

SPORTS ADVISORY COMMITTEE

DATE: Wednesday, September 13, 2017

TIME: 7:00 p.m. – 9:00 p.m.

PLACE: Room 112 (Formerly Room 339.1), Main Floor, Coquitlam City Hall

ADOPTION OF MINUTES

1. **Minutes of the Sports Advisory Committee Meeting held Wednesday, June 14, 2017**

NEW BUSINESS

2. **Demonstration of New CFSA Website**
Presenter: David Jones
3. **Sports Tourism Strategy**
Presenter: Staff, Economic Development
4. **Community User Group Signs on City Property**
Presenter: Carl Trepanier

OTHER BUSINESS

NEXT MEETING DATE – November 1, 2017

ADJOURNMENT



SPORTS ADVISORY COMMITTEE
Wednesday, June 14, 2017

A Regular Meeting of the Sports Advisory Committee convened on Wednesday, June 14, 2017 at 7:01 p.m. in the Council Committee Room, City Hall, 3000 Guildford Way, Coquitlam, B.C. with the following persons present:

COMMITTEE MEMBERS: Councillor Craig Hodge, Chair
Councillor Teri Towner, Vice Chair
Joe Basic, Coquitlam Field Sports Association
David Jones
Brian Keenan
Warren Knowles
Andrea Mattinson, Coquitlam Sports Centre Users Association
Arjuna Rudrakumar
Larry Ryan
Cydney Smythies
Carl Trepanier

REGRETS: Andrew Forsyth
Les Wingrove, Coquitlam Sports Hall of Fame

STAFF: Kerri Lore, Community Partnerships and Policy Manager
Mary Morrison-Clark, Manager Community Recreation and Culture Services
Kathleen Reinheimer, Manager Parks and Facilities
Sean O'Melinn, Legislative Services Manager
Sherri Birt, Committee Clerk

CALL TO ORDER

ADOPTION OF MINUTES

1. Minutes of the Sport Council Meeting held Wednesday, May 3, 2017

The Minutes of the Sport Council Committee Meeting held on Wednesday, May 3, 2017 were approved.

NEW BUSINESS

2. Draft Seniors Services Strategy Report

The Manager Community Recreation and Culture Services provided the Committee with an update relative to the Draft Seniors Services Strategy Report. She utilized an on-screen

presentation entitled “Draft Seniors Services Strategy” and referred to slides titled as follows:

- Today’s Presentation
- Seniors Strategy Process
- Summary of Trends and Future Directions
- Four Goal Areas
- 1. Ensure Access and Inclusion for All
- 2. Provide Excellence in Program and Service Delivery
- 3. Improve Communication and Collaboration
- 4. Develop Volunteer and Staff Resources
- Next Steps
- Thoughts??

Discussion ensued relative to the following:

- Whether the process to develop the Draft Seniors Seniors Strategy is similar to those of other municipalities
- The statistics related to seniors who have enrolled in the City’s Get Connected, Get Active Program
- The current utilization of the Pavilions
- The way in which senior is classified
- The perception of the word ‘senior’
- The increasing interest in volunteerism amongst seniors
- The ability to recognize seniors who volunteer within the community
- The growing senior population
- The potential costs and budget associated with the Seniors Strategy
- Whether there is enough interest from the senior population to start senior sports leagues
- The suggestion for partnerships between the City and assisted living facilities
- The communication plan to reach out to seniors in the community
- The nature of the subsidies associated with seniors’ discounts
- The ways in which new immigrants have been consulted and how their feedback has been collected
- How someone’s ability to pay for facility use is calculated

The Manager Community Recreation and Culture Services provided concluding comments and invited members of the Committee to contact her directly if they had any additional follow-up comments.

3. Artificial Turf Replacement Fee

The Community Partnerships and Policy Manager provided the Committee with information relative to the Artificial Turf Replacement Fee. She utilized an on-screen

presentation entitled “Artificial Turf Replacement Fund-User Contributions” and referred to slides titled as follows:

- Agenda
- Process and Timeline
- Background
- Considerations
- Lump Sum User Contributions
- Capital Levy: Per Player vs. Per Hour
- Municipal Scan: Metro Vancouver – Hourly Rates for Artificial Turf Fields
- Example: Artificial Turf Replacement (Capital) Fee – Per Hour
- Example: Artificial Turf Replacement (Capital) Fee – Per Player
- Pricing Methodology
- There are various ways to arrive at a capital levy
- Example 1: projected funding shortfall covered by users
- Example 2: annual cost shared 50/50
- Example 3: City pays more
- Example 4: User pays more
- Artificial Turf Replacement Fee: Per Player vs. Per Hour
- Discussion Questions Focus of September Workshop with CFSA
- Questions & Next Steps
- 2017 Asset Replacement Assessment: Artificial Turf Replacement 2017-2018
- One-Time Lump Sum User Contributions
- Perpetual Lump Sum User Contributions

