

Present:

Chairperson: Councillor Martin
Councillor Gill
C. Annable
R. Benson
C. Girardi
J. Grewal
S. Hundal
G. Rai

Absent:

T. Allen, School Board Trustee

Also Present:

L. Cavan, General Manager, Parks, Recreation & Culture
O. Croy, Manager, Parks
L. White, Manager of Community & Recreation Services
T. Uhrich, Parks Planning, Research & Design Manager
J. Thibaudeau, Operations Manager
D. Vestergaard, Administrative Coordinator, Parks, Recreation & Culture
C. Jesson, Deputy City Clerk

A. ADOPTION OF MINUTES

It was Moved by S. Hundal,
Seconded by J. Grewal,
That the Parks, Recreation & Culture Committee of June 22, 2011, be adopted.
Carried

B. DELEGATION

1. Minor Hockey Association Concerns regarding Ice Arena Usage and Rates

Representatives of the three (3) Minor Hockey Associations of Cloverdale, Semiahmoo and Surrey were in attendance to provide a presentation relative to the Associations' concerns regarding ice arena rental rates.

Correspondence dated June 12, 2011 from the three Minor Hockey Associations refers.

Ian Macguire, on behalf of the three (3) Minor Hockey Associations provided a presentation relative to the role of minor hockey in the community of Surrey and the present challenges facing the sport relative to developing players, avoiding volunteer burnout and financial pressures.

Based on the population growth, the growth in hockey has been stable, with increasing interest at younger levels. The challenges of increasing arena operating costs and the aging of facilities were highlighted. An overview of historical ice costs was provided, including the percentage of revenues and significant proportion that is directed towards ice rates/ice times; weighted ice time rate is \$182.00 per hour and 76% of revenue going towards ice time. Mr. Macguire requested that similar concession should be provided to the Minor Hockey Associations as was recently provided to the Surrey Eagles team. The delegation

requested that the ice allocation and fee process should be transparent and equitable, where no one user group should receive preferential treatment. In addition, the delegation requested having a voice at the table when arena and ice allocation discussions are taking place.

During discussion, the Committee confirmed that there were a number of considerations that were made by Council relative to the Surrey Eagles and the importance of supporting a Junior A hockey team in Surrey. In response to a Committee query, staff confirmed that the City is fairing quite well in terms of ice availability on a per capita basis, with eight (8) sheets of ice, with one having been added in 2009. As part of the Build Surrey Program, there is a plan for an additional sheet of ice in the 2015 time-frame and the City has been adding incrementally to the community's ice inventory. Staff further reviewed the ice allocation process, noting that when a new facility is added, the City's Allocation Policy is applied where staff work through a collaborative ice allocation process with the community ice user groups. The end objective being is to always meet the community's needs to the best of the City's ability.

The delegation spoke to the contribution of minor hockey associations to the community and that these associations do indeed provide economic benefits. Furthermore, the delegation spoke to the continued financial pressures, specifically the negative impact of the HST compounded with the increased arena costs. Minor hockey association kids are also involved in community events, including a variety of volunteer services.

The Committee spoke to the current fee and whether an increase in ice arena rental fees would be defensible if the increase would mean more ice arenas in the future. The delegation further spoke to the challenge of inadequate supply of public ice, as private ice arenas can charge what they want. A further issue is of the emergence of Spring hockey, as Spring teams are private teams paying higher rates.

The Committee further raised the issue for more ice facilities for practice and improving player development, with there not always being the need for additional amenities. The South Surrey ice sheet was raised as a good example of space for multiple teams. It was suggested that the Allocation Policy needs to take into account player development, and not just formal games and practices.

In response to a Committee question, the delegation stated the minor hockey associations have a good working relationship presently with the Surrey Eagles. The delegation expressed appreciation for being heard, stating that the overall objective is providing opportunities for all of the City's children.

In terms of next steps, staff advised a report would be prepared for a fall meeting of the Committee and that the delegation would be notified accordingly.

