



PARKS & RECREATION COMMITTEE

Wednesday, February 24, 2016, 6:00 p.m.
Queen's Park Boardroom, Queen's Park

MINUTES

MEMBERS PRESENT:

Councillor Jaimie McEvoy	- Chair, City Council Member
Shawna Barkley	- Community Member
Brynn Bourke	- Community Member
John Davies	- Community Member
Michael Folka	- Community Member
Ted Garbutt	- Community Member
Vince Kreiser	- Community Member

MEMBERS REGRETS:

Andrew Hull	- Community Member
Michel Roy	- Community Member

GUESTS:

Casey Cook	- School Board Representative
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STAFF PRESENT:

G. Dean Gibson	- Director of Parks and Recreation
Erika Mashig	- Parks and Open Space Planner
Jay Young	- Manager, Queen's Park Arenex
Lauren Blake	- Committee Clerk

The meeting was called to order at 6:02 p.m.

Lauren Blake, Committee Clerk, administered the Oath of Office to Committee members.

1.0 ADDITIONS / DELETIONS TO THE AGENDA

There were no additions.

2.0 ADOPTION OF MINUTES

2.1 Adoption of the Minutes of January 27, 2016

MOVED and SECONDED

THAT the January 27, 2016 Parks and Recreation Committee meeting minutes be adopted.

CARRIED.

All members of the Committee present voted in favour of the motion.

3.0 PRESENTATIONS

3.1 Sapperton Park Playground Design Overview

Erika Mashig, Parks and Open Space Planner, and Jay Young, Manager of Queen's Park Arenex, summarized the agenda attachment regarding the Sapperton Park Playground overview.

- The Canadian Standard Association (CSA) provides safety guidelines regarding playground equipment, and the guidelines are not requirements;
- Most items that can be purchased from a catalogue and local distributors are CSA approved;
- Custom designed items, such as climbing logs can be designed using CSA guidelines; however, these items may not be CSA approved;
- Any non-CSA approved products are considered from a CSA standard and reviewed with the City's Risk Manager to identify any immediate safety issues;
- An activator button is utilized to address water usage in spray parks, and controls when the water is on and for a specified amount of time;
- The spray park usually operates at fifteen minute cycles, however, this was reduced to two minute cycles following the implementation of the Metro Vancouver Level Three water restrictions in the summer of 2015;
- Zip lines usually require a large amount of space; and,
- Currently, there are not many Royal Columbian Hospital (RCH) patrons or employees who utilize the park, however, this could change with the proposed RCH expansion.

Discussion ensued, and the Committee advised that Option B seems to provide the most security and best sightlines. While it was suggested that the equipment be CSA approved, it was also noted that the park could maintain a unique structure.

- It was suggested that the bridge proposed for Option A be incorporated into Option B;

- It was suggested that the central seating area proposed for Option A be incorporated into Option B;
- It was suggested that a combination of the walking paths proposed for both Option A and B be included.

4.0 UNFINISHED BUSINESS

There were no items.

5.0 REPORTS

5.1 Committee Orientation

Lauren Blake, Committee Clerk, distributed and reviewed the following documents with Committee members:

- Rules of Conduct: Advisory Committees & Bodies of Council
- Social Media Policy
- Permission Forms

Should a Committee member be unable to fulfill their duties, they are requested to notify staff as soon as possible so the position can be refilled.

Dean Gibson, Director of Parks and Recreation, spoke to the Parks and Recreation Committee Terms of Reference, noting that part of the mandate of the Committee is to provide advice and support to the Parks and Recreation Department.

5.2 2015/16 Parks & Recreation Committee Meeting Schedule

Dean Gibson, Director of Parks and Recreation, reviewed the following items:

- Schedule;
- Meeting locations; and,
- Meal arrangements.

5.3 BC Cycling Queen's Cross Cyclocross Event

Diane Perry, Manager of Community Development, summarized the report dated February 24, 2016 regarding the BC Cycling Queen's Cross Cyclocross event.

MOVED and SECONDED

THAT the Queen's Cross Cyclocross event in Queen's Park continue to be supported in principle for future years.

CARRIED.

All members of the Committee present voted in favour of the motion.

5.4 New Westminster Sports Field Sponsorship Banner Project

Dean Gibson, Director of Parks and Recreation, summarized the report dated February 24, 2016 regarding the New Westminster Sports Field Sponsorship Banner project.

