ISLAND SAVINGS CENTRE COMMISSION
Thursday, September 12, 2013
ISC Board Room 2:30 PM

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Committee Members

Chair Councillor Siebring
Vice Chair Councillor Jackson
Councillor Lines
Councillor Woike
Director L Duncan
Councillor T Duncan
Director Iannidinardo

Minutes of the regular meeting of the Island Savings Centre Commission held in the Centre Board Room, 2687 James Street, Duncan, on Thursday, July 11, 2013 at 2:30 p.m.

PRESENT: A. Siebring, T. Duncan, J. Woike, L. Iannidinardo, L. Heinio

ALSO PRESENT: R. Austen, General Manager, Parks Recreation & Culture
J. Elzinga, Manager, Island Savings Centre
K. Schrader, Manager, Arts & Culture
B. Coleman, Coordinator, North/Central Cowichan Facility
A. Plunet, Recording Secretary

ABSENT: S. Jackson, B. Lines, L. Duncan

APPROVAL OF AGENDA 2013-44

It was moved and seconded that the agenda be approved.

MOTION CARRIED

ADOPTION OF MINUTES 2013-45

It was moved and seconded that the Regular Minutes of the Island Savings Centre Commission, held June 13, 2013, be adopted.

MOTION CARRIED

BUSINESS ARISING

BA1

Budget Coordinator S. Hurcombe submitted in a Staff Report of June 26, 2013, that following the Municipal Insurance Association of BC's expected announcement of a reduction in cost for property insurance and a more suitable insurance plan for municipal members, an assessment will be made of the proposed plan and whether to join the MIA property insurance program or tender insurance brokerage services for 2014.

2013-46

It was moved and seconded to receive and file the June 26, 2013, CVRD Property Insurance Staff Report.

MOTION CARRIED

BA2

The Cowichan Valley Capitals requested permission to expand and enhance their dressing room, with construction to be completed at no cost to the Island Savings Centre. The improvements could enhance the facility and return a sixth dressing room back to the Centre.

The Capitals requested:

1. A lease on the expanded space for a 5 year period at a cost of $1;
2. That the front office space currently occupied rent free (in return for bearing construction cost) be leased to the Capitals at no cost for a further 5 year period.

It was suggested that the space in the arena corridor currently used as the Capitals office and storage space be returned to the Centre for their use.

Concern over soundproofing of the requested dressing room space has been expressed to the Capitals management, as shared space includes the floor of the Theatre House, walls of the Rehearsal Hall and hallways used by performers, and noise spillage would be inevitable. It was determined that approval for the renovation would be contingent upon the proviso of a sound proofed dressing room with zero sound transference.

2013-46 **It was moved and seconded to accept the recommendation:**

1. **That the CV Capitals be granted permission to expand and enhance their dressing room with a lease on the expanded space for a 5 year period at a cost of $1 with a proviso of zero sound transference to all bordering Theatre spaces;**

2. **That the front office space currently occupied by the CV Capitals be leased to them at no cost for a further 5 year period;**

3. **That the hallway office space used by the Capitals be transferred back to the Island Savings Centre.**

MOTION CARRIED

BA3 A Staff Report of July 8, 2013 reviewed amendments to the Island Savings Centre expenditure plan. It was suggested that capital items be reprioritized to address the increased costs in property insurance, the decrease in revenue from School District rentals, and the cost to initiate a security safety program including cameras and hiring of personnel to address ongoing security concerns.

The increased expenses to the budget could be offset by deferring some approved capital expenditure items.

A Staff Report of June 9, 2013 was submitted.

Due to a delay in obtaining grant approval from BC Hydro, not enough of the off-ice season remains to complete the approved arena refrigeration compressor project as planned. It was recommended that the compressor replacement project be deferred to the 2014 budget; that the CVRD Chair be authorized to sign the BC Hydro agreement in order to obtain the grant; and the expense included in the 2014 budget.

2013-47 **It was moved and seconded to recommend that the CVRD Board approve:**

1. **The deferral of the arena refrigeration compressor replacement project from summer 2013 to summer 2014;**

2. **The CVRD authorize the CVRD Chair and Corporate Secretary to sign the BC Hydro Powersmart Incentive Fund Agreement #BHC-00686 prior to September 4, 2013 for a BC Hydro Incentive Grant of a maximum $28,233 towards the Island Savings Centre Arena Compressor replacement project that will take place in 2014;**

3. **The total expenditure of the arena compressor replacement project of approximately $82,000 less the BC Hydro incentive grant, and reinstate the required funds in the 2014 budget.**

MOTION CARRIED

CORRESPONDENCE No correspondence

INFORMATION No information

STAFF DEPARTMENT REPORTS

SR1 D. Williams, Child and Youth Programmer, reported on the successfully completed Leaders In Training program with North Cowichan; plans for fall programs; and provision of a $5000 grant from Peninsula Coop, some of which will be used for after school programs.