C. REQUEST(S) FOR DELEGATION

D. OUTSTANDING BUSINESS**1. Bayside Rugby – Proposed Field House at South Surrey Athletic Park**

It was Moved by C. Annable
 Seconded by Councillor Gill
 That the Parks, Recreation and Culture

Committee:

1. Receive this report as information;
2. Recommend that Council endorse the concept of the City and the Bayside Rugby Club contributing to the development of a field house in South Surrey Athletic Park at a location south of 20th Avenue to a maximum floor area of 12,000 square feet; and
3. Recommend that Council request that staff include \$750,000 in the 2012-2016 Five Year Capital Financial Plan as this City's contribution to this project.

Carried

2. Development of a South Asian Centre for Culture, Harmony and Wellness in the Newton Community

File: 6140-20/PM

COMMITTEE RECOMMENDATION:

It was Moved by Councillor Gill
 Seconded by S. Hundal
 That the Parks, Recreation and Culture

Committee recommend that Council:

1. authorize staff to prepare a terms of reference as the basis for a consultant to be retained by the S.P.A.R.K. Education Foundation (the "Foundation") and under the guidance of City staff to undertake a feasibility study of each of the two sites in Newton described in Appendix 1 attached to this report, which will assist in determining whether either or both of these sites would be suitable for the development of a south Asian Centre for Culture, Harmony and Wellness (the "Centre") as proposed by the Foundation and, if both are found suitable, to establish which of the sites is the preferred site;
2. authorize staff to enter into negotiations with the Foundation to develop a draft memorandum of understanding (the "MOU") between the City and the Foundation that addresses the contribution of land and the construction, operation, programming and maintenance of the Centre and related parking, along with the terms of public access to the Centre and the terms of ownership of the proposed Centre, among other things, and would form the basis for a potential future agreement; and
3. request that staff provide a further report to Council in due course that documents the results of the feasibility study and, subject to favourable results in relation to the feasibility study, includes the draft MOU for Council consideration.

Carried

In response to a Committee query relative to parking, staff noted that the parking that is mentioned is what has already been committed, however, additional parking would need to be provided should the project proceed. Staff further confirmed that even with the 358 stalls, there are constraints, as the parking consultant did recommend additional parking for the existing field.

E. NEW BUSINESS

1. Fees and Charges Presentation – Brian Johnson, PERC

Document entitled “Rationale for the Delivery of Parks, Recreation and Cultural Services in Surrey” (On Table)

Brian Johnson, Principal Consultant with PERC provided a detailed presentation relative to his review of the current fees and charges. In addition, the document entitled “Rationale for the Delivery of Parks, Recreation and Cultural Services in Surrey” was reviewed. The Committee was provided with an overview of where the City of Surrey is with the Fees and Charges Policy and updates undertaken.

The City of Surrey is one of the first municipalities in Canada to adopt a “Benefits Based Approach” relative to its fees and charges. A benefits based approach recognizes that public goods are focused on indirect benefit to all citizens rather than the direct benefit to users of services. A benefits based approach, although a simple concept, is more complex as one levies fees so that those who benefit pay in proportion to the direct benefit they actually receive; but there is also the component of indirect benefit to the public good/ good to the community as a whole.

Mr. Johnson outlined three modes of use, namely drop in users, program users and rental groups, and two levels of fees: (1) mainstream for the vast majority who can afford, and (2) safety net for those who cannot afford. The benefits continuum was referenced, noting that a number of studies have been conducted with findings regarding the economic positive return on investment into parks. In terms of benefits, the public good benefit is the benefit that one cannot escape from, such as beautification projects and community events. Fees are based on and justified by the percentage of public/private benefits measured in recovery fees and adjusted to market prices.

