

**SPORTS ADVISORY COMMITTEE
Wednesday, April 11, 2018**

A Regular Meeting of the Sports Advisory Committee convened on Wednesday, April 11, 2018 at 7:01 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, BC, with the following persons present:

- COMMITTEE MEMBERS:** Councillor Craig Hodge, Chair
Councillor Teri Towner, Vice Chair
Andrea Mattinson, Sports Centre Users Group
Sib Sirimanotham, Coquitlam Tennis Club
Avisa Mohammad-Hassani
Brian Keenan
Dan Lewis
Arjuna Rudrakumar
Cydney Smythies
Carl Trepanier
Les Wingrove
- REGRETS:** David Jones, Coquitlam Field Sport Association
Larry Ryan
- OTHERS PRESENT:** Lynne Truong
- STAFF:** Kathleen Vincent, Manager Corporate Communications
Kathleen Reinheimer, Manager Parks
Kerri Lore, Community Partnership and Policy Manager
Terra Dickinson, Cultural and Community Events Supervisor
Rachel Cormack, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Sports Advisory Committee Meeting held on Tuesday, February 13, 2018

The Chair noted a correction on page four, removing the reference to Fraser Mills as it is incorrectly stated as the location of the proposed YMCA community centre.

The Minutes of the Sports Advisory Committee Meeting held on Tuesday, February 13, 2018 were approved.

NEW BUSINESS

2. Community User Group Signage

The Manager Corporate Communications provided the Committee with an on-screen presentation entitled "Community Signage" and referred to slides titled as follows:

- Coquitlam – 6 Community Sign Locations
- Guidelines/Restrictions
- Other Resources in Support of Local Events
- New Westminster Community Signage
- New Westminster Digital Message Centre
- New Westminster Digital Billboards
- Questions?

The Manager Corporate Communications provided the Committee with forms to apply for signage through the City of Coquitlam (provided on-table).

Discussion ensued relative to the following:

- Clarification regarding the City of Coquitlam's policy regarding third party electronic signage
- Clarification regarding the electronic advertising boards at Poirier Sports and Leisure Centre and Evergreen Cultural Centre
- The belief that the City of Coquitlam should be restricted from placing signs at the community user group sign locations
- The pros and cons of the Coquitlam's community user group signage policy
- The pros and cons of New Westminster's fixed frame community user group signage policy
- The desire for sight guideline advice to be placed on the City of Coquitlam's website
- The potential for user groups to partner in order to acquire discounts with sign manufacturers
- The desire for signs to be required to include date information alongside contact information on the physical sign
- The potential creation of a scheduling or notification system to allow the Coquitlam bylaws staff to easily track when signs are required to be taken down
- The possibility of creating a system of deposit payments to incent groups to take down their signs on time
- The potential restriction of signs posted in Coquitlam to only Tri-Cities or Coquitlam organizations and events
- The potential for certain locations to allow multiple sided signs
- The belief that the North Road signage location is not an appropriate sign location due to space limitations
- The belief that the current community user group signage policy is functional

In response to a question from the Committee, the Manager Parks noted the status of Spotlight on Sport 'the home of' signs on Coquitlam fields. She noted that this initiative

would highlight Coquitlam teams that play at specific fields, but would not include registration information.

In response to a question from the Committee, the Manager Corporate Communications noted that should Coquitlam Council limit the amount of signs allowed at specific locations, priority access to those spaces should be given to community user groups.

Discussion ensued relative to the consideration of residents that live around the signage locations, specifically the North Road location.

The Chair invited Ms. Truong to address the Committee. She noted that special event organizers desire accessible locations to place signage. She stated that small community events have difficulty advertising due to large signs being cost prohibitive. She noted support of the potential development of fixed frames at sign locations to help offset the cost of large signs.

Discussion continued relative to the following:

- The belief that the current sign policy is more accessible than electronic reader boards
- The understanding that the sign guidelines allow non-profit groups to post advertising as well as sporting groups
- The understanding that the regulations for allowing signs can be prohibitive to small groups that have one-off events

The Committee recommended:

**COMMITTEE
RECOMMENDATION**

That Council continue the program of community user group signage.