Discussion ensued relative to the following:

- Questions/clarification related to individual slides
- The details regarding the per player fee vs. per hour fee and the challenges associated with these
- How the fees for large events at Town Centre Park are distributed
- Whether the fees apply to track and stadium use
- The desire for the range of subsidies across different amenities be transparently presented
- The suggestion that fees received be placed in a dedicated turf replacement fund
- The desire to keep the needs of emerging sports in mind
- The lifecycle costs of various amenities

OTHER BUSINESS

OB-1 Capital Construction Update

The Chair updated the Committee on the Capital Construction Projects Update Report put before Regular Council on May 29, 2017. He noted the report provided Council with an

update on the construction of various parks and facilities projects currently underway including the following:

- The completion of Victoria Park including the new super 8 field
- Hartley Field drainage improvements
- Smiling Creek Park
- Improvements to Rochester Park, Mountain View Park and the Poirier Sport and Leisure Complex

OB-2 The Harry Jerome International Track Classic

The Manager Parks and Facilities informed the Committee that tickets to the Harry Jerome International Track Classic, to be held on June 28, 2017, are sold out. She noted that the event will be live-streamed on Athletics Canada TV.

OB-3 The Coquitlam Sports Hall of Fame Induction Gala

A member of the Committee reminded members of the annual Coquitlam Sports Hall of Fame induction gala taking place on June 15, 2017.

NEXT MEETING DATE – September 13, 2017

ADJOURNMENT

The meeting adjourned at 8:36 p.m.

MINUTES CERTIFIED CORRECT



for

Sherri Birt
Committee Clerk

CHAIR

February 8, 2013

Our File: 09-4560-01/000/2012-1

Doc #: 1296912.v4

To: City Manager

From: Manager Legal & Bylaw Enforcement

Subject: **Guidelines for the Placement of Community User Group Signs on City Property**

For: **Council**

Recommendation:

That Council approve the Guidelines for Community User Group Signs on City property as set out in the report of the Manager Legal & Bylaw Enforcement dated February 8, 2013 and entitled "Guidelines for the Placement of Community User Group Signs on City Property."

Report Purpose:

This report has been brought forward in response to a request from Council for a more detailed explanation as to the City's process for the management of signs erected on City property by community user groups including non-profit, sport and community user groups.

Strategic Goal:

This report supports the strategic objectives of strengthening neighbourhoods, optimizing resources and enhancing customer & citizen relations.

Background:

In recognition of the value of non-profit organizations, organized sports and other similar community user groups to our community, the City of Coquitlam has traditionally not removed or otherwise enforced against the placement of event and registration-related signs on both public and private property that are in contravention of the City of Coquitlam Sign Bylaw No. 3873, 2008.

However, over the past few years, the number of these types of signs has increased dramatically. At the same time, the City has also been receiving

an increased number of complaints requesting that these signs be removed and the Sign Bylaw be enforced. Council may recall that in June of 2012, concerns were raised about the placement and regulation of community and sport group signage at various locations throughout the City. In particular, it was becoming evident that the signs placed by some sport and community groups at accepted locations (i.e. Mariner and Austin, Johnson and Guildford) were not being removed in a timely manner. Council may also recall that just before this issue was raised, staff had in fact sent out a letter to the community and sport groups, setting out certain guidelines for the placement of these signs on City property, and asking the user groups to remove non-compliant signs by the end of June, failing which the City would remove same.

During subsequent discussions with Council, it was suggested that it may be desirable for staff from Bylaws to attend the next Sport Council meeting to canvass its opinion on the guidelines. Staff subsequently met with the Sport Council on two occasions – once on September 13, 2012 and again on November 14, 2012. The discussions at both of these meetings were very positive with a number of good suggestions for improving the guidelines having been made. For example, the Sport Council discussed having a contact name and number or email address to allow for more direct contact with the groups, and recommended a maximum of six weeks for sign posting. The Sport Council was also supportive of enforcement action being taken in the event of non-compliance. Finally, the Sport Council also considered alternative locations that may be more desirable in terms of exposure, from those previously permitted.

Staff have now revised the locations and guidelines in light of the recommendations made during the meetings with the Sport Council, and are now bringing these forward for Council's consideration.

Discussion/Analysis:

The following is a summary of the guidelines as developed by staff in consultation with the Sport Council, user groups and other City departments.

