

**Capital Regional District
Sooke & Electoral Area Parks and Recreation Commission
Minutes of a meeting held Wednesday, January 9, 2013
SEAPARC Leisure Complex, 2168 Phillips Road, Sooke, BC**

Mission Statement:

*“Sooke Parks & Recreation Commission creates recreational opportunities for the public through the planning, development, provision and operation of recreational facilities, programs and activities with a focus on the people of the Sooke and Juan de Fuca Electoral Area”
(Mission Statement adopted October 16, 1991)*

Present: Commissioners: Jim Perkins (Chair), B. Berger, P. Grove, M. Hicks (JDF Director),
W. Milne (Sooke Director)
Staff: L. Hutchings, SEAPARC Manager, L. Finch, Program Services Manager,
L. MacDonald, Recording Secretary
Absent: D. Bishop (Vice Chair)
Public: 2
Press: 0

1. CALL TO ORDER

The Chair called the meeting to order at 6:34 pm.

2. ELECTION OF CHAIR & VICE CHAIR

The SEAPARC Manager called for nominations for the position of Chair of the Sooke & Electoral Area Parks and Recreation Commission for 2013 and Commissioner Perkins' name was put forward. The SEAPARC Manager called two times for further nominations and, as there was none, Commissioner Perkins was declared Chair.

The SEAPARC Manager called for nominations for the position of Vice Chair of the Sooke & Electoral Area Parks and Recreation Commission for 2013 and Commissioner Bishop's name was put forward. The SEAPARC Manager called two times for further nominations and, as there was none, Commissioner Bishop was declared Vice Chair.

3. ADOPTION OF AGENDA

The following additions were made to the Agenda:

4. a) Delegation – Ellen Lewers re: Community Digital Sign
7. b) Correspondence - Sooke Sensations Synchronized Skating Team
8. d) Service Objectives Survey

MOVED by Director Hicks, **SECONDED** by Commissioner Berger that the agenda be adopted as amended. **CARRIED**

4. a) DELEGATION

Ellen Lewers outlined her efforts to coordinate the installation of a two-sided, 8' x 4' digital sign to serve the advertising needs of a variety of Sooke region non-profit agencies and local businesses. Ms. Lewers outlined past efforts by Edward Milne Community School and the Chamber of Commerce to obtain a sign. It is hoped that the sign would produce enough advertising revenue to cover maintenance and software costs. Three quotes have been procured and it is expected the digital portion of the sign (not including supporting pillars/frame) would cost approximately \$20,000 with an additional \$400 per month in maintenance and software costs. The sign would be video capable and include a wireless modum allowing for updates via a laptop within 50 feet of the sign. Ms. Lewers is seeking representatives from various agencies to serve on a task force.

Discussion points included:

- Support and appreciation for Ms. Lewer's efforts
- Willingness to possibly participate in a task force
- Shared sign would not provide enough advertising time for SEAPARC offerings
- Possible locations including EMCS, site of current SEAPARC sign, downtown Sooke
- Future changes to road patterns (ie. Phillips & Sooke Road Intersection)
- Need for updated price quote for a SEAPARC digital sign

4. b) APPROVAL OF THE MINUTES OF November 7, 2012

MOVED by Commissioner Berger, **SECONDED** by Commissioner Grove that the minutes of November 7, 2012 be approved. **CARRIED**

5. CHAIR'S REPORT

6. DIRECTOR'S REPORT

7. NEW BUSINESS

a) Sooke Recreation Survey

Commissioner Grove suggested that an in-house community recreation survey could assist the Commission in future planning and save the cost of the hiring a third party to coordinate the survey. Discussion points included:

- Need to poll the community on their priorities before any decisions can be made
- Would the survey be wide ranging to include all recreation offerings or only those items that could be accommodated within the SEAPARC site
- Survey should include cost breakdown any new proposed services
- A three year (2010-2012) summary of SEAPARC/CRD allocated costs is required
- Possible use of District of Sooke's "Survey Monkey" software to conduct online survey
- Director Hicks has queried District of Sooke staff regarding the SEAPARC mill rate and would like to know this figure before proceeding

b) Sherri Smith, Sooke Sensations Synchronized Skating Club re: Provincial Competition Financial Assistance Request

MOVED by Director Milne, **SECONDED** by Commissioner Grove that the SEAPARC Manager respond to this request in accordance with Commission policy. **CARRIED**

8. STAFF REPORTS

a) Staff News

Staffing

John MacGregor has been hired as a Facility Maintenance Worker III (full-time).

Concession

VIHA has directed the installation of a third sink or commercial dishwasher in the Concession to ensure proper wash/rinse/sanitization of dishes and cooking utensils. The addition of a third sink is estimated to cost \$750-\$800.

A three year history of Concession revenue and expenditure will be prepared for an upcoming meeting.

Director Hicks suggested staff install a coffee/hot chocolate vending machine to serve patrons when the Concession is not open. Staff to research and report back to the Commission.

b) 2012 Program Services Highlights

The Program Services Manager presented a PowerPoint review of the 2012 Program Services highlights including:

- Special Events - Easter Eggs-Travaganza, SK8 Jam & Santa Skate
- Community Recreation - day camps, Leadership Development Program & preschool play area upgrades
- Fitness – 50+ Strength & Mobility; Zumba and Walking Group
- Arena – new Learn to Skate program; Developmental Lacrosse Program
- Aquatics – Partnerships, Community User Groups, Aquafit, Public Swimming, Advanced Programs and Special Events
- Staffing – Staff Recruitment in 2012
- Marketing – new brochure design and Facebook page
- Partnerships – Heart & Stroke Foundation

c) Staff Report – Wireless Service

The SEAPARC Manager outlined the estimated costs involved to install wireless service in the arena. Director Hicks noted that he had received a quote from SHAW to supply business internet secondary WiFi at a cost of \$9.95 per month.

MOVED by Director Hicks, **SECONDED** by Commissioner Grove that SHAW Cable Systems install WiFi service in the arena at a cost of \$9.95 per month. **CARRIED**

d) Service Objectives Survey

The SEAPARC Manager reviewed the results of a staff and Commission survey on service objectives. He noted that the surveys are part of an ongoing process to determine future service priorities and resource allocation. The SEAPARC Manager suggested there may be opportunities to increase corporate sponsorships in the future.

Discussion points included:

- Creating incentives for corporate sponsorship
- How surplus funds are allocated

The Program Services Manager reported that in the past the sponsorship process has been quite informal and included donations of food, prizes, marketing and/or cash. A new sponsorship policy will be developed in light of recent experiences.

The SEAPARC Manager noted that it is standard procedure for surplus funds to be carried forward into reserve funds. Commissioner Grove noted that he was unaware of this procedure.

9. PUBLIC QUESTION PERIOD

10. ROUNDTABLE

Commissioner Berger queried the feasibility of installing an ATM machine in the facility lobby. Staff will research and report back to the Commission.

Director Hicks suggested that a special Commission meeting be held to focus on future recreational planning and possible community consultation. Director Milne noted that the Commission has an obligation to determine what the greatest community recreational need is even if it is not within the purview of the CRD/SEAPARC to offer the service. The Chair, SEAPARC Manager and Program Services Manager will meet to discuss further. Future special meeting date/time to be announced.

11. ADJOURNMENT

The meeting adjourned at 8:37 p.m.

Jim Perkins, Chair

Lynn MacDonald, Recorder