



AGENDA
CAPITAL REGIONAL DISTRICT
SOOKE & ELECTORAL AREA PARKS AND RECREATION COMMISSION
General Meeting, SEAPARC Boardroom
Thursday, November 16, 2017 at 6pm

Sooke & Electoral Area
Parks and Recreation
Commission

OFFICE LOCATION:
SEAPARC
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1. Call to Order
2. Adoption of Agenda
3. Approval of the Minutes of October 19, 2017
4. Correspondence/Delegation:
 - a) Sooke Horseshoe Pitching Association – Ron Dumont
5. Directors' Report
6. New Business
7. Staff Reports:
 - a) DeMamiel Creek Golf Course – 2017 Season End Report
8. Public Question Period
9. Round Table
10. Adjournment

**Capital Regional District
Sooke & Electoral Area Parks and Recreation Commission
Minutes of a Regular meeting held Thursday, October 19, 2017
SEAPARC Leisure Complex Board Room, 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: M. Hicks (Chair), B. Berger, D. Bishop, P. Grove,
J. Perkins (Vice-Chair)
Staff: L. Hutcheson, General Manager, Parks & Environmental Services,
S. Knoke, SEAPARC Manager, C. Hوجلund, Program Services Manager,
L. MacDonald, Recording Secretary
Absent: M. Tait
Public: 0
Press: 0

1. CALL TO ORDER

The Chair called the meeting to order at 6:02 pm.

2. ADOPTION OF AGENDA

MOVED by Commissioner Grove, **SECONDED** by Commissioner Perkins that the agenda be adopted.

CARRIED

3. ADOPTION OF MINUTES

MOVED by Commissioner Bishop, **SECONDED** by Commissioner Perkins that the minutes of the July 20, 2017 meeting be adopted.

CARRIED

4. CORRESPONDENCE

a) Sooke Fine Arts Society – "Gift of Salmon" Sculpture

Review of letter offering transfer of ownership of the newly installed "Gift of Salmon" sculpture to SEAPARC.

MOVED by Director Hicks, **SECONDED** by Commissioner Berger that SEAPARC will take ownership of the "Gift of Salmon" sculpture, not insure it separately and staff will notify Sooke Fine Arts Society of this decision.

CARRIED

b) Sooke Minor Hockey – Coaches' Game

Review of letter requesting donation of ice time for Sooke Minor Hockey Association's annual Coaches' Game on November 24, 2017 from 7-10pm. The annual event serves as a fundraiser with 100% of funds raised being provided to a local family in need.

MOVED by Commissioner Berger, **SECONDED** by Commissioner Bishop that SEAPARC will donate ice time to Sooke Minor Hockey as requested for their Coaches' Game on November 24, 2017 provided Sooke Minor Hockey can come to a mutual agreement with the "Blunderbirds" team for the 8:30-10pm ice slot.

CARRIED

5. DIRECTORS' REPORT

6. NEW BUSINESS

a) Staff Report – 2018 Service Plan Review & Budget Approval

The SEAPARC Manager reviewed the 2018 Service Plan and Budget in his presentation including:

- 2018 major capital items:

Facility Expansion (\$1.25 million Grant Funded)	\$ 2.75 million
Network / Phone Upgrade	\$ 40,000
Golf Course Irrigation	\$ 45,000
Pool Roof Portion	\$ 170,000

Note: 2018 Facility Expansion is subject to UBCM Strategic Priorities Gas Tax Grant Funding (\$1.25m)

- 2018 Requisition (estimated) \$ 2,712,990
- Recommended percentage increase over prior year: 1.70%

Discussion points included:

- Fitness gym expansion & grant application
- Population growth & increased service demands
- Aging infrastructure
- Projected surplus

Further discussion followed regarding utilizing any potential 2017 surplus (currently projected to be approximately \$45,240) to reduce the proposed 1.7% requisition increase in 2018 rather than transferring surplus funds to the Capital Reserve Fund as proposed.

