

Parks & Recreation Master Plan Steering Committee Meeting

Held at City of Penticton Committee Room A
171 Main Street, Penticton, B.C.

Friday, April 8, 2016
at 3:00 p.m.

Present: Andrew Jakubeit, Mayor
Kevin Gabriel, Penticton Indian Band Representative
Adolph Steffen, Development Community Representative
Barb Hoolaeff, Special Event Group Representative
Gary Denton, Tourism Penticton Representative
Sharon Devlin, Member at Large
James Palanio, Member at Large
Ron Ramsay, Member at Large
Peter Dooling, Member at Large

Staff: Mitch Moroziuk, General Manager of Infrastructure
Jeff Lynka, Parks Supervisor
Lori Mullin, Recreation & Culture Manager
Tina Lee, Communications Officer
Lorraine Williston, Corporate Committee Secretary

Guests: Catherine Berris, Urban Systems Representative
Shasta McCoy, Urban Systems Representative
Gabriele Haas, GDH Solutions Representative

1. Call to Order

The Parks & Recreation Master Plan Steering Committee was called to order by the Chair at 3:00 p.m.

2. Adoption of Agenda

It was MOVED and SECONDED

THAT the Parks & Recreation Master Plan Steering Committee adopt the agenda for the meeting held on April 8, 2016 as circulated.

CARRIED UNANIMOUSLY

3. Adoption of Minutes

It was MOVED and SECONDED

THAT the Development Services Advisory Committee adopt the minutes of the January 19, 2016 meeting as circulated.

CARRIED UNANIMOUSLY

4. Delegation

4.1 Urban Systems

The Urban Systems representatives reviewed the work plan and proposed project schedule and outlined the next phases including data collection, consultation and engagement, analysis stage - technical part where visions, goals and objectives are developed, determine how much parkland there is, review bylaws and services and hold the first Council workshop. Following these key findings, the first version of the master plan will be drafted, reviewed by the committee and an open house will be held to present the plan to the public for feedback. Once feedback has been received, a second draft of the master plan will be completed, a second Council workshop and open house will be held followed by the finalization of the master plan. A copy of the work plan to be distributed to members by the Committee Secretary.

The Urban Systems representatives identified key strategies and provided additional information as follows:

- Community engagement process – working closely with City Communications Officer to get the information out there through various avenues;
- Communications – identifies the methods of communication;
- Community survey – The RFP requires a statistical survey to be done. A telephone survey is the proposed method;
- Supplemental surveys – going to special interest groups like soccer, baseball, etc. and general interest groups;
- Tourist survey – how do we target tourists? Looking at putting cards with a link for an online survey at key locations. Discussion on how to connect with tourists, committee suggestions included handing out surveys to hotel guests, targeting groups like rock climbers etc.;
- Focus group workshops to include City Council, PIB Chief & Council, City Staff, Parks & Recreation Master Plan Steering Committee, tourism and event organizations, community service groups, seniors organization, children and family organizations, sport field users, outdoor facility users, aquatic facility users and arena users and other indoor users, youth workshop, environmental and trail group, vendor and commercial users on parkland;
- Youth engagement – in addition to youth workshop – Urban Matters has found this method successful by setting up a table in highly visible areas in high schools and offering chocolate etc. to those who fill out a short survey;
- Interviews – with organizations who are important with how the master plan unfolds and would include the RDOS, School District, Spectra and PIB;
- Open houses – held at the beginning, middle and end. Opportunity to be creative on where we hold them and how. Suggestion to also have information available at the downtown farmers market.

Discussion followed on what inventory was in other communities. Staff to contact other communities for that information.

The Urban System representatives asked the committee to identify what the key issues are. Comments included the following:

- public engagement
- commercial use of public parkland
- Three Mile Beach issues
- dogs on beaches and in parks
- lack of balance between dry sports using arenas and hockey

- connectivity between a special analysis, large empty parks and indoor facility usage, amount of park space we have and what if we need more
- aging recreation facilities
- changing facilities within parks to accommodate residents
- lack of a softball facility/complex
- growth of pickle ball
- indoor tennis bubble installment
- indoor multi-purpose facility
- need for a permanent park stage for facilities
- need for more off-leash walking trails more parks for dogs
- day moorage and lack of, access for boaters and activities
- protection of the wet lands
- commercial use of parkland

The Urban Systems representatives reviewed the requirement for project branding and provided examples that were produced for other communities and corporations.

Branding theme – what are the things we want to express through this process and what words should the slogan include. Theme suggestions included:

1. A place to stay forever
2. Hiking trails/Sports/family parks/
3. Green space and water
4. Peach
5. Grapes
6. Land between two lakes
7. Social, recreational and environmental
8. City brand colours
9. Preserving and enhancing our assets
10. Blues and greens

Following a quick survey, the top choice was ‘A place to stay forever’

Slogan suggestions included:

1. Citizen’s plan
2. Our lifestyle depends on parks and recreation
3. Place to play whatever together
4. Everything is close
5. From shining water to shining water
6. Ride KVR trail to wineries
7. Have a say on how you play
8. Our place to play

Following a quick survey the top two choices were:

1. Have a say on how you play
2. Place to play whatever together

The Urban Systems representatives and GDH Solutions representative explained the purpose of a community survey is to find out what people are doing. Questions will be based on the following categories:

- Participation and frequency
- Satisfaction with parks, facilities, programs
- Suggested improvement/priorities
- Perspective on commercial operations – No. 1 hot button item
- Role of Penticton – do we ask or not?

- Crime/vagrancy? May not be the right forum for this question
- Demographics – ask a few basic questions
- Willingness to pay – another possible question

Discussion on survey questions followed.

The Urban Systems representatives confirmed the next steps will be to prepare the communication and engagement strategy, branding and draft survey questions. Urban Systems will be working with staff on the survey questions and once done, will email the committee the questions for review.

5. **Business Arising from Prior Meetings**

6. **New Business**

6.1 Parks and Recreation Site Tours

The Parks Supervisor asked the committee if they would like to attend a site tour. The majority were in favour and their preference was to tour the sites over a two day period. The Committee Secretary to send out potential dates and times for both tours.

7. **Council Outcome**

Council Resolution 67/2016 from the minutes dated January 19, 2016 was received.

8. **Next Meeting**

The next regularly scheduled meeting of the Parks & Recreation Master Plan Steering Committee will be held in May, a date to be determined.

9. **Adjournment**

The Parks & Recreation Master Plan Steering Committee adjourned the meeting at 5:04 p.m.