



PENINSULA RECREATION COMMISSION
Thursday, January 22, 2015 at 7:00 pm
Boardroom, 1885 Forest Park Drive, North Saanich, BC

AGENDA

1. Election of Chair (pursuant to Section 792 of the *Local Government Act*)
2. Election of Vice-Chair (pursuant to Section 792 of the *Local Government Act*)
3. Approval of Agenda
4. [Adoption of Minutes of December 17, 2014](#)
5. Delegations
 - a) Linda Michaluk re: Employee Wellness Program
6. [Correspondence](#)
 - a) Letter from Rosemarie Gage re: Employee Wellness Program Pass
 - b) Letter from Linda Michaluk re: Active Pass
 - c) Anglican Parish of Central Saanich Thank You Letter
 - d) Friends of Braefoot Thank You Card
 - e) British Columbia Recreation and Parks Association (BCRPA) Symposium Notice
7. Editorials
8. Reports
 - 1) Facilities Report
 - a) [Maintenance Department Report](#)
 - 2) Finance Report
 - a) [2014 Operating Surplus and Capital Reserve Fund](#)
 - b) [2014 Deferred Capital Expenditures](#)
 - c) [November 2014 Statement of Operations](#)
 - 3) Program Report
 - a) [Employee Wellness Pass](#)
 - b) [Early Arena Ice Closure, March 31, 2015](#)
 - c) [Communications Plan – Arena Refrigeration System Replacement](#)
 - 4) [2015 Peninsula Recreation Commission Meeting Dates](#)
9. New Business
10. Adjournment

Next Meeting – February 26, 2015 @ 7:00 pm

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**Minutes of a Meeting of the Peninsula Recreation Commission
Held Wednesday, December 17, 2014, in the Boardroom, 1885 Forest Park Drive,
North Saanich, BC**

Present: **Commissioners:** C. Jensen (Chair), T. Chad, J. McNulty, W. Ruffle, A. Finall, R. Windsor, S. Price
Staff: V. Leigh-Dorin, Acting Senior Manager (recorder); J. Goodwin, Manager of Facilities and Operations; A. Liu, Manager, CRD Environmental Engineering
Absent: G. Helmsing, C. Stock

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

1. Approval of Agenda

MOVED by Commissioner McNulty, **SECONDED** by Commissioner Finall, that the agenda be approved.

CARRIED

2. Adoption of Minutes

MOVED by Commissioner Ruffle, **SECONDED** by Commissioner McNulty, That the minutes of the November 27, 2014 meeting be adopted as previously circulated.

CARRIED

3. Business Arising from the Minutes: There was none.

4. Reports

Staff Report – Refrigeration and Mechanical Systems Upgrade, Phase 1 – Award of Contract 13-1785

A. Liu provided an overview of the Mechanical Systems Upgrades project Phases 1 and 2, explained the design/build RFP and how tenders were reviewed. He highlighted the recent refrigeration plant failure, the need for a new plant, electrical requirements and the associated cost. Recent negotiations around the contract, scope and timeline to complete require the contract be finalized so as to have minimal impact to the 2015/2016 ice season.

MOVED by Commissioner Price, **SECONDED** by Commissioner Finall, That Contract 13-1775 Refrigeration and Mechanical Systems Upgrades – Phase 1 be awarded to Cimco Refrigeration Ltd. in the amount of \$603,851.00, including GST

CARRIED

5. **Adjournment**

MOVED by Commissioner Chad, **SECONDED** by Commissioner Windsor,
That the meeting be adjourned at 7:21 pm.

CHAIR

RECORDER

January 14, 2015

To the Commissioners of Panorama Recreation Centre:

This is regarding the Employee Wellness Pass Program offered at Panorama Recreation Centre. The Panorama brochure states:

“...the Employee Wellness Program where passes are available at \$150 per year and includes access to the facility and drop-in classes. Annual savings of 62% of the cost of a regular Annual Active Pass”.

My husband and I are holders of a regular Annual Active Pass for which we are each paying the regular annual fee of \$395. We only avail ourselves of the aquafit classes, a drop-in program. As the brochure states, we are each paying 62% more for the same opportunity as employees of organizations. This benefit also extends to the spouses of employees!! Employer benefits in your brochure are presented as follows:

- 28% Reduction in sick time
- 26% Reduction in health costs
- 30% reduction in worker's compensation and disability management claims
- Increased productivity and focus
- Increased staff morale
- Better Communication
- Decreased Staff Turnover
- Increased productivity and focus
- Better working relationships
- Decreased absenteeism
- Decreased stress
- Helps retain current employees

I couldn't agree more with the potential benefits to employers resulting from their employees participating in an exercise program at Panorama. However, if the organization potentially reaps all these benefits, then the organization should be willing to either pay for the employee's participation or top up the employee's costs so that their employees are paying the posted annual fees. OR, non-employees or retirees like myself, should be able to avail themselves of the same basic or “no-frills” program for \$150 annually.

My concern is that you are providing a benefit to employees of organizations and their spouses at my expense and also at the expense of the taxpayer since North Saanich, where I live, is also funding Panorama Recreation Centre. As a taxpayer and an annual active pass member, I am paying for the program twice and, at a substantially higher price, than an employee and their spouse. Neither my husband or I are able to avail ourselves of an Employee Wellness Program because we are no longer employed.

Incidentally, I attend aquafit classes for general health and fitness but also for therapeutic reasons to keep my knees functioning so as to avoid knee replacement surgery. I've been told I'm a candidate. If you don't like the concept of a "no frills" pass, perhaps you'd like to start a Seniors Wellness Pass sponsored by the Ministry of Health. After all, every week there are new studies showing conclusive evidence about the health benefits of exercise.

There is an inequity here and you need to resolve it.

Sincerely,

Rosemarie Gage

To: Commissioners of Panorama Recreation Centre
Re: Active Pass

I have been a regular user of the Panorama Recreation Centre since my arrival in North Saanich in 1981. During that time, I have seen the centre grow in both size and contribution to the Saanich Peninsula Community. The Centre and its staff provide services of which we can all be proud and that contribute to the wellbeing of our community. One of the programs offered by the Centre is the Active Pass which is the subject of this letter.

I chose to purchase an Active Pass even though I do not use many of the benefits, such as ice rental, kindergym, New Year's event, free annual pass for dependent children, ice sharpening, squash court bookings, and Elder College. In fact, the only thing that I use my pass for is aquafit class and possibly the weight room. I suspect that there are many who find themselves in a similar situation.

