



The Strategic Art of Approvals:  
A Master Class in Process, Politics and Negotiation  
Coast Capri Hotel, 1171 Harvey Avenue, Kelowna, BC  
V1Y 6E8, Room: Horizon North (on 2<sup>nd</sup> floor)

**DAY 1 – SCHEDULE**  
**Friday, October 17, 2014**

8:00 am	REGISTRATION AND HOT BREAKFAST
8:30 am	A Word from TELUS, a proud sponsor of the Strategic Art of Development
8:45 am	<b>MODULE 1: INTRODUCTION &amp; OVERVIEW OF THE BASICS OF REAL ESTATE DEVELOPMENT &amp; APPROVALS</b> <b><i>Mark Holland, VP - Development, New Monaco Enterprises</i></b> <ul style="list-style-type: none"><li>• Introduction to the basics of real estate development:<ul style="list-style-type: none"><li>○ Market analysis/concept and proforma development</li><li>○ Land acquisition</li><li>○ Planning</li><li>○ Approvals</li><li>○ Financing</li><li>○ Design &amp; engineering</li><li>○ Construction</li><li>○ Sales &amp; marketing</li><li>○ Post-occupancy</li></ul></li><li>• Introduction to the core elements in the approvals process<ul style="list-style-type: none"><li>○ Pre-application work</li><li>○ Applications</li><li>○ Existing policies and plans</li><li>○ Public sector players – staff &amp; politicians</li><li>○ Private sector – development teams &amp; consultants</li><li>○ Community</li><li>○ Other agencies</li></ul></li></ul>
9:45 am	<b>MODULE 1: Class Exercise</b>
10:15 am	BREAK
10:30 am	<b>MODULE 2: STAGES OF APPROVALS &amp; TOP ISSUES AT EACH</b> <b><i>Gary Pooni, President, Brook Pooni Associates</i></b> <b><i>Karen Stanton, Director Planning, City of Chilliwack</i></b> <b><i>Lisa Spitale – CAO, City of New Westminster</i></b> <b><i>Terry Kowal, Building Inspector Supervisor, City of Kelowna</i></b> <b><i>Corey Makus, Past President, MGC Construction</i></b>

- **OCP/ASP**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
  - Mini exercise
- **Rezoning**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
  - Mini exercise
- **Phased development agreements**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
  - Mini exercise

12:00 pm LUNCH

1:00 pm **MODULE 2: STAGES OF APPROVALS & TOP ISSUES AT EACH cont'd**

- **Subdivision**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
  - Mini exercise
- **Other government approvals**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
- **Development permits**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
  - Mini exercise
- **Building permits**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies
- **Occupancy permits**
  - Elements of approval/application – public and private sector views
  - Issues, common mistakes & effective strategies

3:00 pm BREAK

3:15 pm **MODULE 3: The Art of Negotiating Community Benefits – Panel Discussion**  
**Gary Pooni, President, Brook Pooni Associates**  
**Karen Stanton, Director Planning, City of Chilliwack**  
**Lisa Spitale – CAO, City of New Westminster**

4:15 pm **MODULE 3: Class Exercise**

4:45 pm Wrap up & adjournment



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## **DAY 2 – SCHEDULE**

### **Saturday, October 18, 2014**

8:00 am	HOT BREAKFAST
8:30 am	Recap of Day 1 <i>Mark Holland, VP - Development, New Monaco Enterprises</i>
9:00 am	<b>Class exercise drawing together lessons from MODULES 1,2,3</b>
10:00 am	BREAK
10:15 am	<b>MODULE 4: CONSULTATION &amp; ENGAGEMENT STRATEGIES</b> <i>Mary Lapointe, Consultant, Strategies + Real Estate Development Consulting</i> <i>Cam McAlpine, President, PR Media</i> <ul style="list-style-type: none"><li>• Political and influence mapping</li><li>• Who to engage and why</li><li>• Managing media, expectations, costs and curve balls</li><li>• Other considerations</li></ul>
12:00 pm	LUNCH
1:00 pm	<b>MODULE 5: CONSULTATION &amp; ENGAGEMENT TACTICS &amp; TECHNIQUES</b> <i>Mary Lapointe, Consultant, Strategies + Real Estate Development Consulting</i> <i>Cam McAlpine, President, PR Media</i> <ul style="list-style-type: none"><li>• Principles</li><li>• Creating your story &amp; messages</li><li>• Techniques &amp; tools<ul style="list-style-type: none"><li>○ On-line</li><li>○ Regular media</li><li>○ Social media</li><li>○ Newsletters</li><li>○ Meetings</li><li>○ Community support management</li><li>○ Others</li></ul></li></ul>

2:00 pm      BREAK

2:15 pm      **Class exercise drawing together lessons from MODULE 4 & 5**

3:45 pm      **FINAL Q & A, Summary, Evaluations & Adjournment**