



Parks & Recreation Master Plan Steering Committee Meeting

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

Wednesday, June 22, 2016
at 3:00 p.m.

- Present:** Andrew Jakubeit, Mayor
Judy Sentes, Councillor
Helena Konanz, Councillor
Tarik Sayeed, 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:** Eric Sorensen, Chief Operating Officer
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:** Gabriele Haas, GDH Solutions
Catherine Berris, Urban Systems Representative (by phone)
Dr. Gerry Karr, Save Skaha Park Society Representative
Carolae Donoghue, Save Skaha Park Society Representative
Ross Todd
Helen Trevors
Hannah Highland
Nelson Meikle
Bill Duff
Herb Clapham
Denis O’Gorman

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 June 22, 2016 as circulated.

CARRIED UNANIMOUSLY

3. Adoption of Minutes

It was **MOVED** and **SECONDED**

THAT the Parks & Recreation Master Plan Steering Committee adopt the minutes of the May 25, 2016 meeting as circulated.

CARRIED UNANIMOUSLY

4. Delegation

4.1 Dr. Gerry Karr and Carolae Donoghue Re: Health and Nature Presentation

Dr. Karr presented on "Respecting Nature" The Role of Parks in Penticton's Future. Information presented included:

- Benefits of Recreation in Nature
 - Health: physical, psychological and social
 - Evidence-based health impacts of being in nature
- Environmental Benefits
 - Carbon sinks
 - Reduce air pollution
 - Cooling effect
 - Support biodiversity
 - Environmental education
 - Part of urban ecology: green urban planning
- Economic Benefits of Urban Parks
 - Direct
 - Property values (adjacent)
 - Indirect
 - QOL effect
 - Health
 - Environmental integrity
 - Economic diversification
 - Combined health, environmental and economic benefits are integral to quality of life and sustainable cities.
- Comparators
 - Valuing natural parks and greenspace must be part of the solution
 - Need to look beyond community size and location, so-called peer group communities
 - Look at exemplars: flourishing small to medium sized cities lauded for visionary parks and recreation planning e.g.: Okotoks, AB, Gibson's, BC, North Vancouver

The Save Skaha Park Society representative presented historical research related to the history of Penticton's urban parks and previous development proposals. Recommendations for consideration were provided as follows:

- Clear guidelines for the distinction between ancillary and consistent use for natural parks vs. commercial parks;

- Meaningful and transparent public consultation policy and procedures for any proposed commercial development;
- Public engagement at the concept stage of a development proposal;
- Electorate approval for any proposed development in parkland that is not an ancillary use consistent with the historical use of the park; and
- Suitably worded bylaws enacted by City Council to ensure that the Policy, Guidelines and Recommendations of the Parks & Recreation Master Plan, be adhered to.

Discussion and questions followed.

Mitch Moroziuk and Eric Sorensen left the meeting at 3:34 p.m.

Councillor Sayeed left the meeting at 3:35 p.m.

5. **Business Arising from Prior Meetings**

5.1 Project Update

The Urban Systems representatives provided a status report on Phase 1 of the Community Engagement to date as follows:

- Community Open House
 - Over 140 participants
 - 16 pages of comments
 - Received significant input on the Skaha topic – save parks, open space, free access, etc.
- Online Survey
 - 207 surveys received to date
 - Survey on strengths, challenges, vision and recommendations
 - Summary under way
- Telephone Survey
 - 400 interviews complete, summary almost complete
 - Outdoor and indoor participation results are significantly less than what Urban Systems usually see for outdoor and indoor activities
- Focus Group Workshops
 - 16 Focus Group Workshops + 2 Open House sessions
 - Over 320 people invited to participate
 - Attendance ranged from zero (vendors) over 55
 - 38 pages of comments
- Stakeholder Surveys - Number completed to date (149)
 - Seniors – 6
 - Community service groups – 6
 - Child and family organizations – 4
 - Tourism groups – 15
 - Aquatic groups – 11
 - Arenas – 29
 - Sport groups – 57
 - Parks, Trails and Environment – 15
 - Event groups – 6

- Youth Engagement
 - Went to both high schools – distributed surveys in the hallways during lunch
 - 160 surveys completed
- Pop-up Displays
 - Large panels with promo cards are set up at community markets, Community Centre, Library/Museum and at City Hall and will be displayed during the Peach City Beach Cruise and in Gyro Park during Canada Day
- Social Media
 - Excellent post reach, nearly 10,000 people, 200 actions
 - 67% women
 - 95% between 25-44 years
 - Continued integration with shapeyourcitypenticton.ca
- Traditional Media
 - Paid radio coverage
 - Good print coverage (earned and paid)
- ShapeYourCityPenticton.ca
 - Nearly 2000 unique visitors
 - 257 registrants
 - Over 180 ideas generated
 Plans:
 - Email registrants with update
 - Video summary upload
 - Key documents
 - More surveys
- Tourist Survey
 - Draft is ready to go
 - Cannot exceed 5 minutes
 - Review hard copy
- Parkland Classification
 - Have done several versions with staff, map is almost complete
 - Review classification scheme hard copy
- Next Steps
 - Complete community engagement summary
 - Complete inventory
 - Analysis tasks – benchmarking, parkland analysis, policy analysis, trends, etc.
 - Prepare guiding statements – vision and goals

Councillor Konanz left the meeting at 3:56 p.m.

Discussion and questions followed. The Urban Systems representative stated they have created a draft map. Two main purposes for the map is one to help guide planning and guide management and operations. The Chair proposed this conversation be tabled until the map is available to review. With respect to the draft Parks Classification, definitions were reviewed. The Chair stated the definition of 'commercial use' needs to be very clear.

5.2 Pop-Up/Promo – Booth Sites, Scheduling & Key Messaging

The Parks Supervisor noted the two upcoming events, the Peach City Beach Cruise and Canada Day. Staff will have the booth set up at both events from 9:00 a.m. to 3:00 p.m. and invited members to come out and volunteer.

5.3 Review of Terms of Reference & Mandate

The Chair expressed some concerns over the shortness of the time frame and the cost implications of time overruns. The Parks Supervisor stated the next period of time is a big data crunching session and that by the next meeting, they will have a lot more information to present and a better idea regarding timelines. At this point in time, the timelines are doable.

5.4 Tourist Survey Review

The Urban Systems representative reviewed the survey and noted it is critical that the survey be five minutes or less as tourists are on holidays. The purpose is to understand the basis for tourists coming to Penticton, and is rated on more tourist activities, broad topics, positive or not and degree of uniqueness of this area. The goal is to make the experience more enjoyable. Questions and discussions followed. Suggestions included adding a contest aspect to encourage participation and the following revisions to the survey:

- Survey Question #4
 - Remove restaurants and food
 - Add Outdoor Amusements and Interests (LocoLanding)
- Survey Question #6
 - Combine Outdoor Festivals and Concerts
 - Add 'Winter sports other than hockey'
 - Combine 'Cycling'
 - Add Sport events (triathlons, tournaments, Dragon Boat races)
 - Add Rock climbing (Skaha Bluffs)
 - Remove rock climbing from Outdoor Recreation

By consensus, the committee agreed to proceed with the Tourist survey with the revisions.

Councillor Sentes left the meeting at 4:30 p.m.

6. **New Business**

7. **Council Outcome**

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

8. **Next Meeting**

The next meeting of the Parks & Recreation Master Plan Steering Committee will be July 13, 2016.

9. **Adjournment**

The Parks & Recreation Master Plan Steering Committee adjourned the meeting at 4:56 p.m.