To Lou Varela, Chief Administrative Officer, Town of Qualicum Beach

Cc Mayor and Council; Luke Sales, Director of Planning and Community Development

Date September 29, 2026

Request to publish the Sustainable Economic Development Strategy

---

Dear Lou Varela,

I'm writing to ask the Town to publish its economic development strategy, "Pathways to Sustainable Development in Qualicum Beach," and the reports that support it.

Council awarded the contract for this project on March 12, 2025, for $112,470 (Resolution 25-061). A $100,000 grant from the Province's Rural Economic Diversification and Infrastructure Program paid for most of it. The October 21, 2024 staff report described two phases: a tourism and retail gap analysis, then the strategy itself.

The mid-year update in the September 9, 2026 Council agenda (p. 132) lists the project as 100% complete and says: "The report is complete and recommendations will be considered by Council in Strategic Planning 2027."

I couldn't find the strategy or the gap analysis on the project page (qualicumbeach.com/pathways) or in the Town's document library. The project page still says the strategy would be presented to Council in February 2026. Residents took part in this work through the online survey, focus groups and the pop-ups at Ravensong and the Farmers Market. As far as I can tell, they haven't been able to read what was heard or what was recommended.

I'm not asking Council to adopt or debate the recommendations before the election. I'm asking that the finished work be made public, so residents can read it before they vote.

I ask that the Town:

1. Post the final strategy, the gap analysis and any summary of the public engagement on the project page before advance voting begins on October 7, 2026.
2. Update the project page timeline to show where the project stands.
3. Say whether the strategy will be presented at a public Council meeting, and roughly when.

I'd appreciate a written reply. I plan to publish this letter and the Town's reply.

Sincerely,

Saleem Barnard
[redacted] *(home address removed for publication)*
facts@letthemeatgolf.ca