SR2 B. Coleman, Facility Coordinator, reported on completed projects; the fast track charging station; installation of bike racks; ice plant roof replacement project; ordering of new arena air quality sensor and deferral of compressor project to 2014.

SR3 K. Schrader, Arts & Culture Manager, submitted that the Cowichan Theatre is dark through the summer to allow staff time for maintenance; and September will see newly hired staff, a new website and brochure.

SR4 J. Elzinga, Island Savings Centre Manager reported that: Fundraiser room rental fees to assist the local food bank will be paid by Area E (Cowichan Station/ Sahtlam/ Glenora) through a Grant-in-Aid; the CVRD Harassment Policy has been deferred to Human Resources and will be discussed at the September meeting; and staff are assisting with policing the new CVRD logo and communications plan through the Parks Recreation &Culture Division.

Potential partnerships between Health and Recreation will be discussed at a joint workshop with VIHA. On behalf of Sport Tourism, a joint bid has been entered for a National Girls' Hockey Championships event in 2015.

A parent's letter of acknowledgement was read, recognizing D. Williams for her level of support and guidance in working with youth.

UNFINISHED BUSINESS

No unfinished business

NEW BUSINESS

NB1

A Staff Report of June 25, 2013 reviewed the Island Savings Centre's 2006 Unlicensed Alcohol, Tobacco and Drug Policy and Discipline Policy. It was suggested that the original policy which identified disciplinary steps following three levels of offence, be reduced to two offences, for a written warning followed by a suspension.

As the discipline policy would also affect offences that occur in the areas of the Cowichan Theatre, it was suggested that further discussion on the policy be tabled for the September meeting.

2013-48

It was moved and seconded to table the Alcohol, Tobacco and Drug Discipline Policy for discussion in September, 2013.

MOTION CARRIED

NB2

The West Coast Men's Support Society submitted a Social Enterprise Proposal for Commission evaluation to develop a sales and marketing plan for the World's Largest Hockey Stick. As staff are currently researching possibilities of marketing promotion of the iconic image, further discussion was tabled for discussion in September.

ADJOURNMENT
2013-49
3:55 p.m.

It was moved and seconded that the meeting be adjourned.

MOTION CARRIED

The meeting was adjourned at 3:55 p.m.

Chair

Recording Secretary

Dated:

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING OF SEPTEMBER 12, 2013

DATE: September 6, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: Alcohol, Tobacco, and Drug Discipline Policy

Recommendation/Action:

That the Island Savings Centre Commission approve the following amendments to the Centre's Alcohol, Tobacco, and Drug Discipline Policy:

Discipline Policy Steps

1. **Step 1: First Offence:**

   Written warning to the user group indicating that a subsequent infraction will result in the cancellation of a booking, with the user group still responsible for that booking's rental fee.

2. **Step 2: Second Offence:**

   Cancellation of a booking, with the user group still responsible for that booking's rental fee.

Exception: Cowichan Theatre

One-night rentals of the Cowichan Theatre are typical rather than use by on-going user groups, therefore the handling of alcohol in unlicensed areas must be different from the Island Savings Centre. The Cowichan Theatre has added a clause as an addendum to all rental contracts stating that any alcohol consumed outside of designated licensed areas is subject to a $7500 fine payable by the licensee.

Relation to the Corporate Strategic Plan:

Review organizational processes and streamline where appropriate, to improve efficiency and reduce costs.

Financial Impact: *(Reviewed by Finance Division: _____)*

Having reduced warnings for unlicensed alcohol potentially lessens the chance that unlicensed alcohol consumption will cause the facility to be fined a minimum of $7,500 by the Liquor Control and Licensing Branch.

The facility should not suffer a loss of revenue due to unlicensed alcohol infractions, so the user group would still be responsible for the rental fee.

Background:

A copy of the Centre's current Alcohol, Tobacco, and Drug Policy, and Alcohol, Tobacco, and Drug Discipline Policy, are provided for background.

There has been increased enforcement by the Liquor Control and Licensing Branch on the issue of unlicensed alcohol in dressing rooms.

Staff representing Cowichan Lake Recreation, South Cowichan Recreation, North Cowichan Parks and Recreation, the Cowichan Sportsplex, CVRD Parks, and the Island Savings Centre have met to review existing unlicensed alcohol policies. Staff continue to recommend consistent policies across the region. Moving from three steps of enforcement to two is recommended by the staff from all these areas, and a similar staff report is anticipated for their commissions and committees.

As well as the recommended reduction in the policy of three steps of enforcement to two, staff have recognized that even one empty can be deemed an offence, and that a warning can carry over to the following season.