MOVED by Commissioner Berger, **SECONDED** by Commissioner Bishop that the Sooke & Electoral Area Parks and Recreation 2018 Service Plan and Budget be approved as presented and any 2017 surplus up to \$45,240 be used to offset the 2018 requisition.

CARRIED

7. STAFF NEWS

Seniors Programs

SEAPARC is working to increase health and recreation opportunities for seniors, and as such we have partnered with local organizations to offer educational sessions in the SEAPARC Board Room. These sessions are being funded by a New Horizon's Grant secured by the local Seniors Drop-in Society and Sooke Region Volunteer Centre. This is proving to be a great opportunity to increase our connection and involvement with local senior serving organizations.

Summer Camps

SEAPARC offered over fifteen different summer camps options throughout the summer for children ages 3-16 years. Camps were well attended and SEAPARC has received excellent feedback with regards to the variety and quality of our camps.

SEAPARC Golf Tournament

SEAPARC hosted a four person, 9 Hole best ball golf tournament on August 19th. The tournament was well received with forty golfers participating.

Play in the Park Program

Thank you to the Rotary Club of Sooke for once again donating \$500 in support of the summer "Play in the Parks" program. The Rotary donation helped to fund the purchase of new equipment for the program.

Aqua Fitness

There are currently nineteen drop-in aquatic fitness classes being offered throughout the week, with an average attendance between 12-30 people. We have added an Aqua Baby & Parent workout class this fall.

ADMINISTRATION

Roof Repair Updates

Arena roof repairs will begin this fall. A site meeting took place on September 14th to review the project with prospective contractors.

Pool roof repairs have been delayed until the annual June 2018 maintenance shutdown. The nature of the roof repair requires that absolute dry conditions be met during the project, including pool closure as warm moist air from the pool condensing on the metal deck surface would prevent adhesives from setting up properly. It is expected that the delay will not be the cause of further damage to the roof or facility.

Golf Course

The 2017 DeMamiel Golf Course season ended October 15th 2017. The Sooke Chamber held their annual golf tournament on September 14th 2017. The golf course house rental licence is up for renewal in December of 2017. A staff report on the 2017 operation will be presented at the November meeting.

Skate Park Stats

Daily attendance statistics for the period June 1 to September 30, 2017 were provided. Monthly visitor average = 4,500 and daily average = 150. Total traffic for the period analysed = 17,500.

Future Federal Infrastructure Grant Funding Forecast

The SEAPARC Manager attended an information session hosted by the CRD and Province regarding information on federal infrastructure funding. British Columbia will receive approximately \$150 million in funding allocated for investment in the "Social" category (ie. community, culture and recreation infrastructure) and is targeted to fund new/expanded/renewed community centres, amateur sport, cultural, and recreational installations and facilities. Priority will be on facilities aimed primarily at supporting vulnerable populations.

8. PUBLIC QUESTION PERIOD

9. ROUND TABLE

Commissioner comment noted concerns regarding the cold water temperature of the arena dressing room showers and difficulty accessing WiFi in the arena. Staff to research further and report back to the Commission.

10. ADJOURNMENT

The regular meeting adjourned at 7:34pm.

Next meeting: November 16, 2017 @ 6pm

Mike Hicks, Chair

Lynn MacDonald, Recorder

SOOKE HORSESHOE PITCHING ASSOCIATION

SEAPARC
RECEIVED

NOV - 6 2017

To Sooke Park and Recreation Commission

The Sooke Horseshoe Pitching Association just finished its second year in operation. What a great year it was with our first league play with 24 players attending. With this maxing out our pitches with 4 players at each pitch. We also have had several of the local high school and middle school kids coming down and also maxing out our pitches. For safety reason and growth we now have to move forward with our next stage of expansion which is 6 more pitches and the safety fencing that goes with it. We the SHPA are asking if maybe you would consider giving us a grant to help us move forward with our growth and the chance for our community to try a new sport.

Considering this offer ...we also would like Seaparc to consider running some classes for horseshoes at our pitches with SHPA providing instruction and safety and the FUN of this sport.