Maintaining physical fitness is extremely important to retired seniors such as myself. I note, however, that while the benefits of physical fitness are recognized by way of a reduced fee for the Active Pass for those in the work force (and their spouses) via the Employee Wellness Program, there is no such program for retired seniors. This results in retired individuals subsidizing the recreation activities of those who are employed in organizations with 5 or more employees. For those on the Commission who are not aware of the rates under discussion in this letter, a regular Active Pass costs \$395/year whereas passes purchased on the Employee Wellness program cost \$150/year – a 62% cost savings.

I therefore request that PRC give consideration to establishing a Senior Annual Pass similar in construct to that available under the Employee Wellness program. The cost of such a pass could be the same as the Employee Wellness program pass, and would be required to be paid in lump sum as opposed to monthly installments so as to address extra administration fees. This restricted pass would permit unlimited access to drop in programs and weight room only and would not carry the extras outlined at the beginning of this note. This information is included in the comparison chart attached to this letter.

By way of this letter, I am also requesting an opportunity to attend and speak to this letter at the next Commission meeting.

Yours truly
Linda Michaluk
9145 West Saanich Road, North Saanich, BC
250-656-4144

Attach

Additional information available on the active pass and employee wellness programs at these sites:

<https://www.crd.bc.ca/panorama/admission-registration/administration-rates/active-pass-benefits>

<https://www.crd.bc.ca/panorama/programs/employee-wellness>

<https://www.crd.bc.ca/docs/default-source/panorama-pdf/ew-fags.pdf?sfvrsn=0>

| | Regular Active Pass 19 years+ | Employee Wellness Active Pass | Proposed Senior Active Pass |
|---|----------------------------------|---|-------------------------------------|
| Pass Cost | | | |
| • Annual | \$395 | \$150 | \$150 |
| • Monthly cost | \$32.92 | NA | NA |
| Eligibility | 19 years + | Employer registered in plan, employer submits payment | Senior |
| Pass Benefits | | | |
| • Spouse Eligible | ✓ | ✓ | <input checked="" type="checkbox"/> |
| • Unlimited access to all drop in programs | ✓ | ✓ | ✓ |
| • Complimentary weight room orientation | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • 20% discount on registered programs | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • 20% non-prime ice rental discount | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • One Kindergym drop-in visit | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • One admission ticket for New Year's Eve | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Weight Room Orientation | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • 25 locker tokens | ✓ | ? | <input checked="" type="checkbox"/> |
| • Elder college membership for pass holder and spouse (50 years+) | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • 5 non-prime squash court bookings | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • 2 skate sharpenings (free) | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Free annual youth active pass for dependent youth at same address as parents/legal guardians | ✓ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| • Exclusions | none | pottery, Jazzercise and Storyoga | pottery, Jazzercise and Storyoga |



Anglican Parish of Central Saanich
St. Mary's Church St. Stephen's Church

St. Mary's Anglican Church
1973 Cultra Avenue
Saanichton, BC V8M 1L7
250-652-1611
stmarys.saanichton@shaw.ca

1 December 2014

Administrative Secretary
Panorama Recreation Center
1885 Forest Park Drive
North Saanich, BC
V8L 4A3

St Mary's Holly Fair 2014

Dear Shannon;

On behalf of the parishioners of St Mary's, I wish to take this opportunity to thank you for your continuing support for our annual Holly Fair again this year.

Your contribution of a three month unlimited activity pass to the Silent Auction stall added to the variety of interesting items provided by both local businesses and individuals. This greatly added to the interest of the auction!

Your support to the Holly Fair has enabled St Mary's to maintain its ministry within the Saanichton community.

Yours sincerely,

A handwritten signature in cursive script that reads "Len Fallon".

David Cooper and Len Fallon
Co-ordinators, Silent Auction



2014 Braefoot Bursary Recipients

THANK YOU!

We couldn't do this without you!

*Your generous support of
Friends of Braefoot helps ensure that the
Braefoot Community Association can continue
to offer facilities and programs to children
and families throughout Victoria!*

*We hope you had a great time and we hope
to see you again in 2015!*

Sincerely,

Braefoot Community Association

SYMPOSIUM 2015



Symposium 2015 is coming to Victoria

Mark your calendars! Symposium 2015 will be happening **May 6 - 8** at the Victoria Conference Centre.

If you're thinking of planning ahead, group rates for accommodations have already been lined up for this busy conference season in Victoria. Act fast, as the number of rooms are limited!



<http://www.bcrpa.bc.ca/symposium-2015-accommodations>

*Discounted hotel rates
are available. Room
quantities are
limited.*

Exhibitor & Sponsorship Opportunities

If you are interested in exhibitor or sponsorship opportunities please contact the Corporate Account Coordinator at 604-500-7499 or [corpsales\(at\)bcrpa.bc.ca](mailto:corpsales@bcrpa.bc.ca) (<mailto:corpsales@bcrpa.bc.ca>).



http://www.bcrpa.bc.ca/training_symposium/symposium/documents/2015/2015SymposiumTradeshowProspectus-FINAL.pdf

*Tradeshow
and
Sponsorship
Opportunities*



<http://www.bcrpa.bc.ca/tradeshow/registrations>

*Register for
the
Tradeshow*

Symposium 2014 (http://www.bcrpa.bc.ca/training_symposium/symposium-2014)



REPORT TO PENINSULA RECREATION COMMISSION MEETING OF THURSDAY, JANUARY 22, 2015

SUBJECT MAINTENANCE DEPARTMENT REPORT

ISSUE

To provide the Peninsula Recreation Commission with an update on maintenance department issues.

BACKGROUND

August 19, 2014 Power Spike – Update

Due to a bird making contact with the BC Hydro high voltage lines, the Panorama Recreation Centre and the DES mini-plant received a large power spike that traveled through our building damaging our specialised DDC controls and associated network and coaxial equipment.

Capital Regional District insurance has now covered all costs relating to electrical damages to pool controllers, exercise gym equipment and DDC automation software equipment.

December 5 - 7, 2014 – Touch of Salt Spring Event

The Touch of Salt Spring Craft Fair transformed the Panorama Recreation tennis facility into an arts and crafts showcase. Approximately 10,000 visitors attended the event enjoying the fair's festive atmosphere.

December 20 – January 2, 2015 – Winter Wonderland Festivities



Staff decorated the arena to create a winter wonderland for families to enjoy the festive season. This ice sheet was used for various public skates, private ice bookings and to celebrate the ringing in of the New Year.

Refrigeration System Update

The Cimco Refrigeration Ltd. contract has been signed as of December 31, 2014. Construction is set to start April 1, 2015. To keep the overall costs down staff will decommission the plant and remove the existing equipment prior to the installation of the ammonia plant.

December 31, 2014 – New Year’s Eve Event

For our New Year’s evening celebration which operated from 5:00 to 9:00 pm, ice skating, swimming and an activity center were included during this event. An outdoor fireworks show at the end of the evening was enjoyed by many families.



