



**Adopted - March 13, 2008**

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

***BOARD OF DIRECTORS***

held February 21, 2008  
in the Fieldhouse

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**PRESENT:** Directors Mark Cardinal (Chair), Garry Manhas, Les Bjola,  
Arnie Hamilton, Ron Aubrey (Secretary/Treasurer), Lanny Seaton,  
Terry Young, Kyara Kahakauwila, Michael Ross, Winnie Sifert,  
Dave Saunders

**ABSENT:** Ute Schnarr, Geri Anderson (Vice-Chair), Denise Blackwell,  
Jody Twa

**STAFF PRESENT:**

Linda Barnes, Administrator  
Debbie Hansen, Manager of Human Resources  
Janet Barclay, Manager of Community Recreation & Development  
Wade Davies, Manager of Operations  
Cameron Reid, Manager of Finance & Administration  
Lore Cumberbatch, Administrative Secretary

**CALL TO ORDER**

1. The meeting was called to order at 7:00 pm.

**APPROVAL OF AGENDA**

2. A supplemental item was added to the agenda as follows under Old Business as item :  
8f) 55+ Seniors Association Presentation – New Annex

MOVED/SECONDED by Directors Sifert and Young that the Agenda and the  
Supplementary Agenda be approved.  
CARRIED.

**APPROVAL OF MINUTES**

3. MOVED/SECONDED by Directors Seaton and Kahakauwila that the minutes of the  
regular meeting held January 10, 2008 be adopted as circulated.  
CARRIED.

**CHAIR'S REMARKS**

4. The Chair welcomed Linda Barnes to her new position as CAO of West Shore Parks  
and Recreation and knows that her enthusiasm will be a great benefit to the Society.

**PUBLIC PARTICIPATION**

5. None.

## REPORT FROM THE FINANCE COMMITTEE

6. The Administrator brought forward the following recommendations from the Finance Committee for approval.

**a) Request for Carryover of Capital Funds for Uncompleted Projects – Report from the Operations Manager dated January 18, 2008**

That the request for Carryover of Capital Funds for Uncompleted Projects in 2007 be approved.

MOVED/SECONDED by Directors Aubrey and Kahakauwila  
CARRIED.

**b) Approval of Equipment Replacement – Report from the Parks Maintenance Supervisor dated January 17, 2008 – 2008 BE Fertilizer Spreader**

That the purchase of a 2008 BE Fertilizer Spreader in the amount of \$3,590 to replace the 1978 Vicon Fertilizer Spreader be approved.

MOVED/SECONDED by Directors Hamilton and Kahakauwila  
CARRIED.

**c) Approval of Equipment Replacement – Report from the Parks Maintenance Supervisor dated January 17, 2008 – 2008 Toro Workman 3200 Utility Vehicle and a 2008 Toro Greens Aerator 648**

That the purchase of a 2008 Toro Workman 3200 Utility Vehicle and a 2008 Toro Greens Aerator in the package amount of \$50,560 to replace the 1998 Cushman Truckster and 1996 Ryan GA30 Aerator be approved.

MOVED/SECONDED by Directors Kahakauwila and Saunders  
CARRIED.

**d) Approval of Equipment Replacement – Report from the Parks Maintenance Supervisor dated January 17, 2008 – 2008 Rexedim 1575 Overseeder**

That the purchase of a 2008 Rexedim 1575 Overseeder in the amount of \$17,136 to replace the 1986 Land Pride Overseeder be approved.

MOVED/SECONDED by Directors Sifert and Young  
CARRIED.

**e) Approval of Equipment Replacement – Report from the Parks Maintenance Supervisor dated January 17, 2008 – 2008 John Deere Gator**

That the purchase of a 2008 John Deere Gator 6x4 in the amount of \$13,065 to replace the 2002 John Deere Gator 6x4 be approved.

MOVED/SECONDED by Directors Young and Sifert  
CARRIED.

## NEW BUSINESS

7. None.

## OLD BUSINESS

### 8. a) JdF Lawnbowling Club

The Administrator brought forward a verbal update from the JdF Lawnbowling Group that they had not wanted to make a presentation just forward the monies to WSPRS.

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

CARRIED

### b) BMX Track Update

The Manager of Community Recreation and Development presented a report dated February 5, 2008 recommending that the original BMX track remain in place until January 2009 and that the Greater Victoria BMX Club be given a lease agreement to maintain and use it as well as providing the West Shore BMX Club a lease agreement to maintain and use the new track during this time.

Keeping the two tracks open for another year may give all parties the needed time to find a resolution. Staff will continue to work with both groups during this time to develop future recommendations.

After discussion it was,

MOVED/SECONDED by Directors Saunders and Young that a lease agreement be put in place until January 1, 2009 for use of both BMX tracks and clubs be approved and that staff work with both groups to develop an agreement suitable for both clubs.

CARRIED.

### c) Playing Fields Analysis (Next Steps)

The Administrator presented a report dated February 14, 2008 noting that the attached study was undertaken as a follow up to the "Playing Field Analysis" prepared by the KWC Planning service that was conducted in the summer of 2006. That study recommended that West Shore adopt a satellite field approach, where the Juan de Fuca complex would become the central hub and three to four satellite fields would be built or redeveloped to support and supplement the demand on the JdF fields.

"Next Steps" was to determine where these satellite fields should be located and to support that recommendation through secondary and primary research. Some consideration must now be given to the implementation strategy for these recommendations.