The Committee recommended:

**COMMITTEE
RECOMMENDATION**

That Council review the continued viability of the signage location at North Road and develop potential locations to replace it.

Discussion continued relative to the village of Anmore's community signage in a roadside community notice board.

The Committee recommended:

**COMMITTEE
RECOMMENDATION**

That Council review the potential development of a fixed frame signage policy at community user group signage locations.

Discussion continued relative to potentially allowing different signage policies at various locations to best optimize advertisement at each location.

3. Events, Festival and Tournament Draft Policy

The Community Partnership and Policy Manager provided the Committee with an on-screen presentation entitled “Event, Festival and Tournament Policy & Procedures Project” and referred to slides titled as follows:

- Agenda
- Project Background
- Three Project Deliverables
- The Policy Scope
- Draft Policy Development
- Draft Policy Guiding Principles
- Policy Next Steps
- Questions for Discussion

Discussion ensued relative to the following:

- The desire for the outdoor events fire regulations to be highlighted to event organizers
- The feasibility of the City of Coquitlam building an inventory of equipment, particularly seating, that could be rented out to event organizers
- Clarification around the need for event organizers to have business licences when selling merchandise for profit
- Clarification regarding the scope of the procedure guide in the draft policy
- Clarification that events are eligible for Spirit Grant funding
- The priority allocation system for events, as outlined in the draft policy
- The understanding that returning/historic events take precedence over new community events
- The desire for the length of the application process to be appropriate for the complexities of different events
- The understanding that the intent of the new policy is to provide clarity, not create extra layers of regulations
- The Committee’s support for the draft Policy and belief that it serves as a functional document

In response to a question from the Committee, the Community Partnership and Policy Manager noted that a detailed procedure document to accompany the policy is currently being drafted by an interdepartmental staff team.

4. Parks, Field Projects, and Construction Updates

The Manager Parks provided the Committee with updates on current Parks, Recreation and Culture Services projects active within the City. She noted the City's current work with the Spotlight on Sport series, and Sports Fair Event.

Discussion ensued relative to the availability of tables for sport user groups at the Sports Fair Event.

The Manager Parks provided the Committee with an on-screen presentation entitled "Parks, Recreation & Culture Project Updates" and referred to slides titled as follows:

- New Parks
- Field Renovations
- Tennis Court Replacements
- Park Renovations
- Park Blitz
- Facilities Renovations

Discussion ensued relative to the following:

- Clarification regarding the timeline for the Mundy Hillcrest parking lot renovations
- Clarification regarding Council funding of parking lot paving
- Clarification regarding the Eagle Ridge Tennis Court renovations
- The particulars of a meeting between City of Coquitlam staff and sports user groups in regards to the Poirier Sport and Leisure Complex Arena 3 conversion

OTHER BUSINESS

The Chair noted the addition of an additional item of business, which is titled OB-1.

OB-1 Welcome to Coquitlam

The Chair noted a discussion held by Council at the April 9, 2018 Council-in-Committee meeting. He noted the discussion of potentially opening the Welcome to Coquitlam event to other Advisory Committees for presentation. He provided an overview of the event and its purpose within the community.

Discussion ensued relative to the following:

- The desire for the event to not become overburdened by increasing the amount of tables at the event
- The potential to split the event over two days to be more comprehensive
- The potential avenues Coquitlam sport groups could utilize to have a presence at the Welcome to Coquitlam event

The Chair opened the Committee to any further topics of discussion.
A member of the Committee noted a memorial service to be held on April 12, 2018 for the members of the Humbolt Broncos hockey organization that recently passed away in a vehicle accident.

NEXT MEETING DATE – May 16, 2018

ADJOURNMENT

The meeting adjourned at 9:04 p.m.

MINUTES CERTIFIED CORRECT

CHAIR



Rachel Cormack
Committee Clerk