RECOMMENDATION(S)

That the Commission accept the report for information.

John Goodwin
Acting Senior Manager

JG:sa



**REPORT TO PENINSULA RECREATION COMMISSION
MEETING OF THURSDAY, JANUARY 22, 2015**

SUBJECT 2014 OPERATING SURPLUS AND CAPITAL RESERVE FUND

ISSUE

To seek approval to transfer the operating surplus to capital reserves to meet the February 13 deadline.

BACKGROUND

Historically, the Peninsula Recreation Commission has transferred the yearend operating surplus to the Capital Reserve Fund to help fund capital infrastructure projects. There will be an operating surplus for 2014 but the exact figure will not be finalized until closer to the deadline as many 2014 invoices for utilities as well as accrued payroll and other payables are still outstanding.

In September 2014 the Commission received a draft 20-year long-term capital plan which showed a large deficit in the capital reserve fund starting in 2020. Updates to the plan have been made since as a result of the Ice Plant Replacement project which will begin construction earlier than anticipated. This \$950,000 project will not benefit from grant funding thus will be funded solely from the reserves on hand and a one-time refund of \$79,000 from the heat-recovery mini-plant. The result of moving forward with this project means a deficit is now projected to occur in 2018 as shown in Attachment 1.

The balance in the reserve fund relies on contributions as budgeted and is supplemented by surpluses from Municipal Finance Authority (MFA) sinking funds as debt issues expire and operating surpluses as they occur. Any injection of additional funds to the reserves will help to alleviate a growing capital infrastructure deficit.

ALTERNATIVES

1. That the Peninsula Recreation Commission approve transfer of the 2014 operating surplus to the capital reserve fund.
2. That the Commission not approve transfer of the 2014 operating surplus to the capital reserve fund.

IMPLICATIONS

Transferring operating surplus to the capital reserves helps to provide an additional source of funding to the reserve. Reserves are necessary to ensure the long-term sustainability of infrastructure, to help match grant funding for large capital projects and to be available in cases of unscheduled emergency replacement of major equipment or infrastructure.

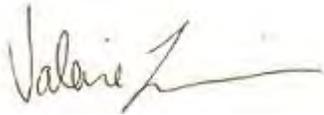
Carrying forward operating surplus into the next year operations and reducing requisition by the same causes fluctuations on tax requisition, takes away funds from the capital reserves and encourages spending of operating funds at year-end so as to not 'lose' the surplus.

CONCLUSION

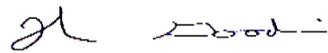
The practice of building capital reserves for funding ongoing infrastructure renewal is essential to ensuring the long-term sustainability of infrastructure-dependent services such as Panorama Recreation. As with all capital reserve funds, the resources to build the proposed capital reserve funds can either be part of the respective service's budget or result from an operating surplus. It is common for operations with large capital assets to allocate operating surplus to their capital reserves. Historically the Panorama Commission has followed this practice.

RECOMMENDATION(S)

That the Peninsula Recreation Commission approves transfer of the 2014 operating surplus to the capital reserve fund.



Val Leigh-Dorin, CGA
Manager of Administrative Services



John Goodwin
Acting Senior Manager
Concurrence

VL:sa

Attachment: Appendix A (2012-2040 Panorama Long-Term Capital Plan)

2012 - 2040 Panorama Long-Term Capital Plan

| | | Installed | Replace | Serv. Life | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|-----------------------------------|---|-----------|---------|------------|---------|---------|---------|---------|--------|---------|
| Funded by Capital Reserves | | | | | | | | | | |
| Air handling equipment | Pool air handling unit | 2009 | | | | | | | | |
| Arena structures | Arena 'A' bleachers | 1996 | | 12 | | | | | | |
| Arena structures | Arena 'A' building envelope | | | | | | | | | |
| Arena structures | Arena 'A' dasher board system | | | | | | | | | |
| Arena structures | Arena 'A' floor replacement | | | | | | | | | |
| Arena structures | Arena A&B insulation | | | | | | | | 85,000 | |
| Arena structures | Arena Accessibility | | | | | | | | 40,000 | |
| Arena structures | Arena 'B' bleachers | 2013 | 2025 | 12 | | | | | | |
| Arena structures | Arena 'B' building envelope | | | | | | | | | |
| Arena structures | Arena 'B' dasher board system | | | | | | 250,000 | | | |
| Arena structures | Arena 'B' floor replacement | | | | | | 600,000 | | | |
| Arena structures | Arena Exterior paint | | | | | | 20,000 | | | |
| Arena structures | Arena Mezzanine: | | | | | | | | | |
| Arena structures | Auto open doors | | | 15 | | | | | | |
| Arena structures | Bleacher seat replacement Arena A | | | | | | | | | 30,000 |
| Arena structures | Bleacher seat replacement Arena B | 2013 | | | | | | | | |
| Arena structures | Concession Upgrade | | | | | | | | | |
| Arena structures | Lighting Replacement | | | | | | | | | 100,000 |
| Arena structures | Repaint Arena A Structural steel | | | | | | | | | |
| Arena structures | Repaint Arena B Structural steel | | | | | | | | | |
| Arena structures | Washroom Upgrades | | | | | | | | | 250,000 |
| Arena structures | Wheel Chair Viewing Area A-Side | | | | | 5,000 | | | | |
| Arena structures | Wheel Chair Viewing Area B-Side | | | | | 5,000 | | | | |
| General Facility | Re-paint exterior | | | | | | | 150,000 | | |
| General Facility | Window replacement - Arena | | | | | | | | | |
| General Facility | Window replacement - Lobby | | | | | | | | | |
| General Facility | Window replacement - Pool | | | | | | | | | |
| General Facility | Window replacement - Weighroom | | | | | | | | | |
| General Facility | Asbestos Inventory 3 sites | | | | 7,225 | | | | | |
| General Facility | Building signs - external (eg Arena A) | | | | | | 20,000 | | | |
| General Facility | Closed Circuit Surveillance | | | | | | | | | |
| General Facility | DDC Replacement (direct digital controls) | | | | | | | 70,000 | | |
| General Facility | Diesel Generator for Facility | 2019 | 2019 | 20 | | | | | | 300,000 |
| General Facility | Exterior Door Replacement | | | | | 25,000 | 15,000 | 15,000 | 15,000 | |
| General Facility | Front entry signage | | | | | 20,000 | | | | |
| General Facility | Ice indicators | | | | | 5,000 | | | | 5,000 |
| General Facility | Janitorial Room Upgrades | | | 5 | | 5,000 | | | | 5,000 |
| General Facility | Electrical Upgrade/Refrigeration Project | | | | 21,000 | | | | | |
| General Facility | Paint Sprinkler pipes | | | | | | | | | |
| General Facility | Plant Maintenance SAP Program | | | | 150,000 | | | | | |
| Greenglade Community | Roofing replacement | | | | | | XX | XX | XX | |
| Greenglade Community | Flooring replacement Gym area | | | | | | | | | |
| Greenglade Community | Flooring replacement main hallways | | | | | | | | | |
| HVAC equipment | Administration offices | 1995 | 2012 | 10 | | | | | | |
| HVAC equipment | Aquatic 'Bridge' | 2009 | 2024 | | | | | | | |
| HVAC equipment | Arena lobby | 1996 | 2012 | 10 | | | | | | 30,000 |
| HVAC equipment | Fitness studio | 2008 | 2023 | | | | | | | |
| HVAC equipment | Greenglade | | | | | 100,000 | | | | |
| HVAC equipment | Poolside room | 2009 | 2024 | 10 | | | | 14,000 | | |
| HVAC equipment | Racquet courts | 2011 | 2027 | | | | | | | |
| HVAC equipment | Reception area | 2011 | 2021 | 10 | | | | | | |
| HVAC equipment | Weight room east roof | 2011 | 2027 | 9 | | | | | | |
| HVAC equipment | Weight room stretching area | 2009 | 2024 | 10 | | | | | | |
| HVAC equipment | Weight room west roof | 2011 | 2027 | 9 | | | | | | |
| Ice plant | Conversion | | | | 850,000 | | | | | |
| Ice plant | Chiller | 1996 | 2016 | | | | | | | |
| Ice plant | Compressor #1 rebuild | | | 3 | | 12,000 | | | | |
| Ice plant | Compressor #2 rebuild | | | 3 | | | 12,000 | | 12,000 | 12,000 |
| Ice plant | Compressor #3 rebuild | | | 3 | | | | 12,000 | | |
| Ice plant | Condenser | | | | | | | | | |