Completing 6 pitches with fencing and our gate estimated at \$20 000

Also we cannot hold proper tournaments without 12 pitches and we are applying to hold the 2019 BC Championships...which again we would need some community support...\$2000

Washroom facilities have been another problem for us, as we deal with the Sooke Community Association charging us \$30 a month to use the facilities. This being said we are only there maybe 3 times a week so this cost is quite a burden on us . This is on going concern as we try to find a solution . With older members and school age children coming to our pitches it is also a necessity

Eventually in the near future we would also like to install water to keep the dust down in the pits and maybe roofs over our pits so they could be used all year round.

Thank you for considering in helping our growing association in any way that you can



**REPORT TO SOOKE ELECTORAL AREA PARKS
AND RECREATION COMMISSION
MEETING OF THURSDAY, NOVEMBER 16, 2017**

SUBJECT

DeMamiel Creek Golf Course – 2017 Season End Report

ISSUE

To provide information to the Commission on the 2017 season operation of DeMamiel Creek Golf Course.

BACKGROUND

2017 marked the first complete seasonal operation of the DeMamiel Creek Golf Course. The 23 acre property was purchased in 2016 for \$999,000. The property came complete with all equipment and machinery required to operate a commercial golf course and included a house that is currently under lease with renters. SEAPARC offers a community level golfing experience at an affordable price. Maximizing the use of existing SEAPARC resources facilitating the provision of efficiently and effectively run operation.

DISCUSSION

The DeMamiel Creek Golf Course had a successful season in 2017. The course opened to the public on April 26 and closed on October 15, 2017. It was a season of learning and developing. SEAPARC staff had limited knowledge of routine golf course operations and the condition of the golf course and equipment were largely unknown. Information on the following topics will provide insight on what worked well and what may need further attention.

Use of SEAPARC's administrative services was identified early on as an opportunity to use existing SEAPARC capacity. The intent was to not duplicate our Reception service at the golf course but to facilitate simple and easy access.

Customer Service Items

- Old sales office trailer disposed of and replaced with a small mobile utility office that required refurbishment. The office was renovated and worked well as a simple home base for golf course operations. This office is mobile and could be relocated for alternative uses
- Water fountain installation
- Vending machine installation
- Covered rest area installation
- Public phone installation and access
- Security camera installation with access from SEAPARC Reception via remote internet connection
- Remote payment machine and cash drop safe installation
- Shaw Open Wi-Fi hub available
- Man gate installation for afterhours exit

Payment Process

The remote payment process proved to be the most popular form of payment utilized by patrons. 50% of fees paid during the season were processed through the payment machine at the golf course. Feedback on the machine from customers was positive however many customers were frustrated that only one transaction could occur at a time. The machine used solar power and provided up to date sales reporting and payment information via cell network. The payment machine proved to be reliable and was leased from Precise ParkLink for 5 1/2 months at a cost of \$275 per month. Staff were able to analyze sales trends and patterns and respond quickly to the consumer's needs. By providing a machine payment option, the golf course was able to operate with minimal onsite staff costs.

Patrons could choose from five different payment options to pay for golf course related admissions or services:

1. In person at SEAPARC Reception (cash/cheques/credit card/gift card/membership)
2. By phone through SEAPARC Reception (credit card/membership)
3. By payment machine at golf course (cash-coin/credit card)
4. By cash drop box at golf course (cash)
5. By host punch removal at golf course (membership)

The 2017 payment process worked well and provided many options for customers to access. By providing a variety of options for fee payment, golf course access was simple and efficient.

Golf Host Supervision

Golf Hosts were available onsite approximately 20 hrs per week. Peak traffic times were identified early on in the season and staff were scheduled to assist the public. An iPad was provided and the Hosts were able to access PerfectMind to process admissions from member's accounts. This improved the speed of customer access and gave the Hosts the ability to access additional customer information. The Hosts were encouraged to gather feedback from all customers using the course. This feedback was communicated via email to SEAPARC supervisors and managers. Several issues were dealt with quickly through this effective communication process.

