



**Minutes of the West Shore Parks and Recreation Society
Board of Directors Meeting
held Thursday, September 11, 2008 in the Fieldhouse**

PRESENT: Directors Mark Cardinal (Chair), Geri Anderson (Vice-Chair), Arnie Hamilton, Jody Twa, Ute Schnarr, Dave Saunders, Denise Blackwell, Garry Manhas, Kyara Kahakauwila, Lanny Seaton, Winnie Sifert, Les Bjola, Michael Ross

ABSENT: Ron Aubrey (Secretary/Treasurer), Terry Young

STAFF PRESENT:

Janet Barclay, Manager, Community Recreation and Development
Wade Davies, Manager of Operations
Cameron Reid, Manager of Finance & Administration
Lore Cumberbatch, Administrative Secretary
Corey Burtini, Administrative Coordinator

CALL TO ORDER

1. The meeting was called to order at 7.00 pm.

APPROVAL OF AGENDA

2. MOVED/SECONDED by Directors Saunders and Kakahauwila that the agenda approved as circulated.
CARRIED.

MOVED/SECONDED by Directors Blackwell and Sifert that the supplementary agenda be approved as circulated.
CARRIED.

APPROVAL OF MINUTES

3. MOVED/SECONDED by Directors Anderson and Sifert that the minutes of the regular meeting held August 7, 2008 be adopted with once (1) change as follows:

Item 3: Director Bjola was not in attendance. MOVED/SECONDED by Directors Blackwell and Twa that the minutes of the regular meeting held June 12, 2008 be adopted as circulated.
CARRIED.

CHAIR'S REMARKS

4. None.

PUBLIC PARTICIPATION

5. Chris Anstey – (798 Galbraith Crescent, Saanichton) – Acting President, Greater Victoria Velodrome Association We have attempted to comply with the regulations to get access to the velodrome again and are disappointed there are a number of additional conditions. The first item is that we had to provide a letter signed by the GVVA insurance that they understand the conditions. The 2nd item, Metchosin and GVVA have talked about additional sites for the stadium/field. My position that an all weather field would greatly increase play time, save money and save the velodrome.

David Mercer – (1309 Pembroke Street, Victoria) – Member of GVVA and the Vancouver Island Coordinator, BC Seniors Masters Cycling Association. The track is very easy to ride on as a beginner and that is unusual for a facility and definitely worth preserving. My second point is that I agreed that the velodrome is underused and that is partly because the cycling association has not been organized and people have been hesitant to book the facility in case of rain.

Peg Labiuk – (3241 Albion Road, Saanich) – I am a cyclist and don't feel that I can say anything to change the WSPRS Board's mind. I would like to see the Board convince me to see why the Velodrome should be removed. Why does existing parking beside the velodrome disappear in the new plans? I asked to get more information and I only received a 4 page document with architectural drawings. I wasn't allowed to get In Camera minutes; financial information and which lawyer that would be working with WSPRS to make this decision. I spoke to a Board member who criticized the cycling club for not having a business plan but what about WSPRS having a business plan?

Kelly Guest – (270 Old Mossey Road, Highlands) – I coach kids. The velodrome is unique in Victoria and is an area of high performance sports. The velodrome is the best, safest area to teach kids to ride a bike. There are very few things that pull people together – a sport does just that. The velodrome needs to be saved in order for the kids to come and learn to ride.

Lister Fairrar – (1058 Davie Street, Victoria) – I am a teacher that runs a program through Margaret Jenkins School (Bike Club). Every year we have about 50+ kids and the main draw is the BMX Track above the velodrome. If the BMX Track and Velodrome are removed we would not be able to run most of our events. There are users outside of the organized athletes that want to use the velodrome and the track. At present, we have 75+ kids and other schools that want to get involved to book the BMX and Velodrome for the kids.