It should be noted that in the case of the Island Savings Centre this season, there is a further reason for teams not to bring unlicensed alcohol, as dressing rooms are licensed, and beverages will be supplied at a reasonable price.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager:

Cowichan
Recreation. Sports. Culture.
COWICHAN CENTRE
Policies & Procedures

Subject:	Alcohol, Tobacco, & Drug Policy	
Approved:	FINAL DRAFT	**Revision:**

Definition:
The following document is in regards to alcohol, tobacco, and drug (ATD) consumption by user groups in unlicensed areas within the Cowichan Centre (CC) facility.

Policy
The use or consumption of Alcohol, Tobacco, or Drugs (ATD) is prohibited in all Cowichan Centre facilities, unless specified with a posted valid B.C.L.C.B permit in accordance with the BC Liquor Control and Licensing Act.

Those who do not abide will be subject to disciplinary action by CC management and or legal action.

Duties and Responsibilities

- The Cowichan Centre Alcohol, Tobacco, and Drug Consumption Policy and the Alcohol, Tobacco, and Drug Consumption Disciplinary Policy to be included in all Cowichan Arena / Theatre / MPH user group contracts, to be signed off by all user group representatives.

- User group contracts to specify that groups must clear facility dressing rooms within 45 minutes after completion of their rental agreement.

- Signage posted in the Arena Lobby, Heritage Hall, Multipurpose Hall, Arena, Multi-purpose Hall Dressing Rooms, and Theatre citing the following:

"The use or consumption of Alcohol, Tobacco, or Drugs is prohibited in all unlicensed Cowichan Centre facilities. Those who do not abide will be subject to disciplinary action by the Cowichan Centre Management and/or legal action. "

"Dressing Rooms are to be cleared within 45 minutes upon completion of your event"
Thanks for your cooperation!"

- Work with other Cowichan Valley Regional District Recreation Commissions to implement similar policies.

Cowichan
Recreation. Sports. Culture.
COWICHAN CENTRE
Policies & Procedures

Subject:	Alcohol, Tobacco, & Drug Discipline Policy	
Approved:	FINAL DRAFT	**Revision:**

Definition:
The purpose of the Alcohol, Tobacco, & Drug Discipline Policy is to provide direction in regards to discipline in the event that the Alcohol, Tobacco, & Drug Policy is breached.

Discipline Policy Steps

1. Step 1: First Offence:

   Verbal warning/discussion with the Licensee to be followed up with a letter of warning indicating that a subsequent infraction will result in the Licensee being placed on probation.

2. Step 2: Second Offence:

   The Licensee is formally advised and placed on probation, which will result in cancellation of bookings if there are any further infractions. Being placed on probation could also affect their future bookings.

3. Step 3: Third Offence:

   The Licensee's booking is cancelled for a minimum of up to 5 sessions and the cancellation would double with subsequent offences. With the third cancellation the Licensee would automatically be suspended for one calendar year. The Licensee would be advised and would have the right to appeal cancellations or suspensions to Cowichan Centre Management.

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING
OF SEPTEMBER 12, 2013

DATE: August 30, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: Harassment Policy

Recommendation/Action(s):

The attached memorandum from the Manager, Human Resources, is provided for information and the response to the Commission's request of the meeting of June, 2013.

Relation to the Corporate Strategic Plan:

Increase accountability with regular performance reporting.

Financial Impact: *(Reviewed by Finance Division: _____)*

Not applicable.

Background:

At the June 2013 Island Savings Centre Commission meeting, the following motion was carried:

"It was moved and seconded to forward a recommendation that CVRD staff review the CVRD Harassment Policy and make recommendations including but not limited to:

i. Updating the language and
ii. Consequences of harassment by staff or elected representatives to the Board.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager:

C·V·R·D

MEMORANDUM

DATE: July 30, 2013

TO: Warren Jones, CAO

FROM: John Van Horne, Manager, Human Resources Division

SUBJECT: Harassment in the Workplace Policy Review

Further to the June 13, 2013 motion from the Island Savings Centre Commission, I have reviewed the CVRD's existing **Harassment in the Workplace** policy. I have also reviewed the e-mails that led to the request for the policy review, as well as the CVRD's policies on **Standards of Conduct** and **E-mail, Internet and Computer Use**. Finally, Harassment policies from a number of other local governments were reviewed and compared to the CVRD's policy.

The CVRD's **Harassment in the Workplace** policy was updated in 2011 as part of an extensive policy and procedure review, and formally approved on March 1, 2012. Subsequent to that adoption, the Human Resources Division undertook to provide a series of two-hour policy and procedure training session for our regular staff. This was to ensure that staff were aware of the policies that govern aspects of their employment, including those related to expectations of their workplace conduct.

The **Harassment in the Workplace** policy is very broad in scope, and adequately protects against discrimination based on any of the "prohibited grounds' identified under the *Human Rights Code* – age, sex, marital status, family status, etc. It also addresses behaviours that might not fall under one of these protected grounds, such as those that might be construed as personal harassment or workplace bullying.

