



## Parks & Recreation Master Plan Steering Committee Meeting

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

Wednesday, July 13, 2016  
at 3:00 p.m.

- Present:** Andrew Jakubeit, Mayor  
Judy Sentes, Councillor  
Ron Ramsay, Chair  
Kevin Gabriel, Penticton Indian Band Representative  
Doug Gorcak, Penticton School District 67 Representative  
Adolph Steffen, Development Community Representative  
Ezra Cremers, Organized Field Sport Representative  
Roland Curnow, Organized Field Sport Representative  
Sharon Devlin, Member at Large  
Peter Dooling, Member at Large  
Gary Denton, Tourism Penticton Representative
- Staff:** Jeff Lynka, Parks Supervisor  
Lori Mullin, Recreation & Culture Manager  
Tina Lee, Communications Officer  
Lorraine Williston, Corporate Committee Secretary
- Guests:** Catherine Berris, Urban Systems Representative  
Lisa Martin  
Duane Martin  
Carolae Donoghue  
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 July 13, 2016 as amend (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 May 25, 2016 meeting as circulated.

**CARRIED UNANIMOUSLY**

### 4. Business Arising from Prior Meetings

#### 4.1 Project Update

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

##### Community Engagement & Input

- Methods of engagement were reviewed
- High level of input received to date
- Feedback from the public is that the City is doing a good job on the engagement process

##### Community Sharing

- Various community groups (Pinnacles, Bike Penticton, OSHLS) have been promoting the engagement process through their media channels

Urban Systems representative presented an overview of the results of the Community Engagement process as follows:

##### Focus Group Workshops

- 16 focus group workshops
- Over 320 people invited to participate
- Attendance ranged from zero (vendors) to over 55
- 50 pages of comments

##### Open House #1

- 140 residents attended
- 19 pages of comments

##### Telephone Survey

- 400 respondents, randomly selected
- Statistically valid sample

##### Youth Survey

- 156 participants, 78 from Penticton Secondary School and 78 from Princess Margaret Secondary School

##### Open House Survey

- 181 respondents

##### Tourist Survey

- 825 respondents, as of Monday, July 11

### Social Media

- Excellent post reach, nearly 10,000 people, 200 actions
  - 67% women
  - 95% between 25-44 years

### Traditional Media

- Paid radio coverage
- Good print coverage

### ShapeYourCityPenticton.ca

- 2150 unique visitors
- 300 registrants
- Over 219 ideas generated

The Urban Systems representative presented the feedback received from the Telephone Survey. The following are the top three results or rankings:

### Participation in Outdoor Recreation Act, Past 12 Months

- 75% - walk/hike/jog on a path or trail
- 67% - visit a beach
- 36% - attend a festival or special event in a park

### Satisfaction with Outdoor Parks and Recreation

- Personal safety in parks during the day
- Maintenance of parks
- Natural parkland

### Indoor Recreation Facility Attendance, Past 12 Months

- 44% - SOEC Arena
- 44% - Community Centre Pool
- 21% - McLaren Arena

### Indoor Recreation Facilities – Visits and Satisfaction, Past 12 Months

- SOEC Arena
- Community Centre Pool
- McLaren Arena

### Indoor Recreation Programs – Participation and Satisfaction, Past 12 Months

- None (did not participate in any programs)
- Aquatic/pool activities
- Private facility fitness classes

Results were reviewed for support for commercial uses on city beaches, on the sand; in waterfront parks, off the sand; in other parks, not on the waterfront or none of the locations.

### Parks and Recreation Opportunities

- Natural beauty
- Beaches
- Outdoor recreation

The Urban Systems representative presented a breakdown of the input received from surveying students at both Princess Margaret Secondary School and Penticton Secondary School. The following are the top three results or rankings:

#### Youth Survey

- Favorite Indoor Recreation Activities
  - Swimming
  - Working out in the gym
  - Indoor basketball or volleyball
  
- Favorite Outdoor Recreation Activities
  - Going to the beach
  - Walking/hiking/jogging
  - Enjoying nature
  
- Living in Penticton Long-term
  - 36% - I have no idea
  - 37% - Unlikely (Quite or Extremely)
  - 27% - Likely (Quite or Extremely)
  
- Top Suggestions
  - Increase activities for youth and promote them
  - Nothing to add – It's great
  - Waterparks

The Urban Systems representative presented the feedback received from the Community Open House, Open House Survey, Pop-Up Booths and Have Your Say Online as follows:

#### Top Strengths

- Free open space, public beaches, old shade trees
- Green open space, variety and ease of access, open to everyone
- Beaches, shady quiet areas, clean
- River Channel Parkway, green spaces, trails, lakes, tennis

#### Top Challenges

- Commercialization of parks, Skaha Park proposal, oxbows
- Maintenance of parks, not enough green space
- Skaha Park proposal
- Dirty washrooms, overnight camping, noise, smoking

#### Top Vision

- Save Skaha, more green space, free parking
- Focus on people vs business, more green space, open to everyone
- Lots of green space, protect existing parks
- Ban smoking, free parking at City beaches, Channel Parkway, protect open spaces

#### Top Objectives/Recommendations

- Long term view, consider residents first, consult with resident
- More green space, preserve waterfront, affordability
- Free parking, more picnic tables at Okanagan Lake, more trails
- No waterslides, more picnic tables, keep tennis court operating

From the Focus Group sessions, the Urban Systems representative presented a synthesis as follows:

Vision (key phrases)

- Unique and diverse natural features, beauty
- City between two lakes
- Healthy and active community
- Safe community
- Quality recreation facilities supporting many activities
- Connectivity of parks and open spaces
- Hosts of extraordinary events
- Excellent opportunities and welcoming for tourists

Goals (Values)

1. Protect parks and green spaces, water resources, ecology
2. Inclusive and accessible – age, ability, culture, residents/tourists
3. Affordable – free parks, reasonable fees
4. Sustainable – triple bottom line
5. Fiscally responsible – maximize use, maintain assets, economy
6. Communication and collaboration – community, PIB etc.
7. Commitment to implementation
8. Long term view – population growth, new opportunities
9. Promote Penticton widely, premiere destination and place to live

Discussion and questions followed. It was suggested the ‘more park land’ be added to list.

Summaries of the community input from workshops and surveys will be made available on the City website.

The first draft of the Parks Map and classifications was provided for review. Questions and discussion followed.

The Urban Systems representative stated the next steps will be to summarize the ideas and other input received on [shapeyourcity.ca](http://shapeyourcity.ca), complete the inventory and analysis and begin preparing the Master Plan.

5. **New Business**

5.1 Terms of Reference Discussion

Gary Denton brought forth questions regarding the mandate of this committee as contained in the Terms of Reference. Discussion followed. Item to be added to next agenda.

6. **Council Outcome**

6.1 Council Resolution 305/2016 from the minutes dated June 22, 2016 was received.

7. **Next Meeting**

The next meeting of the Parks & Recreation Master Plan Steering Committee to be set for the last week in July. The Committee Secretary to forward confirmation of the date and time.

8. **Adjournment**

The Parks & Recreation Master Plan Steering Committee adjourned the meeting at 4:38 p.m.