Travis Chater (5171 Colson Terrace, Saanich) – I am a local triathlon coach and we started a program in the velodrome every Sunday for 2 ½ months and had about 45 kids. We now run 4-5 days a week and there is no better place for kids to learn to ride than in the velodrome. It is fantastic to see that kids get excited about sport. We need a place to ride where there isn't any traffic that is safe and functional.

REPORT FROM THE FINANCE COMMITTEE

6. e) Banking Review – Intention and Scheduling

This item was missed at the August 2007 Board of Directors meeting. The Manager of Finance asked the Finance committee if they would support a banking review by tendering our business in an Expression of Interest with the goal being to have a shortlist of banking institutions to review for the upcoming October 2008 Finance Meeting.

The proposed schedule of the review would be as follows:

- EOI document developed by the Manager of Finance
- EOI document e-mailed to Finance Committee members for feedback

- EOI document sent to financial institutions by August 31st with an October 1st deadline
- Review submitted documents at October 24th - Finance Committee meeting
- New Society bank January 2009

MOVED/SECONDED by Directors Kahakauwila and Sifert that the staff proceeds with the Banking Review along with the Expression of Interest of Banking Fees approved.

CARRIED.

NEW BUSINESS

7. a) Reduced Registration Costs for Registered Adult Programs as a Staff Benefit

The Administrator presented a report on behalf of the Manager, Human Resources dated June 30, 2008 in which she noted that employees have requested a possible benefit allowing them to reenroll in registered adult general interest courses for 50% of the listed price. This benefit would be open to employees providing the course has adequate participants to run and isn't full. The day prior to the course commencing, (providing course minimums were met and additional spots available), an employee could enroll at a reduced cost. Some courses would be exempt from the program and no full paying patron would be denied a spot due to a staff person occupying it at the reduced rate.

The program would be terminated, if the issues outweigh the benefits. After discussion, it was

MOVED/SECONDED BY Directors Anderson and Blackwell that this benefit be implemented on a trial basis for the fall 2008 season.

CARRIED.

b) Ticketing System Report

The Manager, Community Recreation and Development introduced the Administrative Coordinator who presented a report dated June 18, 2008 where she put forth a request that a ticketing system be purchased to allow WSPRS to provide box office services and sell tickets for all sporting and entertainment events that we host on and offsite.

She noted that WSPR manages the Bear Mountain Arena and a number of other rental venues and our administration is capable of providing box office services once we purchase the appropriate software system. The entry level system would be approximately \$30,000 - \$40,000 and should pay for itself within two (2) years.

Since the opening of Bear Mountain Arena we have lost potential revenue by outsourcing our ticket sales and selling advertising/sponsorships on the actual ticket itself. In 2005, the Victoria Shamrocks paid the Victoria Grizzlies approximately \$23,000 for this service. Other Clients/Renters such as concerts and the Curling Classic have also used the ticketing service of the Victoria Grizzlies.

It was noted that the Shamrocks major concern with ticket sales is customer service as the box office at the Bear Mountain Arena is open sporadic hours. After discussion, it was

MOVED/SECONDED by Directors Blackwell and Hamilton that staff research the costing to print tickets, and forward that information to the Finance Committee for review. The Finance Committee to report back to the Board at the November Board meeting with their findings.

CARRIED.

c) Arena Box Seats at Bear Mountain

The Manager, Community Recreation & Development presented a report on behalf of the Facility Coordinator dated August 11, 2008 where she noted that the two (2) year agreement that the Society has with the Lower Box owners will be up for renewal on December 31, 2008. At that time, WSPR would like to:

1. Increase the yearly Arena Box license fee to \$8,500 per year from \$8,000/year and offer another two (2) year agreement.
2. Contract language around event tickets be clarified in order to streamline the facility operations. "The contract language in question is **4. Purpose**. Language that would be preferable would read as follows. "Despite the Licensee's rights under this agreement, except with respect to junior hockey and senior lacrosse games, including playoffs, the Licensee **has the first right of refusal to purchase event tickets**, as applicable, **for these events for each of the ten seats** in the Arena Box at the event. **If within 30 days of the event the tickets have not been purchased, the Box becomes the property of the Facility for use during the event.**"