build more bleacher infrastructure + seats

Val Leigh-Dorin: Total budget \$100k but \$79,000 already in capital from 2014 \$50k presentation at Fall commission transformer replace removed

John Goodwin: Replace portions of roof over three year period or build reserves to year #3 Confirm if we are responsible for replacement.

Val Leigh-Dorin: Estimated project cost is \$850,000 but hope a grant of \$300,000 can be secured to offset the cost - NO GRANT AVAILABLE \$300 added back in

John Goodwin: to be replaced as per NH3 upgrades



**REPORT TO PENINSULA RECREATION COMMISSION
MEETING OF THURSDAY, JANUARY 22, 2015**

SUBJECT 2014 DEFERRED CAPITAL EXPENDITURES

ISSUE

To seek approval to amend the 2015 capital plan for 2014 deferred expenditures.

BACKGROUND

Several capital items scheduled for replacement in 2014 have been deferred and should be added to the 2015 capital plan. Seven computers with a budget cost of \$725 per unit as well as the telephone/telecommunication system with a budget of \$20,000 were scheduled for replacement in 2014 but Information Technology (IT) was unable to complete these tasks so they have been deferred to 2015. A change to update the capital plan is required and equipment replacement funds are still available in the reserve for these items.

ALTERNATIVES

1. That the Peninsula Recreation Commission recommend to the Board that the 2015 Peninsula Recreation Capital Plan be revised to add an additional \$25,075 for equipment expenses to be funded from the equipment replacement reserves and to include it as part of the final budget.
2. That the Peninsula Recreation Commission not recommend a change to the 2015 Capital Plan at this time.

IMPLICATIONS

The phone system replacement is a CRD project involving several departments throughout the CRD. This project, once completed, will align all CRD facilities with the same telecommunication system for better interoffice and external communication. The computers are part of a regular 5-year IT replacement schedule providing uninterrupted service to the operations at Panorama.

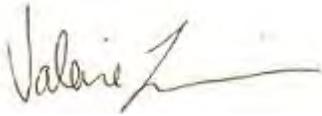
CONCLUSION

Planned replacement of seven computers and a telecommunication system in 2014 have been deferred. These capital items will be replaced in 2015 so the capital plan requires an amendment to proceed with the replacements.

RECOMMENDATION(S)

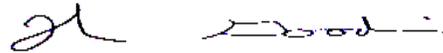
That the Peninsula Recreation Commission recommend to the Board that:

The 2015 Peninsula Recreation Capital Plan is revised to add an additional \$25,075 for equipment expenses to be funded from the equipment replacement reserves and to include it as part of the final budget.



Val Leigh-Dorin, CGA
Manager of Administrative Services

VL:sa



John Goodwin
Acting Senior Manager
Concurrence

PANORAMA RECREATION - STATEMENT OF OPERATIONS (11 MONTHS ENDED NOVEMBER 2014)

