

SPORTS ADVISORY COMMITTEE
Wednesday, November 1, 2017

A Regular Meeting of the Sports Advisory Committee convened on Wednesday, November 1, 2017 at 6:58 p.m. in meeting room 101, City Hall, 3000 Guildford Way, Coquitlam, B.C. with the following persons present:

COMMITTEE MEMBERS: Councillor Craig Hodge, Chair
Councillor Teri Towner, Vice Chair
Andrew Forsyth
Brian Keenan
Warren Knowles
Andrew Mattinson
Arjuna Rudrakumar
Larry Ryan
Cydney Smythies
Carl Trepanier

REGRETS: Joe Basic
David Jones
Les Wingrove

STAFF: Mary Morrison-Clark, Manager Community Recreation and Culture Services
Eric Kalnins, Tourism Manager
Andre Isakov, Park Planning & Design Manager
Jeri Hohn, Committee Clerk
Rachel Cormack, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Sports Advisory Committee Meeting held Wednesday, September 13, 2017

The Minutes of the Sports Advisory Committee Meeting held Wednesday, September 13, 2017 were approved.

BUSINESS ARISING FROM PREVIOUS MINUTES

2. Community User Group Signs on City Property - Update

Discussion ensued relative to the following:

- The possibility of shorter time limits on posted user group signs
- The desire for stronger enforcement of the time limit on posted signs
- The affordability of signs and smaller groups being unable to afford sign space

- The appropriateness of signs for events outside of Coquitlam
- The desire for permanent sign frames to control the amount of signs up at one time
- The possibility of looking at other municipalities for potential signage policies

The Committee agreed to include this item in the possible Work Plan for 2018.

NEW BUSINESS

3. Sport Tourism – Measuring Economic Impact Presentation

The Manager of Tourism provided the Committee with information relative to Sports Tourism. He utilized an on-screen presentation entitled “Sport Tourism Economic Assessment Model (STEAM)” and referred to slides titled as follows:

- Outline
- Tourism Program Highlights
- Sport Tourism Economic Assessment Model (STEAM) 2.0 Information Session
- STEAM Objectives
- Economic Impact (EI) Analysis
- Audience for an Economic Impact Analysis
- STEAM Background
- STEAM Basics
- STEAM 2.0 General Screen
- STEAM 2.0 Event Types
- STEAM 2.0 Entering Visitor Spending
- STEAM 2.0 Spectators Input
- Spectator to Participant Ratio – Youth/Amateur Sporting Events
- STEAM 2.0 Capital Expenditures
- STEAM 2.0 Operating Expenditures
- STEAM 2.0 Results
- STEAM 2.0 Results Screen
- Mark Your Calendars
- Questions?

Discussion ensued relative to the following:

- The development of a new tourism website independent of the Coquitlam municipal website
- Clarification that STEAM calculates the money coming into the area, not necessarily the municipality
- The possibility of using the calculations to inform development
- The desire to have a new hotel built in Coquitlam

4. Events Policy/Youth Strategy – Development Update

The Manager of Community, Recreation and Culture Services provided a verbal update on Coquitlam's Events Policy and Youth Strategy. She stated that the new Event Policy would be presented to Council-in-Committee. She also spoke to Coquitlam's Youth Strategy, stating that it is being updated to facilitate improved administrative collaboration among the Tri-Cities and SD43, as well as promote youth engagement through Coquitlam's two Youth Leadership Committees and a Youth Council. She then presented the Committee with an updated Parks, Recreation and Culture Services webpage for Plans and Strategies that consolidates them all to one page. The Committee was given a print out of the Plans and Strategies website (as provided on-table) for reference.

The Park Planning and Design Manager provided the Committee with a project update, utilizing an on-screen presentation and referred to slides titled as follows:

- Updates
- Blue Mountain Park
- Planning Process
- Fraser Mills Site
- South Node Aquatic & Community Centre
- Fraser Mills Aquatic & Community Centre
- Fraser Mills Planning Principles
- Questions & Feedback

Discussion ensued relative to the following:

- Discussion of the possible facilities at the Community Centre in the Fraser Mills site
- The suggestion of a school in the area
- The desire for a traffic impact survey
- The desire to connect Fraser Mills to New Westminster and Riverview lands in a riverfront walkway
- The suggestion that Coquitlam consult surrounding municipalities on other further development in the area to anticipate growth of the area
- Update on the Planet Ice rink conversion

5. 2017 Year-end Review and Committee Feedback

The Chair introduced the agenda topic and led the Committee through a review of the items on the Committee's 2017 Work Plan. The Chair and Committee members went through the 2017 Work Plan and noted previous agenda topics that are completed, as well as a number of items that could be carried forward into 2018, and these were noted by staff.

Discussion ensued relative to the following:

- The desire for further discussion on sports tourism
- Discussion regarding the construction on the Coquitlam Crunch
- The possibility of tourism to be considered within other items of the Work Plan
- The need for a hotel in Coquitlam
- The possibility of a sports alliance with Port Coquitlam
- The difficulties of winter sports tourism in Coquitlam with respect to facility availability

6. 2018 Work Plan Development Discussion

The Chair and Committee proposed the following to be included in the 2018 Work Plan:

- Regular updates on construction
- Regular updates on Parks, Recreation and Culture
- Continued discussion of sports tourism
- Invitation to a sports alliance with Port Coquitlam
- Events Policy finalization
- Community User Group Signage
- Discussion regarding Blue Mountain Park
- Future Arena Capacity
- Fraser Mills
- Allocation and Booking Policy Review
- Emerging Items

OTHER BUSINESS

OB-1 Tennis and Pickleball Update

The Manager Community, Recreation and Culture Services advised the Committee that the Tennis and Pickleball Strategy was approved by Council, and is available on the Parks, Recreation and Culture Services webpage for Plans and Strategies.

The Chair and Vice Chair thanked the Committee members for their input and service in 2017.

Warren Knowles noted that he had not reapplied to serve on the Committee in 2018, and offered his thanks to the Committee members for their service. The Committee thanked Mr. Knowles for his contributions to the Committee.

NEXT MEETING DATE – TBA (2018)

ADJOURNMENT

The meeting adjourned at 8:34 p.m.

MINUTES CERTIFIED CORRECT

CHAIR



Rachel Cormack
Committee Clerk