After discussion, it was

MOVED/SECONDED by Directors Schnarr and Sifert that this item be tabled until a meeting/discussion is had with box owners pertaining to the language in Box Agreement.
CARRIED.

d) Pilot Project: Physiotherapy Office

The Manager, Community Recreation and Development presented a report on behalf of the Fitness and Wellness Coordinator dated August 21, 2008 noting that due to three WSPRS moving to work out of Centennial Centre, and have provide and opportunity to generate monthly revenue and to rent office space and provide a service to the community that will compliment WSPR. The plan is to provide office space to a physiotherapist for the purchase of the delivery of physiotherapy services as a one year pilot term in exchange for a monthly rental fee.

The rental will generate approximately \$14.00 per sq. foot off office space of \$1300 per month.

After discussion, it was

MOVED/SECONDED by Directors Saunders and Kahakauwila that the pilot project be approved in principle but the project should be sent out to tender at some point.
CARRIED.

e) Grade 7 Free Access Pilot Project

The Manager, Community Recreation and Development presented a report dated August 29, 2008 in which she reported that regionally the recreation departments of Greater Victoria have been researching programs that would increase the activity levels of youth as one strategy to battle the trend of an increase of obese children in Canada. Some recreation departments throughout the country have offered programs allowing one school grade free access to drop-in programs at recreation centre's in a bid to reduce barriers and build patterns of activity. The Greater Victoria Regional Active Communities Committee has been successful in obtaining an Active Communities Grant to pilot a grade 7 access program with one school in each municipality for fall 2008.

John Stubbs School will be the pilot school in the West Shore this fall. It was chosen due to the strong partnership we enjoy with them on other Active Communities initiatives and the close walking distance to the recreation centre.

The decision to focus on Grade 7's came from focus groups of principals and teachers. It was felt that children Grade 6 and under were still attending the recreation centre with parents or with parental influence. As they get older, they are more independent and want to be with their peers. By high school, it is hard to change behaviour. Hence, it was felt that Grade 7 was the ideal group for the program.

The Grade 7 Free Access Pilot Program will include:

- Enhanced program opportunities for this age group;
- Target marketing to raise the awareness of the benefits of physical activity and profiling opportunities available in the community for this age group;
- Measurement and evaluation by completing before and after surveys with students as well as tracking usage during year long access program and follow up after access program ends.

The Manager of Community Recreation and Development will report back to the Board after the project is complete.

MOVED/SECONDED by Directors Bjola and Kahakauwila that the report be received for information.

f) Regional Annual Pass Project – Pilot Project

The Manager, Community Recreation and Development presented a report dated August 28, 2008 in which she noted that the Inter-Municipal Recreation Managers Committee is seeking to introduce a regional annual pass that will entitle the purchaser to access any recreation facility drop-in activities regardless of the municipality where they purchased the pass.

A regional pass option for the citizens of Greater Victoria would seem to be a natural extension of the coordinated regional Active Communities effort to increase physical fitness opportunities. Cross promoting recreation facilities would be an effective method of increasing participation and revenue at a time when we are experiencing increased demand in program areas.

Participating Organizations: It is anticipated that all the municipal recreation departments will participate in offering this pass. These include:

1. City of Victoria
2. Saanich Parks and Recreation
3. Oak Bay Recreation
4. Esquimalt Parks and Recreation
5. West Shore Parks and Recreation
6. Panorama Recreation
7. Seaparc Leisure Complex

Fee: The pass will be priced higher than any of the current municipal annual and would require full fee payment immediately upon purchase. The proposed fee is \$420.10. An annual pass for just the Juan de Fuca Recreation Centre is currently \$367.00.