| | % of Budget Utilized | 2014 | 2014 | 2013 | 2013 | Actual difference | |
|---|----------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------------|
| | | BUDGET | Year to date | BUDGET | Year to date | in Dollars | by % |
| DIRECT OPERATING REVENUES | | | | | | | |
| Admissions | 72% | 362,700 | 262,925 | 355,500 | 289,367 | (26,441) | -9% |
| Pass sales | 105% | 759,850 | 801,190 | 744,400 | 731,149 | 70,041 | 10% |
| Employee Wellness Program/Partnerships Programs | 172% | 159,280 | 273,816 | 45,000 | 114,710 | 159,106 | 139% |
| Rentals | 93% | 1,365,650 | 1,273,280 | 1,334,750 | 1,255,369 | 17,910 | 1% |
| Other (Advertising, commissions) | 94% | 779,900 | 736,653 | 771,900 | 699,341 | 37,312 | 5% |
| | 77% | 145,450 | 111,555 | 124,050 | 120,576 | (9,021) | -7% |
| TOTAL DIRECT OPERATING REVENUES (Note 1) | 97% | 3,572,830 | 3,459,420 | 3,375,600 | 3,210,513 | 248,907 | 7.75% |
| DIRECT OPERATING EXPENSES | | | | | | | |
| Instructional Services (Note 3) | 90% | 345,600 | 310,046 | 335,250 | 266,270 | 43,777 | 16% |
| Operating supplies | 78% | 237,050 | 185,610 | 235,870 | 171,433 | 14,177 | 8% |
| Repairs & Maintenance (pool, arena, racquet) (Note 4) | 94% | 131,680 | 123,313 | 118,180 | 89,511 | 33,803 | 38% |
| Travel & vehicle costs (Note 5) | 67% | 22,600 | 15,249 | 21,100 | 10,974 | 4,275 | 39% |
| Wages & Benefits | 94% | 1,732,770 | 1,620,754 | 1,637,990 | 1,485,220 | 135,533 | 9% |
| Other (Staff training, licences, fees, dues, memberships) | 98% | 32,480 | 31,821 | 32,140 | 22,140 | 9,682 | 44% |
| TOTAL DIRECT OPERATING EXPENSES | 91% | 2,502,180 | 2,286,794 | 2,380,530 | 2,045,547 | 241,246 | 12% |
| CONTRIBUTION MARGIN | 110% | 1,070,650 | 1,172,626 | 995,070 | 1,164,965 | 7,661 | 1% |
| INDIRECT EXPENSES- ADMIN., MAINTENANCE & PROGRAM | | | | | | | |
| Capital | 98% | 69,600 | 68,252 | 69,900 | 63,405 | 4,848 | 8% |
| Advertising | 73% | 101,000 | 74,201 | 99,000 | 93,923 | (19,722) | -21% |
| Contract for services & legal | 17% | 22,850 | 3,967 | 22,350 | 36,263 | (32,295) | -89% |
| CRD charges (IT, HR, payroll, finance) | 90% | 266,670 | 241,157 | 262,790 | 232,540 | 8,616 | 4% |
| Insurance | 101% | 44,050 | 44,367 | 41,330 | 41,270 | 3,097 | 8% |
| Licences, fees & dues | 92% | 99,230 | 91,157 | 96,200 | 88,152 | 3,005 | 3% |
| Postage & freight | 62% | 5,900 | 3,659 | 5,700 | 4,162 | (503) | -12% |
| Rentals (CSCC & North Saanich Middle School) | 69% | 71,750 | 49,751 | 53,750 | 53,133 | (3,383) | -6% |
| Repairs & Maint. (general) | 119% | 74,950 | 88,863 | 74,300 | 88,737 | 127 | 0% |
| Supplies | 84% | 145,380 | 122,755 | 141,350 | 107,560 | 15,195 | 14% |
| Travel & vehicle costs (Note 5) | 166% | 12,450 | 20,698 | 12,300 | 13,341 | 7,356 | 55% |
| Leasehold improvements (Note 6) | 59% | 94,000 | 55,557 | 40,000 | 12,101 | 43,457 | 359% |
| Utilities (hydro, sewer, water & phone) | 78% | 679,970 | 529,017 | 659,860 | 532,048 | (3,031) | -1% |
| Wages & Benefits | 85% | 2,293,020 | 1,958,078 | 2,211,240 | 1,938,884 | 19,194 | 1% |
| Other (meetings, printing costs, admin. staff training) | 53% | 68,700 | 36,085 | 60,500 | 26,328 | 9,757 | 37% |
| Contingency | 0% | 50,000 | - | 20,000 | - | 0 | |
| TOTAL INDIRECT EXPENSES | 83% | 4,099,520 | 3,387,565 | 3,870,570 | 3,331,847 | 55,718 | 2% |
| NET CONTRIBUTIONS | 73% | (3,028,870) | (2,214,939) | (2,875,499) | (2,166,882) | (48,057) | 2% |
| INDIRECT REVENUES | | | | | | | |
| Payments in lieu of taxes & Recovery | 100% | 131,950 | 131,951 | 111,990 | 83,398 | 48,553 | 58% |
| Donations & Sponsorships (Note7) | 4616% | 1,000 | 46,156 | 6,000 | 24,938 | 21,218 | 85% |
| Interest income | 64% | 13,030 | 8,361 | 13,840 | 7,204 | 1,157 | 16% |
| TOTAL INDIRECT REVENUES | 128% | 145,980 | 186,467 | 131,830 | 115,540 | 70,928 | 61% |
| NET SURPLUS | 70% | (2,882,890) | (2,028,471) | (2,743,669) | (2,051,342) | 22,871 | -1% |
| TRANSFERS & DEBT | | | | | | | |
| Equipment Replacement Fund | 92% | 450,000 | 412,500 | 425,000 | 389,583 | 22,917 | 6% |
| Transfers to General Capital Fund | | - | - | 41,220 | - | 0 | |
| Transfer to Capital Reserve fund | 100% | 160,380 | 160,380 | 250,000 | 250,000 | (89,620) | -36% |
| Transfer to Internal Reserve | 100% | 8,000 | 8,000 | 8,000 | 8,000 | 0 | 0% |
| Debt-interest payments | 88% | 441,900 | 388,446 | 441,900 | 389,338 | (892) | 0% |
| Debt-Principal payments | 100% | 449,370 | 449,370 | 449,370 | 449,370 | 0 | 0% |
| MFA Debt Reserve interest | | 3,030 | - | 3,840 | - | 0 | |
| NET BEFORE REQUISITION & PRIOR YEAR SURPLUS | 78% | (4,395,570) | (3,447,167) | (4,362,999) | (3,537,634) | 90,466 | -3% |
| Requisition | 100% | 4,395,570 | 4,395,570 | 4,362,999 | 4,362,850 | 32,720 | |
| Prior year's surplus | | - | - | - | - | 0 | |
| NET OPERATIONS (Note 2) | | - | 948,403 | - | 825,216 | 123,186 | 15% |

Note: **Highlights:**

- 1 Direct operating revenues up 7.75% or \$248,907 over 2013
- 2 2014 Net Operations ahead of 2013 by 15% or \$123,186
- 3 Instructional services up 16%: Preschool up \$21,600 (88%), Fitness up \$11,500 (14%), CR Youth up \$24,000 (45%), Arena down \$3,200 (14%), Aquatics down \$3,400 (19%), Rehab down \$4,873 (19%)
- 4 Repairs and Maintenance costs for repainting common areas and installation of digital thermostats at Greenglade \$9,000 Pool repairs \$8,150 & arena repairs of \$15,000 to replace hot water tanks and puck board replacements More contract electrical callouts for power spike repairs, more parts replaced during pool shutdown than anticipated.

Direct & Indirect expenses:

- 5 Major servicing on bus and Chevy Cruze
- 6 One-time capital improvements for Greenglade in 2014
- 7 VIHA funding of \$15,000 went directly into capital in previous years



**REPORT TO PENINSULA RECREATION COMMISSION
MEETING OF THURSDAY, JANUARY 22, 2014**

SUBJECT EMPLOYEE WELLNESS PASS

ISSUE

To inform the Peninsula Recreation Commission about the Employee Wellness Program.

BACKGROUND

Today's society lives in an era in which chronic health issues are commonplace and our role as a recreation centre is to educate, motivate and support all individuals in our communities to embrace healthy living. Through the literature, we know that Canadians are struggling to maintain a healthy body weight, eat right and get enough physical activity for their health. We also know from the Canadian Health Measures survey that we are the heaviest and most sedentary in our nation's history.

