

## Media Information on Avi Friedman and Attainable Housing Workshop

For a growing number of communities across Vancouver Island, the affordability and availability of housing for new business hires, young professionals and working families is becoming a pressing issue.

Housing workshops have recently been held in Tofino and Courtney and on March 8 and 9, Economic Development Cowichan and the Cowichan Valley Regional District will be hosting a dynamic speaker's event and workshop aimed at exploring housing alternatives in the Cowichan Valley.

On **Thursday, March 8 at 7:00 pm** internationally acclaimed architect **Avi Friedman** visits the Cowichan as part of the Cowichan Valley Regional District's Island Speaker Series. Avi Friedman is known throughout the planning community in Canada for designing affordable homes and neighborhoods that bring people together.

His recent book *Place in Mind: Cities for the 21<sup>st</sup> Century* is about encouraging a sense of place through innovative design. The magazine *Wallpaper* once named Avi Friedman as one of the ten people who will "most influence the way we live."

The following day, Economic Development Cowichan is bringing together community housing advocates, funding agencies, developers and local government representatives from across the region – and across Western Canada -- for a workshop called **The Missing Middle: Innovative Solutions to Cowichan's Housing Needs**. The 8:00 am to 2:00 pm workshop features panels on *Inspiring Partnerships and Collaborations*, the *Zoning and Building Code Environment*, and the *Changing Financial Landscape* for housing (and house buyers) in Cowichan. The event will officially open with an address from the BC Minister of Housing Selina Robinson.

The Avi Friedman presentation and The Missing Middle event should be on the radar of local businesses and community members, realtors, developers, local government representatives and others interested in being part of the dialogue on housing in the Cowichan Valley.

Tickets for **Avi Friedman** are complimentary and can be reserved in advance by visiting [www.avifriedman-cowichan.eventbrite.ca](http://www.avifriedman-cowichan.eventbrite.ca)

The \$25 workshop fee for **The Missing Middle** event includes a catered lunch, film screenings and a chance to visit information display booths set up by panel participants. For tickets, visit the Duncan Chamber of Commerce website at [www.duncancbc.ca/events](http://www.duncancbc.ca/events)

Both events take place at the Ramada Inn in Duncan, located at 140 Trans-Canada Highway.

For more information, please contact:

Amy Melmock, Manager  
Economic Development Cowichan  
250.746.7880  
[amelmock@cvrd.bc.ca](mailto:amelmock@cvrd.bc.ca)

## Event Schedule: Avi Friedman & Attainable Housing Workshop

Thursday, March 8

**Island Speaker Series: Avi Friedman**

7:00 pm to 9:00 pm at Ramada Inn Ballroom in Duncan

140 Trans-Canada Highway, Duncan

Complimentary tickets available on Eventbrite

[www.avifriedman-cowichan.eventbrite.ca](http://www.avifriedman-cowichan.eventbrite.ca)

Friday, March 9 **Workshop and Information Booths**

8:00 am to 2:00 pm (booth set-up between 7:00 and 8:00 am)

Ballroom (Sitca and Orca Rooms) Ramada Inn, Duncan

Tickets \$25 each including nutrition snacks and lunch

Tickets available through Duncan Cowichan Chamber of Commerce

[www.duncancc.bc.ca/events](http://www.duncancc.bc.ca/events)

### THE MISSING MIDDLE WORKSHOP OUTLINE

- 1) Networking, Arrivals, Registration** 8:00 to 8:30 am
- 2) Introduction – Welcome and Film Screening** 8:30 to 9:00 am  
Overview of what's taking place in Cowichan and where attainable housing sits on the affordable housing spectrum, followed by screening of Social Planning Cowichan's *In Search of a Home* video  
*Amy Melmock, Manager EDC, Welcome and Overview*
- 3) Official Opening: BC Minister of Housing Selina Robinson** 9:00 to 9:30 am
- 4) Inspiring Partnerships and Collaborations** 9:30 to 10:30 am  
What is happening locally and in other jurisdictions surrounding filling the need for attainable housing (the missing middle).  
  
*Moderator: Terri Dame, Cowichan Housing Association*  
*Panelists: Jennifer McCarron, Attainable Homes Corporation (Calgary), Kaeley Wiseman, M'akola Development Services (Duncan), Tiffany Duzita, Community Land Trust Foundation of BC, David Coulson Design, Urban Edge Project, (Koksilah Industrial Park)*
- 5) Break** 10:30 to 10:45 am  
Screening of Co-Housing Communities Help Prevent Social Isolation Film
- 6) The Zoning and Building Code Environment** 10:45 to 11:45 am  
Exploration of municipal, regional district and provincial regulations that bring parameters to the development of attainable housing and how developers are responding to this environment.  
*Panel Participants: Moderator: North Cowichan CAO Ted Swabey, Alan Pratten (Green Road Developments), Jake Fry, Small Works (Vancouver), Brandy Gallagher (Our Eco Village, Shawnigan)*

**7) Lunch – Networking/Trade Show Booth Visits 11:45 to 12:30 pm**

**8) The Changing Financial Landscape 12:30 to 1:30 pm**

Who is taking the lead in financing attainable housing and are there innovative financial models and partnerships we can develop in our community? In today's housing market, what should individuals entering the housing market be aware of from an investment perspective?

***Panel Participants: Moderator Rob Douglas, Lilian Chau, Vancity (Victoria), Kyle White, Cooperatives First (Saskatoon), Kirsten Bailie, BC Housing Association  
Peer-Daniel Krause, BC Not-for-Profit Housing Agency***

Screening of "I Built My Own Social Housing: The Rise of Chile's 'Half-Houses'"

**9) Closing Summary/ Next Steps/Adjournment 1:30 to 2:00 pm**