



Adopted - October 11, 2007

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

BOARD OF DIRECTORS
held September 20, 2007
in the Fieldhouse

PRESENT: Arnie Hamilton, Michael Ross, Lanny Seaton, Dave Saunders (Vice-Chair), Ron Aubrey, Terry Young, Denise Blackwell, Jody Twa, Winnie Sifert and Garry Manhas

ABSENT: Directors Mark Cardinal (Chair), Les Bjola, Kyara Kahakauwila, Ute Schnarr and Geri Anderson

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. In the absence of the Chair, Dave Saunders, Vice-Chair called the meeting to order at 7:09 pm.

APPROVAL OF AGENDA

2. a) Addition of Request from JdF Lacrosse as Item 7b under New Business.
b) renumbering agenda items under New Business as follows:
 - a) Public Art Installation
 - b) JdF Lacrosse Request
 - c) Invitation to Host 2009/2010 Seniors Games

MOVED/SECONDED by Directors Young and Seaton that the Agenda be approved with the addition of the Request from JdF Lacrosse as Item 7b under New Business and renumbering agenda items accordingly.
CARRIED.

APPROVAL OF MINUTES

3. MOVED/SECONDED by Directors Sifert and Seaton that the minutes of the regular meeting held August 23, 2007 be adopted as circulated.
CARRIED.

CHAIR'S REMARKS

4. a) **Vancouver Canucks Training Camp (September 13-15)**

The Vice-Chair put forward a huge thank you to all West Shore Parks & Recreation Staff for all of their hard work with this event. He noted that the Grizzly painted on the entrance of the Bear Mountain Arena is a great contribution and staff (Matt and Gord) should be given thanks for their amazing work.

PUBLIC PARTICIPATION

5. Cindy Moyer, West Shore Arts Council was in attendance to speak on the Public Art Installation Request under New Business 7a) and;

Keith Hagedorn from JdF Lacrosse in attendance to speak on the JdF Lacrosse Box Request under New Business 7b).

OLD BUSINESS

6. a) **2007 UCI World BMX Championships Update**

The Administrator gave an update on the 2007 UCI BMX World BMX Championships and the status as to monies owing to WSPRS. Mark Johnston has been in contact with the BMX Association and they have not yet finalized their accounting and will report with numbers by the October Board Meeting.

The Administrator asked that this issue be discussed further as an item in the In Camera agenda

MOVED/SECONDED by Directors Blackwell and Manhas that this item be put on the September 20th In Camera agenda.

CARRIED.

b) **Signage – Redesign of Read-a-graph**

Director Saunders and Wade Davies, Manager, Operations advised the Board of the decisions made from the Board Sign Committee as follows:

- agreed that it would be beneficial for WSPRS to have two (2) signs. The 1st sign would stay where it is and the 2nd sign would possibly be on the corner of Island Hwy and Ocean Boulevard. There are 3 possible locations being discussed.
- It was discussed that the 2nd sign would be shared with the Grizzlies but in further discussion with the Grizzlies it was noted that they would have to advertise on the sign to pay for it.

Director Aubrey asked that this issue be deferred/postponed until the October Board Meeting to enable the Board Sign Committee to meet and make further suggestions.

MOVED/SECONDED by Directors Young and Seaton that this item be deferred to the October Board Meeting.

CARRIED.

c) West Shore Walking Guide

Janet Barclay, Manager Community Recreation and Development presented a report dated September 12, 2007 on the West Shore Community Walking Guide. She noted that the 6 month \$35,000 project funded through UBCM Community Health Promotion Fund Grant is nearing completion.

Key dates as follows:

- Guide published – October 11
- Guide release in Goldstream Gazette – October 17
- Launch event at Esquimalt Lagoon – Saturday, October 20

All Board members are invited to attend the launch event at Esquimalt Lagoon on October 20th – invitations will be sent out shortly.

MOVED/SECONDED by Directors Manhas and Blackwell that the report from the Manager, Community and Recreation and Development be received for information.

CARRIED.

d) JdF Rebranding/Logo Plan Updated

The Administrator presented a report dated September 12, 2007 noting that staff has been working with Redbird Communications and proposed a new name and brand identity as follows:

- West Shore Parks & Recreation, identified the ownership and location of the facility, and communicates the idea of a large, multi-purpose facility
- Sub-brands should be kept for each venue. Within the recreation park we would still have the JdF Recreation Centre, Bear Mountain Arena etc., all under the WSPR “master” brand.
- The “stacked” logo and colour coding of the individual venues according to the logo’s colour palette. The “master” brand identity would contain all colours, but each venue has its sub-brand – its own name and its own colour drawn from the palette.

MOVED/SECONDED by Directors Aubrey and Blackwell that Kathryn Mullis and the Consultant from Redbird Communications report on cost and logo information at the October Board meeting.

CARRIED.

NEW BUSINESS

7. a) Public Art Installation Request

Cindy Moyer from the West Shore Arts Council presented a request to install a 3-D public art display by artist/educator Paulina Equiguren outside of the JdF Public Library.

The art piece, celebrates the people and places of the West Shore and the special role our communities played in the life, art and writing of Victoria artist, Emily Carr.

MOVED/SECONDED by Directors Twa and Hamilton that the West Shore Arts Council be granted permission to install the Public Art on the grounds of the West Shore Parks and Recreation Centre by the Library.
CARRIED.

b) JdF Lacrosse Box Request

Keith Hagedorn from JdF Lacrosse was present to request building of an additional Lacrosse box at West Shore Parks and Recreation. He presented a cost projection of what the box would be worth when complete.

The Administrator noted that there is a process to follow regarding capital requests and that we require a written proposal to start the process and that West Shore staff will work with JdF Lacrosse through the process.

MOVED/SECONDED by Directors Aubrey and Manhas that WSPRS staff assist JdF Lacrosse in the process for capital requests for the additional lacrosse box.

c) Invitation to Host 2009/2010 Seniors Games

Janet Barclay, Manager Community Recreation and Development presented a report dated September 12, 2007 noting the BC Seniors Games Society requesting bids from BC communities to host the 2009/2010 Seniors Games. The games are held over 4 days in September each year and attract approximately 3,500 participants. Hosting the games would require using facilities outside of the West Shore (e.g. track, cricket pitch, bowling lanes, etc.) as well as the JdF facilities. If there is interest in hosting the games, it would be necessary to host the event in collaboration with other municipalities of Greater Victoria

MOVED/SECONDED by Directors Blackwell and Sifert that the report be referred to the Inter-Municipal Recreation Directors Committee to assess the desire to host the 2009/2010 Seniors Games and further, should there be regional interest, the WSPRS will partner with the bid.

FOR INFORMATION

8. a) Human Resources – Staffing Report

The Manager, Human Resources, presented the staffing report for the period of August 13 – September 12, 2007.

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

IN CAMERA

9. MOVED/SECONDED by Directors Blackwell and Twa that at 7:45 p.m. the Board enter into an In Camera Session and Rise Without Reporting at 8:55 p.m.

ADJOURNMENT

The meeting adjourned at 8:55 pm.