Workplace wellness program initiatives address promoting physical activity and we know that exercisers are healthier than non-exercisers, and most adults do not perform enough physical activity to achieve necessary health benefits. Unfortunately, people who are inactive at work are also inactive at home. Physical inactivity as a result of sedentary office jobs has resulted in increased injury, musculoskeletal disorders, neurotoxicity, immune response, cardiovascular disease and certain types of cancer. Workplace wellness programs can reach large segments of the population that normally would not be exposed to and engaged in health improvements efforts.

The Employee Wellness Program is available to businesses on the peninsula (non-profit, government, and private) to make a commitment to their employees to purchase passes to drop in to sessions at Panorama Recreation Centre. The pass is available for \$150.00 per year per employee and a minimum number of employees per work site are required to qualify for the pass. The pass is limited and does not offer all of the benefits offered through the annual active pass (Attachment 1).

As of January 1, 2015, 1153 Employee Wellness clients started new passes generating a total of \$173,000 in revenue. In 2014, the total annual revenue for the program was \$278,816. From the 1153 employee wellness clients in January 2015, 722 (62%) work for non-profit or government such as VIHA, School District 63, RCMP, military, or local municipalities. Statistically very few of the employee wellness patrons (less than 20%) held any type of pass from Panorama prior to purchasing an employee wellness pass. Furthermore less than 5% Employee Wellness passes replace the annual pass. Therefore the program attracts new people using the facility and generates additional revenue. This additional revenue assists to keep the requisition low and is a benefit to the taxpayer. Additionally the Employee Wellness Program allows residents who live and work in the community an opportunity to be healthier, and contributes to a strong local economy by maintaining employment levels. Further many of the businesses who participate in the program provide sponsorships to our public programs such as free skates and swims throughout the year.

IMPLICATIONS

SOCIAL IMPLICATIONS

With the reality of rising health costs and sedentary lifestyles the workplace is an excellent setting for promoting health and increasing physical activity. The Workplace Wellness Program encourages a culture of health and supports employees adopting and maintaining healthy behaviours.

ECONOMIC IMPLICATIONS

In 2014, the Employee Wellness Program generated \$278,816 in revenue, \$160,000 more than budgeted. There are no additional administrative costs to manage the Employee Wellness Program. Almost all administrative work is taken care of by the business. Processing registrations is done when convenient for staff at slower times of the day. There are no refunds or extensions for these passes and the business provides one cheque for the full payment in advance. Unlike with the Annual Active Pass, no scheduled payments are allowed with Employee Wellness, therefore no administrative time to deal with issues like returned cheques, declined credit cards and delinquent accounts all of which are time consuming. Revenue is 100% guaranteed.

INTERGOVERNMENTAL IMPLICATIONS

The Employee Wellness Program has provided many opportunities to work collaboratively with other government agencies in delivering recreation programs and services to the community. Strong partnerships have been developed and Panorama Recreation can deliver a wide level of recreation services that most private sectors are unavailable to offer.

CONCLUSION

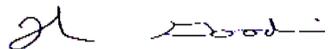
The Employee Wellness Program provides a significant benefit to the community and local businesses and is a source of additional revenue to Panorama Recreation Centre.

RECOMMENDATION(S)

That the report be received for information.



Lorraine Brewster
Manager of Program Services



John Goodwin
Acting Manager
Concurrence

LB:sa

Attachments: Appendix A (Active Pass and Employee Wellness Pass Benefits)
Appendix B (2015 Employee Wellness Clients)

Appendix A

| | Adult Annual Active Pass Benefits | Employee Wellness Pass Benefits |
|--|--|--|
| Unlimited access to all drop-in programs | X | x |
| 20% discount on registered programs (Some restrictions apply. Active Pass must be valid on course start date) | X | n/a |
| 20% non-prime ice rental discount | X | n/a |
| Weight Room Orientation (15 years+) | X | n/a |
| 25 locker tokens | X | n/a |
| Elder College Membership for pass holder and spouse (50 years+) | X | n/a |
| Five (non-prime) squash court bookings (19 years+) | X | n/a |
| Two skate Sharpening by HP Blades | X | n/a |
| Free Annual Youth Passes | X | n/a |
| New Year's Eve Ticket | X | n/a |
| Proposed upcoming health forums | X | |
| Monthly Payment Option | X | n/a |
| Refund Option | X | n/a |

2015 Employee Wellness Clients

AXYS Group
Bank of Montreal
BC Ambulance
BC Ferries
Beacon Community Services
Central Saanich Firefighters
Central Saanich Police
Coast Capital Savings
Coop
DFH Real Estate
District of Central Saanich
District of North Saanich
Fisheries & Oceans
G4S Airport
Military Squadron
National Bank Financial
Norgarden Estates-2013
Pacific Sky
RCMP
Royal Bank
Save on Foods
Rest Haven Lodge
School District 63
Scott Plastics
Seastar
Slegg Lumber
Thrifty Foods
Town of Sidney
Van Isle Marina
VIH Aerospace
VIHA
Viking Air
WestJet
WSANEC School Board

Small Businesses

Cosmos
Mariner
White Spot
Chamber of Commerce
Norgarden
Axys Analytical
Henley Walden
Cowland Paterson
Pacifica Real Estate Inc.



**REPORT TO PENINSULA RECREATION COMMISSION
MEETING OF THURSDAY, JANUARY 22, 2015**

SUBJECT EARLY ARENA ICE CLOSURE, MARCH 31, 2015

ISSUE

To inform the Peninsula Recreation Commission of the financial implications of the early arena ice closure to replace the arena ice plant.

BACKGROUND

Arena rentals and programs start during the first two weeks of August every year. Before 2012, the ice in both arenas was removed at the end of March for lacrosse and ball hockey seasons to start in early April. April ice was added in 2012 after consultation and commitment with community rental groups. April dry floor rental revenue has not decreased despite Arena B only being available during April. Net program and rental revenue has increased between \$21,000 - \$33,700 per year. (See Appendix A). April ice rental groups include:

- Pender Island Hockey
- Peninsula Pythons
- Parkland Secondary School (Parkland Academy)
- Retreads Hockey Club
- Fort Night Hockey
- Edgey Hockey
- Peninsula Figure Skating Club
- Keating Out of School Care
- Peninsula Panthers Jr Hockey Club
- Peninsula Minor Hockey Association

Arena Ice users were notified in December 2014 of the pending closure March 31, 2015.

IMPLICATIONS

SOCIAL IMPLICATIONS

Adding April ice was an important expansion for community rental groups. Arena use increased at a time when ice rentals and programs traditionally were finished for the season. The additional ice promotes increased physical activity and meets the following strategic initiatives including:

- Family recreation
- Fitness and well being
- Basic skills for school aged children
- Recreation activities for seniors
- Social interaction
- Support for community groups
- Preschool opportunities
- Basic skills for adults

ECONOMIC IMPLICATIONS

The pending closure on March 31, 2015 will impact ice rentals, public admissions and school skate revenues. Estimated revenue forecasted for April was \$30,125. Estimated program expenses forecasted for April was \$3,412. Estimated net contribution forecasted for April was \$26,714 (See Appendix A).