In terms of a private approach, the private sector is demand driven and the public sector is needs driven and will be focused at all times on indirect benefits. It is important to take a two-pronged approach where justification and need are determined. In terms of where minor hockey belongs, the issues of lower recovery for young groups vs. having higher cost recovery for adult groups need to be addressed. As an example, there are communities that have purchased private ice time and given the space to public groups at reduced subsidized rates, representing a less expensive approach than building new arenas, while some communities have stated that arenas will not be built for adult groups. By having a clear benefits-based approach, it becomes easier to make certain decisions.

The Committee noted that they have been approached by soccer users who suggest that the fees are too high which is difficult to rationalize when one looks at the cost of operating ice arena facilities. However, there is the sense that at times other groups such as soccer are not subsidized as much as they should be. There are certain clubs that cannot afford the turf field rates and want more gravel fields. If there was a dollar per hour charge for soccer, the issue of adjusting fees to recognize those who cannot afford the costs could potentially be addressed. The issue of affordability is critical, if 90% of users are paying the fees, somehow the City should be able to look at the opportunity for the 90% to replace the turf not the present 100%. It was suggested that the creative implementation of the safety net level of fees can be further explored, as nowadays many families undertake decisions based on budget constraints. Staff clarified that grass fields have 100% subsidy and turf fields have a smaller subsidy resulting in a blended rate; with grass fields incurring maintenance fees.

The methodology for the next steps for the City was outlined, including the following:

1. Recommit to the benefits-based approach;
2. Define and agree on costs for each service, capacity for use, categories of uses and categories of users;
3. Determine recovery rates for each cost centre for user/users; and,
4. Create an implementation plan (including public process if necessary).

The Committee was advised that the City needs to adhere to the above four points and needs to understand which category of users and uses have a different proportion of benefits. For example, does the City want to treat seniors differently from adults? Need to understand different categories of uses, such as rental categories and related recovery rate codes. Would a commercial use be different compared to more public good uses?

The Committee suggested that if ice rates were to increase to enable facilitating the building of another ice sheet, the City could potentially meet the demand but would need to invest more in safety net measures at the same time. Further, the Committee emphasized that the focus on demographics and income thresholds is/will be critical. In terms of organized sport, one needs to determine which groups could absorb increased rates, such as dance where costs are already high. Increasing rates for soccer could lead to a reduction in participation, as those families that cannot afford to play soccer, will not be able to afford other sports. With regards to the usage of public facilities for private use, a City may have a policy where public facilities cannot be used for private use or only if excess capacity exists.

Other issues were raised for further discussion, including but not excluding the following: subsidization of youth organized sport, using fees to influence behavior, partnerships vs. sponsorships, competition with the private sector, use of contractors and payment options. In terms of sponsorship, the Committee raised the question of how pricing and sponsorship should be determined to allow significant tournaments to take place. Based on the established principles, the City would need to determine what the public good is and allow as much private sector demands as appropriate. At times the goal of financial spin-offs may conflict with

public good, as illustrated by Whistler's Conference Centre that resembled a public facility.

The Committee expressed appreciation to Mr. Johnson and his detailed presentation and document relative to applying a benefits-based approach to the City's Fees and Charges policy.

2. Update – 2011 Dog Off Leash Master Plan

File: 6140-20/D

It was Moved by Councillor Gill,
Seconded by G. Rai,
That the Parks, Recreation and Culture
Committee receive the memorandum entitled "Update-2011 Dog Off Leash Master Plan" as information.

Carried

The Committee requested staff research and provide further information on the following:

- Current process of the City's doggy bags being sponsored and provided by companies; and
- Applicability of the Mud Puppy program which enables owners to wash their pets on a beach at a reasonable price currently operating in San Francisco.

3. Naming of Trail in Port Kells Park

File: 6140-20/P

COMMITTEE RECOMMENDATION:

It was Moved by Councillor Gill
Seconded by S. Hundal
That the Parks, Recreation and Culture
Committee recommend that Council approve the existing trail through the forest in Port Kells Park be named in honour of the late Wally Sandvoss.

