

SILVER STAR MARKETING TASK FORCE – NEWSLETTER 2



This is the second newsletter from the Silver Star Marketing Task Force, which was established to explore alternative approaches to promoting the resort and to make recommendations for either changing the current approach or maintaining the status quo. The Task Force wishes to keep the Silver Star community updated on the project as it unfolds, and this is the purpose of this newsletter.

After reviewing several options, a recommended model (a Silver Star Resort Association) was developed and refined by the Task Force, and then sent to the Regional District of North Okanagan (RDNO) in February for preliminary input. The Task Force was not seeking any approvals from the RDNO through this initial review. The intent of the initial RDNO review was simply to ensure that the material to be used throughout the full public engagement process (which was intended to have happened prior to the end of the 2015-16 ski season) did not contain any flaws from the RDNO's perspective. The purpose of the meeting was clearly outlined in the briefing note provided to the RDNO.

Unfortunately, the review process with the RDNO has taken longer than expected, and therefore, the

formal public engagement process has been scheduled for this coming December/January in order to ensure that the maximum number of community members – residents, home-owners, business owners and other stakeholders – will be able to participate.

Recently, the Task Force has received significant input on the Silver Star Resort Association option – some positive and some negative – and would like to take the time to consider this input prior to meeting with the RDNO and proceeding with the planned public engagement process.

Accordingly, the Task Force has withdrawn its request to appear before the RDNO Committee of Whole on July 20, 2016.

In the short term and prior to the formal public engagement program now planned for December/January, the Task Force is planning to meet with the individuals and groups that have made their views known over the last few weeks. The Task Force members appreciate how committed Silver Star residents, homeowners and businesses are to the future of the Silver Star community, and they share that commitment.

Sign up for email notices about the public engagement opportunities as the project moves forward

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