Timeline: The pass will be offered as a pilot project. This will allow an evaluation on its success, limitations or problems that may occur. The process will take up to two years as passes sold at the end of the first year would be valid until the end of the second year.

Tracking Revenue and Participation: The regional passes will be sold through the CLASS system in the same way facility passes currently are. This will ensure that comparisons and reporting remain consistent.

All revenues from pass sales will remain with the municipality that sold the pass. A CLASS report will show exactly how many passes and revenue was sold by each municipality. Participation of 'outside' users will be recorded in CLASS similar to other regional pass initiatives. By knowing the number of 'out of area' visits each of the recreation departments serve a comparison can be drawn to the success of the program in each municipality

Security: Current annual access passes will be recognized as a regional pass by use of a dated hologram security sticker. Hologram stickers are sophisticated deterrents of forgery and would not require a common computer database of clients.

Marketing: The fee of \$420.10 (four twenty ten) will help market the pass as a play on words that purchasers should become "Fit For 2010".

Although we would like to implement a comprehensive marketing campaign, we do have the capacity to promote the passes without additional funding. However, it is likely that Act Now grant funding will be successful and provide enough funding to cover the direct costs including a comprehensive advertising campaign.

MOVED/SECONDED by Directors Bjola and Wifert that the board endorse the development and sales of a Regional Annual Pass as a pilot project.

g) Food & Beverage – Healthy Foods Report

The Manager, Community Recreation and Development presented a report on behalf of the Food & Beverage Coordinator dated August 29, 2008 in which she reported that staff have been working with a Dietician/Consultant to revamp the concession menu at the Juan de Fuca Recreation Centre and increase healthy vending food choices in the recreation facilities. West Shore Parks and Recreation continues to work towards being a leader in healthy choices.

Staff are working with the Dieticians and Nutritionists at Springwell Nutrition Group Inc. to develop a healthy food choices for our food services department. Springwell has provided us with nutritional guidelines for our menu development, guidelines for suppliers as well as recipe ideas. (see attached). Brent McKinnon is taking these guidelines to find suppliers (e.g. Royal Bay Bakery) in order to find an outsource supplier for muffins and soups. In addition we are also having our recipes reviewed by Springwell in order to come up with a healthy, rotating menu that will be easy for staff to prepare and financially sustainable.

We currently have a contract with Ryan Vending and Brent McKinnon is working with them to increase healthy options. He will be monitoring sales over the next year to see what sells. He is also considering having West Shore staff order and stock the machines once the Ryan contact expires.

CEI Interiors is working with staff to give a facelift to the concession to enhance in it's new launch. Staff and patrons have given suggestions which include removing the pro-shop to add more seating and having a separate sitting area for those who just want a place to sit and to bring their own lunch.

Dates for new menu and concession launch will be November 30, 2008.

MOVED/SECONDED by Directors Kahakauwila and Bjola that the board receives the report for information.

h) District of Metchosin – Proposal for CFL Size Artificial Turf Field

The Administrator presented a report dated August 4, 2008 stating that the District of Metchosin and the GVVA have presented a proposal to member municipalities for an alternate location for a stadium field and a business plan for replacement of the existing artificial turf field.

After discussion, it was

MOVED/SECONDED by Directors Sifert and Blackwell that the Proposal from the GVVA and Metchosin be forwarded to the Field Users Committee for consideration and recommendations be brought back to the Board in October.

i) Video Display Advertising

The Manager, Finance presented a report dated September 11, 2008 in noting that our new video display sign facing the Island Highway went live on July 22, 2008 at a total capital cost of \$214,769 - \$18,645 less than what was budgeted. We have partnered with Immediate Images for the sale of advertising space on the sign and have agreed to a 30% - 70% split in favour of WSPR. Total potential revenue, assuming sold out advertising rotations at 50% advertising and 50% WSPR use, is \$75,600 per year. Our original proposal we estimated that the capital costs would be covered by advertising within 3 years.

