



**Adopted - January 10, 2008**

**Minutes of a Meeting of the  
West Shore Parks & Recreation Society**

***BOARD OF DIRECTORS***  
held December 13, 2007  
in the Fieldhouse

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**PRESENT:** Directors Mark Cardinal (Chair), Dave Saunders (Vice-Chair), Les Bjola, Arnie Hamilton, Kyara Kahakauwila, Michael Ross, Geri Anderson, Ron Aubrey, Denise Blackwell, Jody Twa, Winnie Sifert, Lanny Seaton, Terry Young

**ABSENT:** Garry Manhas, Ute Schnarr

**STAFF PRESENT:**

Mark Johnston, Administrator  
Debbie Hansen, Manager of Human Resources  
Janet Barclay, Manager of Community Recreation & Development  
Wade Davies, Manager of Operations  
Mary Turner, Manager of Finance & Administration  
Lore Cumberbatch, Administrative Secretary

**CALL TO ORDER**

1. The meeting to order at 6:00 pm.

**APPROVAL OF AGENDA**

2. **MOVED/SECONDED** by Directors Sifert and Aubrey that the Agenda be approved with the following changes:
  - replace item 7a) Signage of Read-a-graph report (pages 12-13) with new report submitted at the meeting from the Manager, Operations
  - moving Item 6a) JdF Lawnbowling Presentation to the end of the meeting as there was no one in attendance to present the report and;
  - addition of two reports from the Manager, Finance; 1.) the budget options for future years and 2.) WSPRS Five Year Financial Plan**CARRIED.**

**APPROVAL OF MINUTES**

3. **MOVED/SECONDED** by Directors Bjola and Schnarr that the minutes of the regular meeting held October 11, 2007 be adopted as circulated.  
**CARRIED.**

## CHAIR'S REMARKS

4. N/A

## PUBLIC PARTICIPATION

5. N/A

## OLD BUSINESS

### 6. a) Signage – Redesign of Read-a-graph

The Manager, Operations presented a report dated November 13, 2007 proposing the following two (2) options:

**Option A:** To replace the existing sign with a monochrome digital display that will do very basic graphics and text (similar to the sign at Colwood Fire Hall) 34mm pitch, 3'3" x 16'6". No advertising. Cost \$65,000.

**Option B:** To replaced the existing sign with a 16mm pitch (virtual 8mm, same as Save-on-Foods Arena) 7'7" x 13'6". Allows advertising with a net profit of \$65,000 - \$106,000 annually depending on the number of ads. Cost \$215,000.

After discussion the Board agreed on the following:

MOVED/SECONDED by Directors Saunders and Twa that the Board approve Option B and make application to the City of Colwood for a sign permit and further that the existing Advertising Policy be reviewed.  
CARRIED.

### b) Greater Victoria BMX & West Shore BMX Association

After discussion the WSPRS Board agreed that the centre is open to all patrons and the Greater Victoria BMX and West Shore BMX Association be advised of this policy.

MOVED/SECONDED by Directors Blackwell and Sifert that the report be received for information and a letter be sent to both associations' advising of this policy.

### c) Invitation to Host 2009/2010 Seniors Games Update

The Board recommended at the September Board Meeting that an invitation to host the 2009/2010 Senior Games be referred to the Inter-

municipal Recreation Directors Committee to assess the regional desire and capabilities to host the 2009/2010 Senior Games. The Directors met on this issue and decided not to make a joint application this year as the City of Victoria needs to be a key player and did not have a Recreation Director in place.

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

**d) 2008 Draft Budget**

The Manager of Financial Services circulated a revision in the 2008 Budget with a requisition increase of 4% (\$152,160); and included a report recommended by senior staff of possible additional revenue options or reducing costs for future years. The list of options are ranked 1 to 3 in the report. After discussion,

MOVED/SECONDED by Directors Blackwell and Saunders that the 2008 Budget Option 1 be approved with the following additional changes

1. Seniors - yearly rate increased by \$15 per person/per year
2. Lawn Bowls - remove
3. Curling Lounge – that the operating shortfall of approximately \$4000 be discussed with WSPRS staff and the Curling Club to come up with options for the upcoming year.