Golf course traffic was heavily dependent on good weather. The attached 2017 Year End Estimates report (Appendix A) reflects this and it should be noted that inclement weather will have a direct impact on revenue.

Marketing

Several marketing techniques were tested and implemented to identify potential opportunities and to stimulate sales and attendance. Marketing platforms utilized and the general impact or return on investment included:

Print Media:

- Advertisements in the Times Colonist, Goldstream Gazette, as well as local news resources. Effective for announcements, regional marketing and senior demographics. Funding investment required.
- Rack cards on display at the Victoria Tourism Information Centre, Sooke Museum, Prestige Hotel and local bed & breakfasts. Effective for tourism market, expensive print media, funding investment required.
- Sign posted on Highway 14 at Drennan St provide way finding and marketing to vehicles traveling westbound on Highway 14

Digital offers and discounts:

- Island Daily Deals – 50 (10 punch passes) were sold in one week. Very popular, target regular golfers. No funding investment required. A review of this initiative indicated that more than 80% of purchasers were already existing course users.
- GroupOn - 46 (2 for 1 passes) were sold for September. Very popular, targeted regular golfers. No funding investment required. A review of this initiative indicated that this offer had increased the market outside Sooke.
- Getintheloop application- promo driven to attract new local customers to the service. This application is used to share promotions via an online platform. Analytics are returned on age and location of customers that are accessing your marketing messages and promotions.

Special Events and discounts:

- Child Golf Promotion - SEAPARC offered two dates on which kids could play for free when accompanied by an adult with the first date proving quite popular and the second less so. This was a great way to get young people on the course.
- Senior Golf Promotion – Weekly special offering 18 holes for \$15. This promotion was well received though it was difficult to track the direct impact on sales. Sale information indicates that the seniors demographic comprise the majority of golf course users.
- Family Golf Promotion - Friday night 9 holes for a family \$25. This promotion did not draw the targeted population. Friday nights do not appear to be a good fit.
- Tuesday night \$10 special - A fall year end promotion to get customers out at a quiet time.
- Early Bird Special 2 for 1 before 9 am - A fall year end promotion to get customers out at a quiet time.

Partnerships:

- 9 and Dine with Route 14, the Prestige Hotel and Sooke Legion - These promotions were not very popular and were difficult to track. Part of the challenge is the location of the golf course in proximity to the restaurants.
- Golf Tournaments –Sooke Chamber of Commerce rented the golf course on September 14th for their annual tournament. The event included a live band and catered dinner. The course was licensed and received positive feedback on the conditions of the grounds.

Existing SEAPARC marketing:

- Facebook
- Road Sign / Reception Display
- Summer Program Guide
- Internal Poster Program

One of the primary objectives was to bring new customers to the course. We consistently heard from the public that they didn't know DeMamiel Creek existed or where it was located. The most effective promotions were value added with the senior weekly special being the best example. These promotions did not cost SEAPARC money up front and realized success from building on existing target markets.

Programs

SEAPARC offered Short Game Clinics, led by a CGA Professional. A one week junior golf camp program ran with 6 registrants. These programs will be offered again next year. Staff received excellent feedback about the junior golf camp. Clinics will be offered again in the spring 2018 when people are starting to come back to the game. If possible, some after school clinics will be offered in May/June in 2018.

Journey Middle School and EMCS students utilized the course in the spring, under the school use agreement, paying \$2/pp price. This was led by school teachers and was well used during the spring and fall.

Maintenance

The success of any golf course lies in the quality of the grounds maintenance. Golf course maintenance expenses represent approximately 75% of the total expense budget. In 2017, SEAPARC retained a skilled greenskeeper to maintain the property. A key change was the moving of the maintenance in house with SEAPARC staff. This change was a shift from utilizing a contractor in 2016. By moving in house, SEAPARC used existing capacity to ensure a sustainable delivery of the service. Further to this, staff learned skills and techniques that assisted with future planning and development. SEAPARC needs to continue to build on and develop its knowledge base regarding golf course operation. It is recommended that staff attend golf industry education sessions to continue to learn and seek information on standards related to efficient golf course operations.