To date, we have sold-out our available advertising spaces and have a three company waiting list. Our share of signed advertising agreements is \$35,000. The capital costs of the sign was funded through a combination of reserve funds and current operating funds. Funds generated by advertising will be returned to our reserve account until the amount is repaid

MOVED/SECONDED by Directors Kahakauwila and Saunders that the report be received for information.

Director Scharr noted that the Greater Victoria Public Library – Juan de Fuca branch should have advertising, hour of operation and entrance noted on our sign.

OLD BUSINESS

8. a) West Shore Parks and Recreation Upgrade - Referendum Update

The Administrator noted that the Referendum has been given a less than positive response at this time and that perhaps going to referendum in November isn't the best time but still believes that it is best to continue to pull the packages together and possibly explore other options to move forward in a positive light. Most responses on the referendum have been positive.

Director Twa noted that the Board should be unanimous in their decision before going forward to the community and it is probably best to have the referendum after the election.

MOVED/SECONDED by Directors Kahakauwila and Sifert that the verbal report be received for information.

CARRIED.

b) BMX Update

The Administrator noted that she had a meeting with the BMX groups and reiterated that a decision was made a while ago as to what was going to happen with the site. BMX has brought forward what they need to make the UCI track work. Staff will continue to have discussions to work out issues. Kevin Banner from BMX Association noted that if transition is to happen, the changes need to be in place prior to the start of the next BMX season. The Administrator noted that WSPR understand the urgency and will continue to work with the BMX groups to complete the work and report back to the Board with updates.

MOVED/SECONDED by Directors Twa and Blackwell that the report be received for information.

c) Belmont High School Academy Update

The Manager, Community Recreation and Development presented a report dated September 2, 2008 noting that School District 62 has asked for a reduced subsidy for the Belmont Hockey Academy in order to attract students to the program. Based on our Minor Hockey rates, the projected fees for this year's 13-week academy program would be \$6890. The request to reduce the rate to \$3,300 would leave the Society with a \$3590 short fall on revenues. Staff from both organizations have been asked to work towards a solution.

School District 62 has asked for a reduced subsidy for the Belmont Hockey Academy in order to attract students to the program. Based on our Minor Hockey rates, the projected fees for this year's 13-week academy program would be \$6890. The request to reduce the rate to \$3,300 would leave the Society with a \$3590 short fall on revenues. Staff from both organizations have been asked to work towards a solution.

Currently, we the joint use agreement with the Sooke School District allows us many free and reduced hours of school use for our programs. In exchange, the school district is granted free pool hours and skate rentals to an equivalent dollar value. In the spirit of this agreement, we proposed an increase in new school usage, particularly on Pro-D days and school holidays in exchange for the reduced rate. The value of these school use rentals would need to be \$3590. At the \$15/hour rate West Shore pays for middle/high school gyms the trade would be for 220 hours of free time.

MOVED/SECONDED by Directors Bjola and Sifert that the board approve the increase of school access in exchange for the reduced hockey school rate for one (1) school year only.

d) Pottery Room Relocation Update

The Manager of Operations presented a verbal report that he had met with management of the Grizzlies on the possible relocation of the Pottery Room. At present, there is no available onsite space that would accommodate the Pottery Room relocation, when the discussion of building a new space was brought up the Grizzlies Management noted that they were not interested in paying to rebuild a space and the relocation idea has now been dropped.

MOVED/SECONDED by Directors Saunders and Blackwell that the report be received for information.

CARRIED.

e) Storage Fee Schedule Update

The Manager of Operations noted that he met with the users groups involved regarding this issue, came to an agreement and all groups were very cooperative.

He noted that a storage clause has been added to the bookings/rental contracts.

MOVED/SECONDED by Directors Hamilton and Blackwell that the report be received for information.