MOVED/SECONDED by Directors and Kahakauwila and Sifert that the report be received for information and that a plan for implementation of the recommendations be brought forward by staff for the March Board meeting.

CARRIED.

**d) Jdf Rebranding/Logo Rollout**

The Administrator presented a report dated February 12, 2008 outlining the steps that have been taken towards the re-branding of West Shore Parks and Recreation and asked that the Board approve staff to proceed as outlined in the Rebranding Communications Plan presented to the Board September, 2007.

On October 11<sup>th</sup>, 2007, the Board adopted a new logo to better represent West Shore Parks and Recreation, and asked staff to bring forward a proposal of costing and implementation of the new logo. At the December 3<sup>rd</sup>, 2007 meeting, staff presented costs and the report was received as information. Nothing has, as yet, been branded with the adopted new logo,

As there is a significant amount of sentimentality tied to the use of the Juan de Fuca name, it is imperative as we move forward with the rebranding of the organization that this does not get lost. It must be carefully communicated that the Juan de Fuca Recreation Centre will retain its name, and that teams who use the name will continue to do so. There is a long and proud history of the Juan de Fuca name, and the intention is to strengthen the image of the Society delivering comprehensive services in parks and recreation. The use of the West Shore name and logo is intended to enable all aspects of the work the Society does to be recognized under one “umbrella”.

After discussion, it was

MOVED/SECONDED by Directors and Kahakauwila and Bjola that the Board approves staff to proceed as outlined in the Rebranding/Logo Rollout Communications Plan to adopt the new logo as West Shore Parks and Recreation. CARRIED.

**e) Signage – Redesign of Read-a-Graph**

The Manager of Operations presented a report dated February 12, 2008 and advised that at the February 11<sup>th</sup> Colwood Council meeting the West Shore Parks and Recreation Society application for a development variance permit for a LED sign with third party advertising at the front entrance to the JdF complex was approved.

The West Shore Parks and Recreation Sign Committee has previously developed a design for the new sign, which is attractive and suitable to the location. The construction of the supports and purchase of the sign itself will need to go to tender before costs can be finalized but initial estimates are in the \$245,000 range.

Percentage of usage of the sign for in-house promotion, community events and third party advertising will need to be determined. Priority should be given to a promotional split that will recoup the initial capital cost of the sign. Future income from advertising will be directed towards the capital infrastructure fund.

MOVED/SECONDED by Directors and Young and Seaton that the Board approves staff to proceed with the following:

1. That a digital sign, as detailed in the attached submission to Colwood council, be purchased and erected on the existing sign site.
2. That the Sign Committee re-convenes to determine the distribution of advertising and promotion percentages for the new sign.

CARRIED.

**f) 55+ Senior's Association Presentation**

Geoff Hadley made a presentation on behalf of the 55+ Senior's Association thanking the Board for their promise of \$120,000 in the 2009 budget towards phase 1 of the annex project and of the letters of support received from all five municipalities.

Mr. Hadley reported on the proposed phase 2 and asked that the seniors centre be considered for a grant such as the grant received by the Cordova Bay Seniors Centre from the Canada-BC Rural Infrastructure Fund and asked for the support of the five member municipalities for \$340,000 from that fund to enable the full and final completion of the annex.

MOVED/SECONDED by Directors and Bjola and Young that the Manager of Community and Recreation Services work with the Senior's Centre with the application of grants for the proposed annex phase 2 and gathering letters of support from the member municipalities.

CARRIED.

**FOR INFORMATION**

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

The Manager, Human Resources, presented the staffing report for the period of January 3, 2008 – February 11, 2008.

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

CARRIED.

**b) Administrators Report**

The Administrator presented a report dated February 14, 2008 of her first few weeks at West Shore Parks and Recreation and listed a few items to note:

- There are a number of ongoing projects, initiatives and issues that required immediate attention in these first weeks and ask for your patience as I come up to speed on the information required to make sound decisions in some of these areas.

- Spending time in each department, meeting with all managerial and operational staff in every area, in order to compile a picture of the overall organization.
- Working with the management team, we have adopted the following as a starting point in our new administration: Clarity/Unity/Intensity.
  
- There are significant areas of our operation that will receive close attention over the next while, beginning with our financial and administrative systems. We are looking to simplifying the budget reporting system to enable us to share more information with the Board and our contributing municipalities. As well, revenue streams and potential economies will be closely monitored to fully understand our business.
- Another high priority will be establishing and continuing partnerships with community groups, schools, businesses and government agencies to promote healthy, active lifestyles, while creating sustainable funding models.
- And, perhaps most importantly, there will be an emphasis on staff development, roles and responsibilities, and workplace engagement to ensure we support strong staffing into the future.

MOVED/SECONDED by Directors Hamilton and Young that the report from the report from the Administrator be received for information.

CARRIED.

#### **b) Program Report**

The Manager of Community Recreation and Development presented a report dated February 14, 2008 of the Program Highlights of 2007 and noted that the programs and services offered by the Recreation Coordinators and Programmers have been of a high quality. Participation and revenues have seen a healthy increase in almost all areas.

MOVED/SECONDED by Directors Saunders and Sifert that the report from the report from the Manager of Community Recreation and Development be received for information.

CARRIED.

### **IN CAMERA**

10. MOVED/SECONDED by Directors Hamilton and Seaton that at 8:10 p.m. the Board entered into an In Camera Session and Rose Without Reporting at 8:35 p.m.

### **ADJOURNMENT**

11. The meeting adjourned at 8:35 pm.