



# BOARD OF DIRECTORS

## Minutes of the West Shore Parks and Recreation Society Board of Directors Meeting Thursday, May 12, 2016 in the Fieldhouse

---

**PRESENT:** Directors Rob Martin (Chair), Leslie Anderson, Les Bjola, Lilja Chong, Arnie Hamilton, Al Hood, Moralea Milne, Matt Sahlstrom, Jennifer Jakobsen, Lanny Seaton, Winnie Sifert, and Terry Young

**ABSENT:** Directors Ed Watson, Darren Wright, and Ron Mattson

**STAFF PRESENT:**

Linda Barnes, Administrator  
Sandy Clarke, Manager of Recreation  
Wade Davies, Manager of Operations  
Sue Dickson, Manager of Finance  
Brian Merryweather, Manager of Human Resources  
Lisa Lehive, Recorder  
Matt Curtis, Maintenance Leadhand  
Rob Wilson, Fitness Coordinator  
Kathryn Mullis, Communications Programmer

**PUBLIC PRESENT:**

Mayor Carol Hamilton, City of Colwood

**CALL TO ORDER**

1. The Chair called the meeting to order at 7:05PM.

**APPROVAL OF AGENDA**

2. **MOVED/SECONDED** BY DIRECTORS SAHLSTROM AND YOUNG THAT THE AGENDA BE APPROVED.  
**CARRIED**

**APPROVAL OF MINUTES**

3. **MOVED/SECONDED** BY DIRECTORS SIFERT AND HOOD THAT THE MINUTES OF THE REGULAR MEETING HELD APRIL 14, 2016 BE ADOPTED.  
**CARRIED**

**PUBLIC PARTICIPATION**

4. N/A

### CHAIRS REMARKS

5. a) The Chair gave the following remarks
- The Chair introduced Lisa Lehive as the new Administrative Assistant who will be contacting all Board Members on a regular basis.
- b) Linda noted that Lisa Lehive, Administrative Assistant will only be working 2 days per week and she requests patience as Lisa catches up on some items.

### STANDING COMMITTEES

6. **a) Finance – Quarterly Report**

Sue Dickson, Manager of Finance gave the following update

- In the first quarter we had a surplus of \$135,000. Our revenue is a little higher than target, and we are on target to meet budget.

Director Bjola (Finance Chair) gave the following remarks with regards to the 2017 Budget

- We are tasked with trying to figure out how to move forward with the owners group. We need to figure out different ways we can share the financial load, specifically with regards to the request from the City of Langford.
- No approval of 2017 budget unless there is substantial moves towards improving the governance model.
- The Executive to reach out to the City of Langford to see what kinds of ideas they have for change.

Director Bjola motioned that the discussion of the City of Langford's Letter be taken out of the Finance Committee's agenda and be addressed by the Executive committee.

***MOVED/SECONDED BY DIRECTORS BJOLA AND SIFERT THAT THE DISCUSSION BE REMOVED FROM THE FINANCE COMMITTEE AND ADDRESSED BY THE EXECUTIVE COMMITTEE.***

***CARRIED***

The Chair noted

- This is not a board issue; it is an owner's issue. The Chair commented that this is a policy board; the owners need to focus on that specific contract.

**b) Strategic Planning – Report and SWOT Analysis**

- The Administrator noted that organizationally WSPRS is at a crossroads. It is difficult to plan 5-10 years in the future; a 3 year plan is more feasible. Concentrate on internal issues that will produce better results for community members.
- The Administrator introduced 3 staff members to give a presentation on Strategic Planning (Rob Wilson, Fitness Coordinator; Matt Curtis, Maintenance Leadhand; Kathryn Mullis, Communications Programmer)

**Strategic Planning Presentation** (by WSPR Staff – Rob Wilson, Matt Curtis and Kathryn Mullis):

- Rob Wilson explained
  - o That 4 groups were selected to do the SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis. Staff were chosen from each department and no supervisors were included to ensure staff were comfortable being honest during the exercise. This exercise was also done with two others groups, including managers and supervisors.
  - o Goal – facilitate discussion internally

- General Observation – all positive intent from staff; the staff all seemed to want to make WSPR better
- Matt Curtis noted
  - General Observations – some common observations from past exercises include a focus on resource training, professional development, the fact that there is not enough time to do jobs, growth of society not in line with staff growth, ownership agreement, developing community relationships, and concerns around managing demands during peak hours.
- Rob Wilson, Matt Curtis and Kathryn Mullis went through the SWOT Analysis Exercise with the Board Members.
- Kathryn Mullis explained the next steps
  - Include all staff in discussions and inform staff of strategic plan.
  - Staff and Board Committees will meet to collect information and draft a plan.
  - A survey was created (using Survey Monkey) and is to be sent out to all staff.
  - Draft of Strategic Plan to be completed by September.
- Please email Linda or Lisa with anymore ideas or observations to add to the exercise.

**c) Policy**

- No Update

**OLD BUSINESS**

7. N/A

**NEW BUSINESS**

8. **a) Conflict of Interest Resolved (Times Colonist Article)**

- The Administrator summarized the article and noted that WSPR Board Members are allowed to discuss the budget and other items with their councils as per the Times Colonist Article.
- Mayor Carol Hamilton, City of Colwood noted
  - It is the opinion of the City of Colwood’s legal entity that they haven’t gone far enough. This will be taken up with a representative from the province and further information provided to the Board Members when available.

**FOR INFORMATION**

9. **a) Human Resources Report**

- Brian Merryweather, Manager of Human Resources
  - WSPR has been approved for 14 Summer Grants (this amounts to over \$50,000 in staff wages)

**b) Administrator’s Report**

- The Administrator encouraged all Board Members to look at the Activity Guide (distributed at the Board Meeting). The Activity Guide is a wonderful showcase of all WSPR programs, community partnerships. Thank you to Kathryn Mullis, Communications Programmer, for producing the Activity Guide in house.
- The Administrator reminded Board Members of the AGM on June 9, 2016 at 7:00PM; there will be a Board Meeting to follow. Municipalities have received notice, and are asked to RSVP to the Administrative Assistant with the name of the representative and any agenda items.

**c) CTV Ad and Q Commercials**

- CTV Ad
  - o CTV ad was played for the Board Members' information.
  - o Sandy Clarke, Manager of Recreation noted
    - That the CTV ad is 15 seconds long and will be played for 32 weeks, 5 nights a week during the 5:00PM news.
    - The ad will be updated 5 times per year to keep it current.
    - CTV is using space on the LED Frontage Sign at WSPR, which is valued at approximately \$15,000 in exchange we are receiving ads through CTV which are valued at approximately \$25,000.
  
- Q Commercials
  - o Two Q Commercials were played for the Board Members' information.
  - o Sandy Clarke, Manager of Recreation noted that these commercials are changed every two weeks.

**d) Variety Club Sunshine Coach Application**

- The Administrator shared with the Board Members that an application has been submitted to the Variety Club for a new accessible bus. WSPR has the most programs with children with disabilities in the region.

**IN CAMERA**

10. N/A

**ADJOURNMENT**

11. ***MOVED/SECONDED BY DIRECTORS MILNE AND HAMILTON  
THAT THE MEETING BE ADJOURNED AT 8:21PM.  
CARRIED***