



Parks & Recreation Master Plan Steering Committee Meeting

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

Wednesday, May 25, 2016
at 8:30 a.m.

Present: Judy Sentes, Councillor
Adolph Steffen, Development Community Representative
Ezra Cremers, Organized Field Sport Representative
Roland Curnow, Organized Field Sport 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: Jeff Lynka, Parks Supervisor
Lori Mullin, Recreation & Culture Manager
Tina Lee, Communications Officer
Lorraine Williston, Corporate Committee Secretary

1. Call to Order

The Parks & Recreation Master Plan Steering Committee was called to order by the Chair at 8:40 a.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 May 25, 2016 as amended (refer to Item 5.1).

CARRIED UNANIMOUSLY

3. Adoption of Minutes

It was MOVED and SECONDED

THAT the Parks & Recreation Master Plan Steering Committee adopt the minutes of the April 8, 2016 meeting as circulated.

CARRIED UNANIMOUSLY

4. Business Arising from Prior Meetings

4.1 Project Update

The Parks Supervisor reviewed where we have been and where we are going and provided an overview of the historical background of the last Parks, Recreation and Culture Master Plan that was completed in 1993 and updated in 2007-2010. In 2015 Council directed staff to update the Parks and Recreation Master Plan.

The Parks Supervisor reviewed the following key areas of focus:

- Parks, trails, beaches
- Outdoor and indoor recreation facilities
- Recreation programs

Considerations given to the consultants included:

- Philosophies, goals, service level objectives
- Current status and demographics, identify gaps and develop recommendations
- Bylaw, policies and agreements
- Commercial use of parks
- Usage, demands and allocations
- Waterfront activities and opportunities
- Crime and homelessness in parks and recreation spaces
- Budgets, fees and charges, subsidies
- Uniqueness of Penticton

Discussion followed and it was noted by a member that the connectivity of parks should be included as a major consideration.

The Parks Supervisor outlined the five levels of the communication and engagement components as follows:

1. Communication and engagement objectives and levels
2. Key messages
3. Key audiences
4. Approach and work plan
5. Measuring success

The Communications Officer updated the committee on their communication strategy for public engagement, participation and level of success. Discussion and questions followed. It was suggested another avenue of engagement could be to distribute a newsletter through the schools and have students take home the information to their parents. Also possibly through sports associations. The Communication and Engagement Strategy was circulated to all committee members last month.

Brand and logo

The Communications Officer reviewed the City branding and logo and stated suggestions received from this committee were incorporated into the design. The media release was launched on May 11, 2016 and included advertisements in both local newspapers and radio ads. Further communication and engagement is happening as follows:

- Telephone Survey - is being conducted now to reach 400 respondents
- Open houses – First public open house is tonight at PT&CC. Next ones are tentatively scheduled for September and November
- Focus Group Workshops/Survey - 16 groups in total over the next two weeks. Most focus groups have a survey catered to their category. If they can't attend, they are provided an online input form. The Recreation & Culture Manager will send out the link for the surveys for each specific group
- Tourist Survey – is currently being developed for launch late June or early July
- Pop-up booths – info booths to be set up at community events (Peach City Beach Cruise, Canada Day), Downtown Saturday Market, and, longer term booths at the Community Centre, City Hall, Library/Museum
- Members are encouraged to participate in the Downtown Market for a couple of hours to handout promotion cards, and engage with the public – more discussion on this at the next meeting
- Online hub – www.shapeyourcitypenticton.ca - multiple ways to offer feedback and receive current information on the project, forums, Q&As, surveys, key documents and timelines

Benchmarking

The Parks Supervisor reported Urban Systems will be researching a variety of similar communities both local and abroad to look at their issues and what are they doing.

5. New Business

5.1 Discussion on process

The Chair opened the discussion on process to date. Roundtable comments included:

- Communication and engagement process to date has been great and have seen a lot of talk
- A lot of skepticism credibility issues
- Some issues with online website. Limit on number of characters you can enter
- What is the purpose of Open House #2? This will be the first draft of the Masterplan for public review and feedback; before developing the final draft
- This process will really make people feel like their opinions matter
- Concern over surveys being completed by the same person over and over. The Communications Officer confirmed there are tracking systems in place
- The questions in the paper brochure are too general
- Need to include the Channel trail, important to include this and need to spend some time on that. This can be brought forward as an issue in the workshop
- Suggestion that there should be an advisory committee for Parks and Rec. – this can be brought forward as a recommendation from this committee, or through the workshop
- Suggestion that the Consultants look at the City of Delta for benchmarking instead of Canmore, Alberta – Delta has some similar characteristics – to be discussed with Consultant
- The Chair stated he would like an update as a future agenda item on the website issues

6. Council Outcome

6.1 Council Resolution 183/2016 from the minutes dated April 8, 2016 was received.

7. **Next Meeting**

The next meeting of the Parks & Recreation Master Plan Steering Committee will be at the call of the Chair.

8. **Adjournment**

The Parks & Recreation Master Plan Steering Committee adjourned the meeting at 9:38 a.m.