

SILVER STAR MARKETING TASK FORCE

NEWSLETTER 6



THANK YOU

Thank you to those who attended Open House 2 last week, and thanks again to those who took the online survey. The survey results were shared at the open house, along with the proposed Resort Association model and revisions made to it in response to stakeholder input received so far. The time, energy and input contributed by community members is very much appreciated.

NEXT STEPS

The Task Force is now considering the input received at Open House 2 and through the online survey, and will continue to modify the SSRA model to meet the best interests of the resort community.

The Task Force will also be meeting with the Regional District of North Okanagan (RDNO) Committee of the Whole on February 22 to share information about the Task Force process and the proposed SSRA model.

Further changes will then be made to the SSRA model and the draft bylaws, which will then be shared via email (sign-up at goo.gl/8QyZZE).

Open House 3 (date TBD) will be held to present the revised model and updated bylaws, and to gather further input and allow an opportunity for continued discussion. After Open House 3, another online survey will be used to gather broad stakeholder input.

The Task Force appreciates all of the input it has been receiving. This input is allowing the Task Force to continue to reshape the proposed model. During this busy engagement period we may not be able to respond to comments and questions as quickly as we would like. We encourage community members to use Open House 3 and the second online survey as the next input opportunities.

MORE INFORMATION

A number of documents are available online that provide information about the SSRA model, the changes made to it based on input received so far, and the process the Silver Star Marketing Task Force has undertaken this past year and a half. The material from both open houses and the survey results are also available. Go to goo.gl/8QyZZE or scan this code with your smartphone:



MESSAGE FROM ROSS FODEN, TASK FORCE CHAIR

One of the concerns expressed by some is that the Task Force needs reconfiguring. To allow that to happen effectively, I announced I was stepping down from the Task Force at the Open House 2 with immediate effect. For the sake of continuity, I will participate in the presentation to RDNO Committee of the Whole meeting.

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I have worked on this initiative for 20 months of my 28-month retirement and have found that 36 years in the corporate world has ill equipped me to operate in a public capacity.

I have done what I can to help get us this far, and now I think the time is right for someone with more feel and less function to fine-tune the proposal.

I will remain a very strong supporter and advocate of establishing a Resort Association for Silver Star in the

most appropriate configuration to reflect the majority of the community's needs and opinions.

I know that further comments would be welcomed at silverstarmarketingtaskforce@gmail.com.

Sincerely,
Ross Foden



Night ski



Our Village



Snow play



Fireworks



Bluebird day

