April 20 - June 20, 2022

## MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT

**We want to hear from you!**

Your feedback will be used to develop the facility plan for MBCC and identify preferences for programming that reflects the needs of our community.

Community centres are vital spaces that promote resilient communities by facilitating active living, community connectedness, and fostering citizenship amongst residents of all ages, ability levels, backgrounds, identities, and financial means.

Feedback is open from April 20 - June 20, 2022. Your input will help guide the design of the building interior and programs offered to the community.

**Ways to get involved:**


**In the community**  
Pop-up displays at:  
• Westbank Library - April 22 - May 20  
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**By mail**  
Contact us at 778.797.1234 and we'll arrange for a package of materials to be sent to you.

**Online**  
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Winter Fest at Mt. Boucherie Community Hall



Programming at Mt. Boucherie Community Hall

**Thank you for your participation!**  
**Mt. Boucherie Community Centre Consultation**  
April 20 - June 20, 2022

Display boards



# Electronic methods



## ELECTRONIC

### Engagement website – [OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC)

- **Online questionnaire** – includes a short list of questions to help shape programming, amenities and priority areas for renovations and a vision for future (longer-term) expansion at MBCC
- **Video slideshow of MBCC** – Photos of MBCC of the events and activities to use for website ad social media channels
- **Digital engagement toolkit** – post card, display boards and questionnaire. Available on [OurWK.ca/restoreMBCC](http://OurWK.ca/restoreMBCC)

### City website – homepage updates, link to [OurWK.ca](http://OurWK.ca)

**Social media campaigns (general and youth-specific)** – launch, posts through the engagement period, wrap up/thank you for participating

**Youth-specific feedback through social media** – collect ideas for design, programs and activities of interest

**E-News notification** – email distribution to subscribers and media

**City of West Kelowna Recreation Guide** – engagement opportunity advertisement





# Online sample



**City of West Kelowna**  
Apr 13

With the eventual return of the MBCC to the Westside, there is an opportunity for you to provide feedback on your preferences and source ideas to help inform future programming and activities.

We want your input! From April 20 – June 20, 2022:

- Visit us online at [OurWK.ca](https://www.ourwk.ca)
- Review the display boards
- Complete the questionnaire – either online or submit a paper copy
- Share your ideas or comments through the ideas portal

What programs, activities or events would you like to see at the Mt. Boucherie Community Centre? Tell us in the comments below. [👉](#)

[Show Less](#)

**MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT**


What programs, activities or events would you like to see at Mt. Boucherie Community Centre?

[#OURWK](#)


Like Comment Share

Facebook sample

**MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT**



Mt. Boucherie Community Centre 1980s



Mt. Boucherie Community Centre early 2000s

Instagram story sample

**MT. BOUCHERIE COMMUNITY CENTRE RESTORATION PROJECT**

What programs, activities or events would you like to see at Mt. Boucherie Community Centre?

[#OURWK](#)

westkelownacity Mt. Boucherie Community Centre (MBCC) holds many memories for the community before the temporary relocation of the municipal hall in 2009.

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[#Mt.Boucherie](#) [#CommunityCentre](#) [#MBCC](#) [#Engagement](#) [#Input](#) [#Feedback](#) [#OurWK](#) [#WestKelowna](#) [#Westside](#)

Instagram sample





# Community relations methods



## COMMUNITY RELATIONS

Updates to neighbourhood associations and businesses

Outreach to stakeholders, youth organizations/service clubs and other past key user groups

Rec team/City Ambassadors at key locations throughout public consultation period

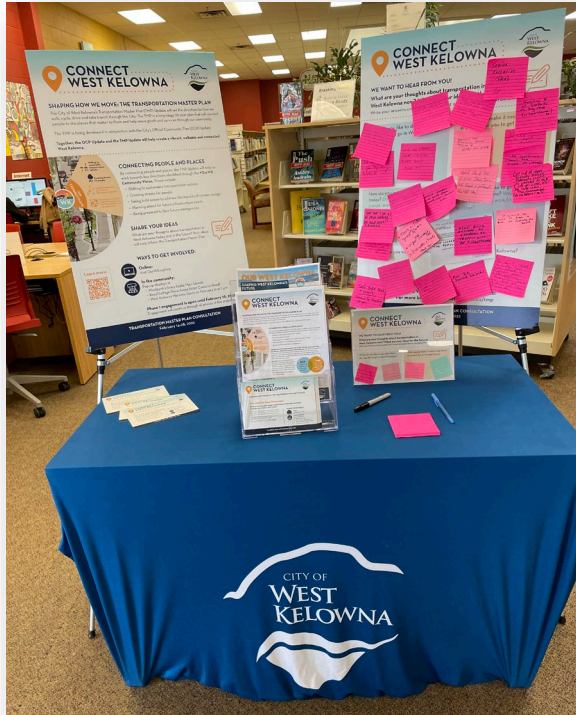
- Pop-up engagement: table with an *About* and *Share Your Memories and/or Ideas* display boards
- Gellatly walkway, MBSS and other locations when feasible

“Mt. Boo and You!” Youth engagement:

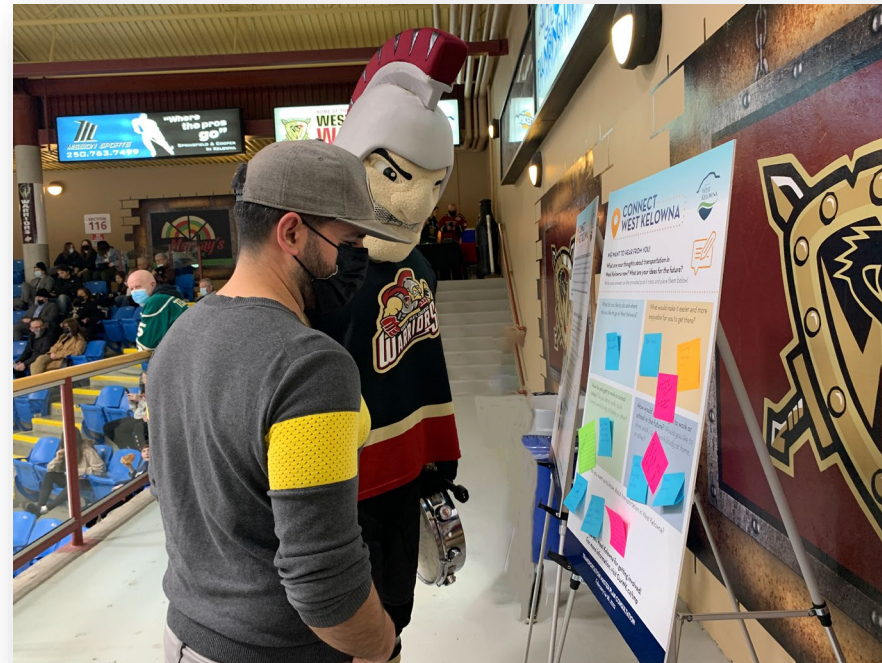
- Engagement at schools (interactive display) to capture ideas
- Options to engage MBCC students in-class pending COVID-19 restrictions
- Youth-targeted social media ad campaign



# In-person engagement



Static displays



Pop-up displays