CARRIED.

## NEW BUSINESS

**7. a) Juan de Fuca Lawnbowling Club Presentation**

MOVED/SECONDED by Directors Bjola and Twa that in the absent of anyone to present the Lawnbowling Presentation this item is to be deferred to the January Board meeting.

CARRIED.

**b) Creation of New Child Care Spaces at CPRC**

The Manager, Community Recreation and Development presented a report dated December 3, 2007 indicating that a grant application has been made for \$500,000 in capital funding through the Ministry of Children and Family Development with the Child Care Capital Funding Program to replace the CPRC with a new building. As a not for profit agency who operates out of a government owned building we are eligible for 90% funding up to \$500,000.

In addition, it is anticipated that WSPRS would be eligible for other future grants. Child Care Grants received in the last four years are:

- \$40,000 in capital for new Kid's Cottage
- \$25,000 towards the Rotary Play Park
- \$15,000 to be shared between Preschool and Out of School Care for program improvements
- \$8,000 for minor capital purchases (storage, large equipment)

The Centennial Park Recreation Centre is a natural place to bring these programs to another neighbourhood. The opportunity for funding not only allows us to offer these programs but also the opportunity to replace the current building.

MOVE/SECONDED by Directors Young and Blackwell that the report be received for information and the application for the grant be approved.  
CARRIED.

#### **c) JdF Rebranding/Logo Rollout**

The Manager, Community Recreation and Development presented a report dated December 3, 2007 bringing forward information requested at the October 11, 2007 Board meeting when the new logo was adopted. The Board requested a report on the roll out process and what extra costs are involved.

Steps and costs to implement the new logo are as follows:

- o Resources for this project to date have been staff committee time, staff design time and consultant fees of \$1900.
- o Press release and launch event in January 2008 – \$200
- o Display advertising - \$600
- o New letterhead – no additional costs as we currently need to order
- o New Business cards – to be replaced as needed
- o New Website URL \$80.00
- o Painting of buildings with new logo – To be done only as required with regular maintenance
- o Staff shirts – To be replaced as required

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

MOVED/SECONDED BY Directors Hamilton and Young that the Administrator looks into legalities of keeping the Juan de Fuca name and/or changing the name back.

#### **d) Partnership with Peninsula Co-op**

The Manager, Community Recreation and Development presented a report dated December 3, 2007 stating that a \$10,000 donation has been

offered by Peninsula Co-op in return for facility drop-in privileges for their staff, advertising in our guide & plasma screen, sign about the program and door and facility passes for their Kid's Club.

The Board has asked that staff find ways of reducing our budget request. A partnership request was presented to Peninsula Co-op to provide funds to off-set our child-minding room in return for in-kind items.

For young parents there are many barriers to taking part in recreation activities. For one, finances are frequently stretched to the limit and parents often look after themselves last. Those who wish to use our weight room, pool, fitness or wellness classes now also face child care costs on top of their drop-in fee. To reduce this barrier we have been subsidizing the child minding facility.

The \$10,000 donation offered by Peninsula Co-op in return for facility drop-in privileges for their staff, advertising in our guide & plasma screen, sign about the program and door and facility passes for their Kid's Club. This donation will not only cover the subsidy of the program but allow us to reduce the price to \$2 per hour. We foresee that this will generate an increase in admissions as parents find it more affordable.

MOVED/SECONDED by Directors Aubrey and Hamilton that the donation of \$10,000 from Peninsula Co-op be accepted and the partnership approved.

#### FOR INFORMATION

**8. a) Human Resources – Staffing Report**

The Manager, Human Resources, presented the staffing report for the period of November 1 – December 5, 2007.

MOVED/SECONDED by Directors Twa and Ross that the report from the Manager, Human Resources be received for information.

CARRIED.

#### IN CAMERA

9. MOVED/SECONDED by Directors Anderson and Blackwell that at 7:35 pm. The Board entered into an In Camera Session and Rise Without Reporting at 8:25 pm.

#### ADJOURNMENT

10. The meeting adjourned at 8:25 pm.