Carried

4. Newton Athletic Park Master Planning Process

File: 2140-20/N

It was Moved by Councillor Gill,
Seconded by S. Hundal,
That the Parks, Recreation and Culture
Committee receive the memorandum entitled "Newton Athletic Park Master Planning Process" as information.

Carried

Staff was requested to research "sprung building" products and their utilization during off-season training.

F. ITEMS REFERRED BY COUNCIL**G. CORRESPONDENCE****H. INFORMATION ITEMS****1. Verbal Update**

Laurie Cavan, GM, Parks, Recreation and Culture

Successful Grants

The Community Development office was successful in their grant application to the Rick Hansen Institute. They will receive \$2,000 for a "Learn to Play Sledge Hockey" Program. Surrey Sport and Leisure Complex accommodates sledge hockey.

Community Rooms and Shelters Update**Newton Athletic Park Community Room**

- An agreement has been signed between the CRS offices of the Newton Senior Centre and the NAPSG (seniors Group) to use the community Room in NAP.
- We have established that 3 volunteers will open and close the facilities and they have signed the agreement.

Holland Park Playground Opening Event

A community event will be taking place on Saturday, July 23rd from 11:00 – 2:00 to celebrate the official opening of the Holland Park Playground. The first phase of this playground was made possible in part by a donation from the local chapter of the Knights of Columbus and sponsorship from the Tire Stewardship of BC. The playground will be phased in over several years and the first phase features an Explorer Dome which is the first of his kind in BC.

Recycling Program

At the last PRC Committee a question was brought up regarding recycling in Parks. A more detailed memo will come to a future meeting

Stewart Farm Pioneer Fair

The annual *Pioneer Fair* was held on Saturday, July 9 on the grounds of the Historic Stewart Farm. Over 500 visitors enjoyed hot forge blacksmith demonstrations; early steam engines and antique cars.

Cloverdale Blueberry Festival and Heritage Picknit Event

The Surrey Museum is once again partnering with the Cloverdale Business Improvement Association to present the annual *Cloverdale Blueberry Festival*. Presented on the Museum plaza, in the facility and along Cloverdale Main Street, this successful event is scheduled for Saturday, August 6. The Museum will also host the heritage *Picknit* event (a summer gathering of knitters and crafters) in conjunction with the festival.

Canada Day

Canada Day 2011 was held again this year at the Millennium Amphitheatre and the new Cloverdale Recreation Centre. With three stages operating, great weather and an unbelievable line-up of local and international artists, the event drew over 100,000 over the course of the day. The historic Senior's Strawberry Tea in the new Recreation Centre was a great success.

Fusion Festival

Fusion Festival was held July 16 & 17 in Holland Park, and was a terrific success despite the rain. The event, winner of the prestigious Star Award from the 2011 Canadian Event Industry as the Best Cultural Event in Canada, is BC's largest multicultural celebration. Fusion Festival featured over 46 performances, with artists and headliners from around the world who performed on four stages. The event was an incredible success, with attendance of nearly 60,000 people who took part in celebrating the City's rich diversity with music, food and culture.

I. OTHER BUSINESS

- 1. Committee Recommendation to Council
Regular Council Public Hearing – July 11, 2011
Additions to the South Surrey Arena
RES. R11-1252**

In response to a Committee query, staff clarified that there is no separate charge for dressing rooms, as there are many parks with no dressing rooms. Adult user groups pay for general use for a field and have access to the change rooms, if available. The City subsidizes to clean the change rooms as part of the overall fees being charged.

J. NEXT MEETING

Next meeting of the Parks, Recreation and Culture Committee is scheduled for September 21, 2011.

K. ADJOURNMENT

It was Moved by C. Annable,
Seconded by S. Hundal
That the Parks, Recreation & Culture
Committee meeting do now adjourn.

Carried

The Parks, Recreation & Culture Committee adjourned at 8:54 p.m.

Certified as true and correct:

Claudia Jesson, Deputy City Clerk

Chairperson, Councillor Mary Martin
Parks, Recreation & Culture Committee