Equipment

The condition of golf course maintenance and irrigation equipment acquired through the land purchase was largely unknown. It appears that the key pieces have been maintained and function with occasional issues. The following items should be noted for 2017:

- The purchase of a used Toro 3500D grounds master for cutting the rough. This is a diesel commercial unit that performs well.
- The Toro 5100D fairway unit required significant maintenance for overheating and stalling early in 2017.
- A new pump was installed in the lower pond to lift additional water to the primary irrigation pond. This water was required throughout the summer of 2017.
- Six pieces of equipment were disposed of at auction. All equipment disposed of was either not operating or not safe to operate, ie:
 - Ford 3600 Tractor and Brower Gang Mower
 - 5200D Reel Mower – Fairway Mower
 - Hydra Spreader
 - Mobile Pump and Reservoir Tank
 - Cushman Sod Cutter
 - Travel Trailer (office space)
- The Toro irrigation system experienced issues that have prevented the automation of the sprinkler system. It is suspected that the irrigation system was never automated and this is the main challenge with getting new system operational.
 - Pump replacement and Franklin VFD installation
 - Pond refurbishment and Tee Box Repair

The equipment currently operating on the course is serving the needs of the service.

Opportunities/ Challenges

Further opportunities exist and are listed below:

- As the course becomes more popular, the installation of an Automated External Defibrillator (AED) would be a prudent investment. In the spring of 2017 SEAPARC staff applied for a grant from the BC PAD (Public Access to Defibrillation) to provide a public access AED at the golf course. Unfortunately SEAPARC was not successful in this grant application.
- Customers expressed that snacks and drinks would be a welcome addition at the golf course. This is a challenge as we currently do not always have staff available at the facility throughout the day. It is possible that this could be offered by the Golf Hosts in 2018 during their regular shifts.

- When Golf Hosts were not on site at the course, staff from SEAPARC had to travel to the course to hand out rentals, etc. This was a challenge and could be addressed by customer self-access to rentals and pull carts.
- Selling tees and balls at the golf course grew in popularity. Similar challenges exist vending any items when the Hosts are not onsite.
- The current seasonal operating dates fit customer demand for the service. Expanding the seasonal operation would equate to increase operating costs without off setting revenues.

Industry Support

SEAPARC received help from several golf courses throughout the 2017 season. This support was very important and a key to a successful season. SEAPARC should acknowledge and thank the following organizations that took time to assist SEAPARC in 2017:

- Westshore Parks and Recreation
- Highlands Pacific Golf Course

FINANCIAL IMPLICATIONS

Appendix A provides a financial summary of the 2017 season. It is anticipated that the golf course will operate on a \$15,000 subsidy for the 2018 season. This is reflected in the SEAPARC 2018 operating budget. Inclement weather and equipment failure represent the two largest risk factors in the provision of the golf course service.

CONCLUSION

The DeMamiel Creek Golf Course opened to the public for a 170 day seasonal operation in 2017. SEAPARC offered a community level golfing experience at an affordable price by maximizing the use of existing SEAPARC resources to provide an efficiently and effectively run operation.

RECOMMENDATION(S)

The Commission receive this report for information.



Steve Knoke
SEAPARC Manager

WRITERS INITIALS: SK

Attachments: Appendix A – 2017 Year End Estimates

Appendix A

2017 Year End Estimates - Golf Course

General Admission Revenue	\$	18,992
Membership Revenue	\$	13,121
General Admission - Machine Revenue	\$	27,624
Other revenue	\$	3,293
House Rental Revenue	\$	21,600
	\$	84,630
Wages and Benefits	\$	63,060
Operating Expenditures	\$	35,230
SEAPARC O&M Allocation*	\$	15,000
	\$	113,290
	-\$	28,661
Budgeted Variance	-\$	35,400

*These expenses are internal charges that are allocated to each department