Locations:

It is proposed that registration or event signs be permitted at the following six locations:

- North Road - East side, North of Cameron Street;
- Lougheed Highway & Brunette Avenue– South side, East bound boulevard;
- Mariner Way & Austin Avenue – East side, South of entrance to Riverview Forest Park;
- Lougheed Highway, Dewdney Trunk Road & Sharpe Street – West side, South bound, grass space near pedestrian overpass;
- Johnson Street & Guildford Way – South West corner;
- Shaughnessy Street & David Avenue – North East corner;

Guidelines for the Placement of Signs:

It is proposed that user groups may place one sign at each of these locations, provided the following guidelines are followed:

- Signs must clearly display the registration period or event date on the face of the sign;
- Signs are to be posted for a total of not more than 5 weeks prior to the registration period or event date indicated on the sign, and must be removed within 7 days once that date has passed;
- Signs may be posted for a maximum of 6 weeks;
- Signs must include contact information for the community user group (including name, address of group office and phone number). This may be placed on the back side of the sign;
- Signs must not exceed 4' by 8' and their placement must not obstruct sidewalks or traffic sightlines or otherwise present a safety concern;
- Any damage sustained to City property as a result of the placement or removal of the sign must be repaired immediately at the sole cost of the community user group; and
- Signs are not permitted in any other areas of the City, except those set out as approved locations, including telephone and street light poles, park and school sites.

Bylaw staff also consulted with staff from the City Clerk's Office, Engineering & Public Works Department, Planning & Development Department and Parks, Recreation & Culture Services regarding the appropriate location for these types of signs in the City.

Through the external and internal consultation on this matter, it is apparent that there are a variety of opinions on the appropriate level and type of signage. The guidelines put forward in this report are an attempt to balance the aesthetic concerns of the community with the desires of local organizations to promote their programs.

Enforcement:

During staff's discussions with the Sport Council, it also became evident that the Sport Council is supportive of the City taking enforcement action when it is found that the guidelines are not being followed by a particular group. Staff will be monitoring the approved areas and taking enforcement measures if necessary. In the event that signs are installed in contravention of these guidelines, the City will advise the group of the non-compliant sign, but if this does not result in action on the group's part within a reasonable period of time, the City will proceed to issue tickets to the user group in accordance with the provisions of the Sign Bylaw. In addition, the groups will be levied a \$25 impound fee should they seek to recover non-compliant signs from the City as provided for in the City's Fees & Charges Bylaw.

Other Advertising Opportunities for Community User Groups:

In addition to the locations noted above, where user group signs will be permitted, Council will recall that there are 10 Community Postering Boards in the City where a person or group may attach a poster in compliance with the *City of Coquitlam Postering Bylaw No. 3887, 2009*. Community user groups are encouraged to make use of these public message boards in the City to advertise their events and registration dates.

The locations of these 10 Postering Boards are:

- Poirier Public Library – 575 Poirier;
- Dogwood Pavilion – 624 Poirier Street;

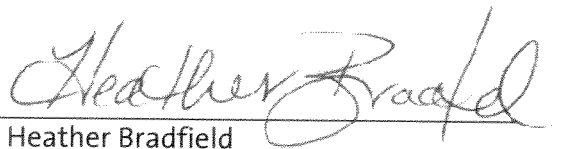
- Coquitlam Sports Centre – 633 Poirier Street;
- Chimo Aquatic & Fitness Centre – 635 Poirier;
- Glen Pine Pavilion – 1200 Glen Pine Court;
- City Hall – 3000 Guildford Way;
- City Centre Public Library – 1169 Pinetree Way;
- City Centre Aquatic Complex – 1210 Pinetree Way;
- Evergreen Cultural Centre – 1205 Pinetree Way;
- Pinetree Community Centre – 1260 Pinetree Way.

Financial Implications:

There are minor financial implications anticipated to follow from this report associated with enforcement.

Conclusion:

This is a topic for which there are varied opinions. In an effort to balance the advertising interests and aesthetic concerns in our community, staff, in consultation with the Sport Council have developed the guidelines for the “Placement of Community User Group Signs on City Property”. Staff anticipate that compliance with the guidelines for the placement of community user group signage on City property will ensure that Coquitlam’s non-profit organizations, organized sports and other similar community user groups can continue to enjoy a high profile within the community as they recruit new members or inform of their events.



Heather Bradfield

This report was prepared by Andrea McDonald, Manager Bylaw, Licensing & Animal Services, reviewed by Sarah Bull, Supervisor Bylaws, Licensing and Animal Services and John DuMont, Deputy City Manager.