Total revenue is forecast to drop 3.9% from \$778,500 to \$748,375.

Total net contribution is forecast to drop 4.9% from \$547,790 to \$521,076.

Staff identified the following opportunities to maximize facility use and revenues by:

1. Offering ice rental groups alternate times in March.
2. Offering dry floor rental groups additional rental space in April.
3. Rescheduling Panorama Adult Hockey League games in March.
4. Exploring options of reducing the March-April Friday youth skate lessons by 3 classes instead of cancelling the last session entirely.
5. Panorama staff is also exploring options to offer additional programs during spring break.

CONCLUSION

The pending early ice closure will lower revenues by 3.9% and lower the net contribution by 4.9%. Staff is taking steps to maximize facility use and revenues in April to minimize lower revenue forecasts. The early ice removal is necessary to schedule sufficient time to replace the arena ice plant. The new ice plant will ensure staff can maximize future use and revenues in April by accommodating one sheet of ice and one dry floor arena.

RECOMMENDATION(S)

That the report be received for information.



Dustin Ray-Wilks
Community Recreation Coordinator



Lorraine Brewster
Manager of Program Services
Concurrence

DRW:sa

Attachment: Appendix A (April Arena Program Revenues)

April Arena Program Revenues

| Direct Revenues | 2015* | 2014 | 2013 | 2012 |
|--------------------------------------|-----------------|-----------------|-----------------|-----------------|
| Rentals - Ice | \$27,991 | \$22,676 | \$27,323 | \$33,973 |
| Admission Revenue | \$1,408 | \$1,493 | \$1,352 | \$1,380 |
| Skate Sharpening | \$130 | \$144 | \$115 | \$0 |
| Heater Revenue | \$0 | \$257 | \$0 | \$0 |
| School Skates | \$597 | \$484 | \$483 | \$823 |
| Total Direct Revenue | \$30,125 | \$25,054 | \$29,273 | \$36,176 |
| Direct Expenses | | | | |
| Wages - Recoverable | \$77 | \$92 | \$97 | \$43 |
| Wages- Skate Attendant | \$2,552 | \$2,799 | \$2,496 | \$2,362 |
| Wages - Instructors | \$782 | \$1,143 | \$1,203 | \$0 |
| Total Direct Expenses | \$3,412 | \$4,034 | \$3,796 | \$2,405 |
| Net Contribution Program Area | \$26,714 | \$21,020 | \$25,477 | \$33,771 |

*At the time that of the pending ice closure announcement, \$23,000 of ice time was booked in April, with an additional \$1,890 in the planning stages. Other revenues and expenses are estimates based on previous years reporting.

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation

December 11, 2014

Capital Regional District

625 Fisgard Street, PO Box 1000

Victoria, BC V8W 2S6



Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation



Purpose

To communicate about the arena refrigeration system replacement project at Panorama Recreation Centre.

Background

Located on the Saanich Peninsula, Panorama Recreation offers innovative facilities and quality programs and services. From a recently expanded aquatic complex, to an award-winning Racquet Sports Centre, a fully equipped weight room and two skating arenas, there is something for everyone.

On Friday November 7, 2014

Panorama Recreation Centre experienced power fluctuations which caused minor disruptions to the building and temporarily shut down various pieces of equipment.

On Sunday Morning, November 9, 2014,

The refrigeration system to the two skating arenas was found to be non-operational. Our ticketed refrigeration journeyman/lead hand was called in to assess the damages. The cause was found to be a blown 400 amp fuse supplying power to the refrigeration system; Allied Power was called in to replace it. Power was re-established to the refrigeration system late that afternoon, using a temporary

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement



replacement until proper fuses could be installed the following day. The system was restarted and found to be operational.

On Monday morning, November 10, 2014

The Arena refrigeration system was found offline and chiller package frozen. Calls were placed for review of system. System was again shut down due to the chiller freeze up. All ice activities were then cancelled due to the possible rupture of this pressure vessel. Cimco Refrigeration Ltd. was called in for assistance. Together they spent the rest of the day and night thawing out the chiller and visually inspected for signs of damage. Late Monday night the system was again restarted and found to be operating normally.

On Tuesday morning, November 11, 2014

The Arena refrigeration system was found to be offline and the chiller package frozen again. Calls were placed for a secondary review of the system. The system was again shut down due to the chiller freeze up. Further investigation found that the brine pumps shut off when the set point was reached but the compressors continued to run after it reached its set points. This malfunction was the cause of the chiller freeze up and subjected the chiller to internal damage. Due to the second freeze up it was then apparent that a critical gasket within the chiller had ruptured causing the system to become unbalanced with the dual chiller system not feeding refrigerant and brine as per the designs of this chiller.

On Wednesday morning, November 12, 2014

The ice rental operations resumed. The refrigeration system is presently now operating manually, having to adjust brine pumps and pressures to maintain an equal balance of brine pressures through the dual chiller package. It will have to be monitored frequently for operational changes throughout the rest of the season. The chiller system has received damages that will require extensive repairs during our annual shutdown for 2015.

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement



Due to age of the present arena refrigeration system, the recent failure of two compressors and an internal chiller rupture, anticipated increasing operational costs, and possible future disruptions to arena users, it is the recommendation of staff that this R-22 refrigeration system be decommissioned and that the Peninsula Recreation Commission make a recommendation towards acceptance of Phase One, towards the replacement of a high efficiency ammonia refrigeration system in 2015.

(R-22 is a greenhouse gas and the manufacture of R-22 results in a by-product (HFC-23) that contributes significantly to global warming.) The phase out of refrigerant R-22 will occur in 2020.

The Commission approved the proposed, two phase approach of the refrigeration plant replacement and direct staff to proceed with the project.

Target Audiences

1. Panorama Recreation Patrons & User Groups including (but not limited to):
 - a. Ocean Sciences Hockey
 - b. Parkland Hockey Academy
 - c. Edgey Hockey
 - d. Shoreline Bruins
 - e. Boozehounds Hockey
 - f. Peninsula Pythons
 - g. Retreads
 - h. Parkland Alumni Hockey

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation

- i. Pender Is. Hockey
 - j. Fortnight Hockey
 - k. Island Hockey 101
 - l. Peninsula Panthers
 - m. Peninsula Figure Skating
2. CRD & Panorama Recreation Staff, Board and Committees/Commissions
 3. Residents of North Saanich, Central Saanich & Sidney
 4. Residents of the region
 5. Media outlets

Communications Objectives

1. To educate Panorama Recreation patrons, user groups and staff about the arena refrigeration system replacement project and timeline
2. To educate Panorama Recreation patrons, user groups and staff about the early closure to the 2014-15 ice season (March 31, 2015) and the alternative options

Key Messages

1. Due to age of the present system and possible future mechanical disruptions to arena users, Panorama Recreation is moving forward with replacing the arena refrigeration system starting April 1, 2015.