CARRIED,

FOR INFORMATION

9. a) Human Resources – Staffing Report

The Manager, Human Resources presented the staffing report dated September 3, 2008 for the period of July 2, 2008 – September 3, 2008.

MOVED/SECONDED by Directors Twa and Manhas that the Human Resources Staffing Report be received for information.

CARRIED.

b) Administrator’s Report

The Administrator presented the staffing report dated August 29, 2008 and noted that there was plenty of action to keep things heated up at West Shore Parks and Recreation! Summer programs were almost completely booked, with hundreds of children and youth participating in a myriad of experiences on and off site. The high quality of our summer staff team made for an excellent program, and we were able to add additional camps to accommodate wait lists.

- Tampa Bay Lightning prospects camp warmed up the JdF Arena and led to much anticipation for the beginning of hockey season.
- The Shamrocks and Junior Shamrocks kept the Bear rocking through the season. The opportunity to watch “ice in” at the Bear has certainly led to my new appreciation for the incredible amount of pride our hardworking maintenance staff put into their work.
- Some long awaited projects were completed over the summer, including the establishment and outfitting of an office space for Minor Hockey, and the relocation of Community Recreation staff to Centennial Centre.
- Successfully negotiated a “win-win” solution to Belmont Hockey Academy request for reduced fees by developing a reciprocal arrangement for specific program space at Belmont.
- A comprehensive plan for the redevelopment of the JdF concession into “Juan de Fuca Fresh”, our new food services theme. With the assistance of a nutritionist and an architect and interior designer hired with grant money from the Healthy Foods Initiative, we will soon have a brand new concession space and fresh menu.
- Good discussion characterized a meeting with the municipal Finance Directors in August. This important connection enabled us to express our future capital funding goals and solicit support from the municipalities for some upcoming changes that will need explanation at the Council budgeting tables.
- The new budget presentation format is mostly complete and will be implemented completely in 2009.
- Meetings over the summer with School district 62 helped move the Royal Bay concept along, with initial discussion of capital costing.
- West Shore was represented at Colwood’s Integrated Resource Management Project and will be continuing as a participant in future planning.

- Administration and Community Development met with Langford Bylaw enforcement officers to discuss issues of inappropriate activity at the skate park. A plan has been developed to hold a forum in the early fall to include Langford Bylaw, WSPR staff, skate shop owners, skateboarders, School District staff and other interested participants to develop strategies for the park.
- We have just completed an RFP process to select an architect for the Senior Centre expansion project. The successful architect will work in consultation with the seniors and West Shore staff to develop a two phased project.
- The time consuming work over the past few months was certainly the preparation for the Referendum in November. As the Board has decided to withdraw its request to proceed to referendum in November, we are now gearing up for the completion of a Strategic Plan process, to include a Major Capital component, which will enable us to make good decisions about proceeding with requests for funding.
- Ongoing issues with the Velodrome facility and the ensuing publicity have been extremely time consuming for Administration and staff. My thanks to all staff for their cheerful good humour in dealing with concerns from the public.

MOVED/SECONDED by Directors Blackwell and Anderson that the Administrator's Report be received for information.

CARRIED.

c) Greater Victoria Velodrome Association Position Paper and Endorsements

The Greater Victoria Velodrome Association presented a position paper and endorsements.

MOVED/SECONDED by Directors Sifert and Bjola to refer the GVVA position paper and endorsements to the Stadium Committee.

CARRIED.

IN CAMERA

10. MOVED/SECONDED by Directors Hamilton and Manhas that at 8:10 p.m. the Board enter into an In Camera Session.
CARRIED.

The Board rose from its In Camera session at 9:10 p.m. and rose with reporting as follows:

Item 4b) – Point 3 – Greater Victoria Velodrome Association (GVVA) – Velodrome Access

MOVED/SECONDED by Directors Bjola and Saunders that the Insurance Report be made available to the member municipalities and public.

CARRIED.

ADJOURNMENT

11. The meeting adjourned at 9:10 p.m.