In response to questions from the Committee, Mr. Gibson and Diane Perry, Manager of Community Development, provided the following information:

- The end zone of Mercer Stadium has been proposed for advertising as it would be more visible from the grandstand seating area than the sideline fencing, and may also be less susceptible to vandalism due to being elevated above the play field surface;
- There are about nine or ten minor league associations that have expressed interest in participating in the program, however, it is not anticipated that all associations would take advantage of the program due to the time commitment required to sell and produce the advertising panels;
- All advertisements require approval from the Parks and Recreation Department, and would follow the same standards as the Queen's Park Arena advertising program;
- There would be a maximum number of spaces allocated to advertising, and no additional space would be provided once the maximum is reached;
- The space would be available to all of the associations on a first come, first serve basis;
- It would be suggested that the associations work together to sell advertising;
- A two year trial period has been proposed to allow the organizations to identify the full impact of the program;
- At the December 3, 2015 meeting, the Committee approved a one year trial advertising program for Minor Baseball at the Justin Morneau field in Moody Park;
- Advertising would be allowed only for the duration of the season of the organization that sold the space;
- Deferring the approval of the program would result in a loss of revenue for minor softball and fastball, as these sports have a summer season; and,
- It is unclear what the demand for the program would be, especially as different organizations have different administrative capacities.

The Committee acknowledged the benefits that advertising revenue could provide, such as providing an opportunity for more kids to participate, and could assist with covering additional costs, such as out of town tournaments. In addition, the Committee noted the following comments:

- There should be equity amongst the associations for access to the program;

- Associations could be required to provide a financial report detailing how much revenue was earned from advertising, and where that revenue was directed (i.e. out of town tournaments, registration fees, etc.);
- A financial report could assist the Committee in determining the success of the program, and measure the benefits against the impact on the City's parks;
- Associations would likely not continue with the program if they were not receiving adequate revenue;
- There could be ethical policy guidelines to accompany the program;
- It was suggested that the advertising program could follow the same guidelines that are used for the City's large electronic billboards;
- Advertising could add additional colour to parks, and could be more attractive than bare chain link fencing;
- Content could be restricted to not allow the advertising of alcohol or specific products, as well as not allow information regarding product pricing; and,
- There could be guidelines regarding what is allowable on the advertisements.

MOVED and SECONDED

THAT the Sports Field Sponsorship Banner Project be supported for a two year trial period; and,

THAT staff report back to the Committee regarding the following items:

- *The development of an ethical policy;*
- *Participants of the program be required to provide a financial report regarding revenue received from the program, including where the advertising funds were allocated;*
- *Participants be allowed to set their own prices for advertising space;*
- *Equitable access be provided to all minor league associations; and,*
- *Restrictions be placed regarding the advertising of specific products and pricing information.*

CARRIED.

Brynn Bourke voted in opposition to the motion.

5.5 New Westminster Secondary School Hockey Academy

Dean Gibson, Director of Parks and Recreation, provided the following report regarding New Westminster Secondary School Hockey Academy:

- New Westminster Secondary School has expressed an interest in developing a hockey academy to augment their education programs;
- Students who participate in the program would attend classes for a portion of the day, and then study or train in hockey;

- The program would be an additional service of the school, and students would pay additional fees to participate;
- The academy would be operated by a private entity, with supervision from the school;
- Use of local arenas would occur during school hours when there is less demand for the rink;
- The City would be able to accommodate the ice requirements at Queen's Park Arena, however Moody Park Arena would likely be unavailable due to current public programs;
- The School Board did not indicate that travel to Queen's Park Arena would be an issue;
- The academy would be open to all high school students; and,
- It is anticipated that the program would move forward, provided there is adequate registration.

Casey Cook, School Board representative, reported that the program was approved by the School Board on February 23, 2016. Mr. Cook noted that the program is intended as an additional avenue for academic success, and the program was reviewed from an educational perspective. Mr. Cook advised that the School Board is also considering developing programs for soccer, lacrosse and fine arts.

6.0 CORRESPONDENCE

6.1 British Columbia Recreation & Parks Association Membership Opportunity

Dean Gibson, Director of Parks and Recreation, advised that a British Columbia Recreation and Parks Association Membership is available to Committee members at no charge, through the City's membership.

MOVED and SECONDED

THAT John Davies be selected as Vice-Chair for the 2016 term.

CARRIED.

All members of the Committee present voted in favour of the motion.

7.0 NEW BUSINESS

There were no items.

8.0 NEXT MEETING

Wednesday, April 27, 2016, 6:00 pm. Location tba.

9.0 ADJOURNMENT

ON MOTION, the meeting was concluded at 8:13 p.m.

Certified Correct,

Councillor Jaimie McEvoy
Chair

Lauren Blake
Committee Clerk