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement



2. We wish to advise our users of a pending early ice closure. The arena refrigeration system has experienced mechanical failures therefore it is necessary to replace the present system to a more environmentally friendly refrigerant. This project will commence April 1, 2015 and therefore, the new closure date for the 2014/2015 ice season will be March 31, 2015. We anticipate to be up and running with the new system for the opening of the 2015/2016 season.

Challenges

Reaching wider user groups regarding the cancellation of ice programs and rentals for the month of April 2015

Cautionary Points

Panorama Recreation cannot commit to an exact completion date on the arena refrigeration system replacement project due contractor availability and work progress.

Timing

The goal is to have the arena refrigeration system replacement project complete for the opening of the 2015/2016 ice season.

Identity

The project will be led by Panorama Recreation's Manager of Facilities and Operations. The messaging and communications will be reviewed by the project manager.

Spokesperson

John Goodwin, Manager of Facilities and Operations

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation

Media Considerations

The overall plan will consist of the guidelines below. These guidelines have been designed to ensure that the media plan will be consistent through all platforms and that all audiences will be effectively reached with media selection.

Audience

1. Panorama Recreation Patrons & User Groups including (but not limited to):
 - a. Ocean Sciences Hockey
 - b. Parkland Hockey Academy
 - c. Edgey Hockey
 - d. Shoreline Bruins
 - e. Boozehounds Hockey
 - f. Peninsula Pythons
 - g. Retreads
 - h. Parkland Alumni Hockey
 - i. Pender Is. Hockey
 - j. Fortnight Hockey
 - k. Island Hockey 101
 - l. Peninsula Panthers

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | **Peninsula Recreation**

m. Peninsula Figure Skating

2. CRD & Panorama Recreation Staff, Board and Committees/Commissions
3. Residents of North Saanich, Central Saanich & Sidney
4. Residents of the region
5. Media outlets

Visuals

All visuals will comply with Graphic Standards and include both the Panorama Recreation and CRD logos (including taglines) and include the Panorama Recreation phone number and website.

Tone

The messages will be clear and positive in nature. The relevant tone is clear and concise.

Language

All media will be created in English and aim to be at a grade nine level to ensure that the message is received by our target audience, who are primarily English-speaking.

Content

In the case that organizational protocols become enacted, standard corporate language must be included.

Strategies & Tactics

Webpage

A webpage will be created on the public Panorama Recreation website. It will be a tool used to inform

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement



and update Panorama Recreation patrons and user groups as to the status of the ice plant replacement project.

Newsletter

An eNewsletter will be created and distributed to the 10,000+ registered email addresses within the Panorama Recreation class (registration) software.

Social Media

Social media, primarily Facebook and Twitter will be used to share up-to-date information to all Panorama Recreation followers.

Email Communication

An email will be sent out to Arena User Organizations to forward along to members.

| STRATEGIES | <u>Objective 1:</u> To educate Panorama Recreation patrons, user groups and staff about the arena refrigeration system replacement project and timeline | <u>Objective 2:</u> To educate Panorama Recreation patrons, user groups and staff about the early closure to the 2014-15 ice season (March 31, 2015) and the alternative options |
|------------------------------|--|---|
| Panorama Recreation Web page | ✓ | ✓ |
| eNewsletter | ✓ | ✓ |
| Social Media | ✓ | ✓ |
| User Group email | ✓ | ✓ |

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation

Media Plan

Media Objectives

1. To educate Panorama Recreation patrons, user groups and staff about the arena refrigeration system replacement project and timeline
2. To educate Panorama Recreation patrons, user groups and staff about the early closure to the 2014-15 ice season (March 31, 2015) and the alternative options

Media Distribution Overview

Advertising

- Paid Advertising

It is unlikely that paid advertising will be required to support the communications plan.

- Social Media/ Online/ Digital & Video

Social media, primarily Facebook and Twitter will be used to share up-to-date information to all Panorama Recreation followers.

Earned Media

- Contact the local Peninsula News Review newspaper to request an interview regarding the project – at the announcement and at the completion.

Internal Communications

- Announcements via SharePoint will be created to inform all Panorama Recreation staff
- Ice Plant replacement item will be added to all internal meeting agendas

Budget

\$0.00

- Internal staff resources only

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation

Campaign Total: \$0.00

Evaluation

Objective 1:

To increase awareness of the importance of the arena refrigeration system replacement project.

Objective 2:

To demonstrate Panorama Recreation’s commitment to provide quality facilities, programs and services to the community.

Implementation Plan

| Tactic | Preparation | Distribution | Responsibilities |
|-----------------------------|---------------|----------------------|--|
| Communications Plan | December 2014 | January 2015 | Marketing Coordinator Manager of Program Services CRD Corporate Communications |
| Database eNewsletter | January 2015 | January 2015 | Marketing Coordinator |
| Social Media | January 2015 | January – March 2015 | Panorama Recreation Social Media Committee |
| Panorama Recreation Website | January 2015 | January 2015 | Marketing Coordinator |
| User Group Email | December 2014 | December 2014 | Community Recreation Coordinator Assistant Community Recreation Coordinator |
| Program Patron Email | January 2015 | January 2015 | Community Recreation Coordinator Assistant Community Recreation Coordinator |
| Media Release | January 2015 | February 2015 | Marketing Coordinator CRD Corporate Communications |

Communications Plan

Panorama Recreation Centre – Arena Refrigeration System Replacement

CRD | Peninsula Recreation

Next Steps

- Approval of communications plan
- Development of social media strategy





REPORT TO PENINSULA RECREATION COMMISSION MEETING OF THURSDAY, JANUARY 22, 2015

SUBJECT 2015 PENINSULA RECREATION COMMISSION MEETING DATES

ISSUE

To provide the Peninsula Recreation Commission with 2015 meeting dates.

BACKGROUND

The Commission has traditionally met on the fourth Thursday of each month (July, August and December excepted). Following this precedent, the following dates are proposed for 2015:

- January 22
- February 26
- March 26
- April 23
- May 28
- June 25
- September 17 (UBCM Convention Sept. 21-25)
- October 22
- November 26
- December 17

RECOMMENDATION(S)

That the proposed 2015 Peninsula Commission meeting dates be approved.

Shannon Asdal
Administrative Secretary

John Goodwin
Acting Senior Manager
Concurrence

SA:sa