The range of possible consequences for a breach of the policy is identified, but specific consequences for any particular breach are not. This is because the details of each complaint and the findings of the investigation of the complaint are so fact-specific, and subject to a degree of interpretation on the part of the person investigating the complaint. Therefore, the specific consequence to be faced is best determined after a thorough review of the facts, taking all mitigating and aggravating factors into account.

The CVRD's **Harassment in the Workplace** policy was intended to be, and is generally interpreted as, a document geared towards staff, not elected officials. Most of the policies and procedures, particularly those that fall under the CAO's purview, apply to staff only. If a Director were to engage in inappropriate behaviour towards an employee, the CAO would have limited ability to sanction the Director for the behaviour. That said, the CAO would work with the Board Chair to try to resolve the issue, thereby avoiding the potential for the employee to seek recourse through other means, such as the Human Rights Tribunal or WorkSafe BC.

The Human Rights Tribunal has the ability to sanction the Director personally. In all likelihood, the Tribunal would also sanction the CVRD as a corporate entity for not maintaining a

harassment- and discrimination-free working environment. Behaviour on the part of a Director that did *not* fall under the *Human Rights Code*, but instead constituted workplace bullying, would be treated as a claim under WorkSafe BC Regulations. However, such a claim would punish the CVRD as a corporate entity (through increased premiums and potential penalties), and likely not the Director responsible for the behaviour.

A number of local governments specifically identify that elected officials *are* covered under their Harassment policies. However, they provide no information as to the range of potential consequences to elected officials who contravene the policy. They also do not address how they overcome what I see as two main pitfalls of including elected officials under the policy:

1. The highest-ranking staff member who could apply sanctions under the policy is the CAO, who is the Board's employee. This puts the CAO in the untenable position of potentially jeopardizing his or her own employment to apply a policy which, at its heart, requires some degree of interpretation and discretionary decision-making. Invariably, faced with a "he said/she said" situation, the CAO would have to decide whose account of the incident giving rise to the complaint is the more accurate version. If this is not the Director's version, then the CAO is saying not only that the Director has engaged in improper behaviour, but also that the Director is not being entirely truthful.

2. The range of practical options for sanctions under the policy would be much more limited for elected officials than for employees, resulting in a behaviour-governing policy that may treat different classes of individual differently for the exact same offense. While termination is a possible result for staff, the same cannot be said for elected officials. The *Local Government Act* and *Community Charter* regulate if and how an elected official might be removed from office. A violation of a workplace policy itself would not result in any apparent sanction of an elected official.

In summary, I do not recommend any modifications to the current **Harassment in the Workplace** policy at this time. Changing behaviour-governing policies such as this or the **Standards of Conduct** policy to cover elected officials will likely not achieve any practical outcome. Should the Directors feel that something more formal is needed to govern behaviour, it is open to them to develop and agree to abide by a "Code of Conduct", similar to those in place for patrons at our various recreation facilities. Again, though, the range of consequences for a breach of this Code may be limited. The pressure to be true to your word in signing a Code of Conduct may be more effective at maintaining appropriate behaviour than the threat of sanctions under this Code.

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING OF JUNE 9, 2011

DATE: June 6, 2011

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: Facility Code of Conduct

Recommendation/Action:

That the identified Code of Conduct be adopted and endorsed by the Island Savings Centre Commission effective immediately.

Relation to the Corporate Strategic Plan:

Within service excellence, to develop a customer service delivery strategy to help train staff on basic protocols / standards.

Financial Impact: *(Reviewed by Finance Division:* N/A.)

None, as the development of signage is within the scope of the operational budget.

Background:

North Cowichan Parks and Recreation recently adopted this code of conduct. Management of both the Island Savings Centre and Cowichan Aquatic Centre are striving toward consistency in a facility code of conduct.

The code of conduct is instrumental in assisting staff with dealing with a variety of situations in terms of being a tool for them to refer to, back-up for their actions, and simple recognition for everyone's role in the facility. The posting of a Facility Code of Conduct is a key instrument to enable staff and public alike in recognizing what is and what is not acceptable behaviour in our facilities.

Recommended wording, based on what is now used at the Cowichan Aquatic Centre is as follows:

Island Savings Centre
Code of Conduct for All Persons

1. *I am responsible for and will control my actions at all times or I will leave the facility.*
2. *I will treat all others and this facility with respect.*
3. *I will interact in this facility in a safe and courteous manner.*

Failure to comply with this code of conduct may result in your immediate expulsion from this facility and/or limitations on your ability to enjoy its use.

Adopted and endorsed by the Island Savings Centre Commission on June 9, 2011.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager:

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING
OF SEPTEMBER 12, 2013

DATE: September 3, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: National Women's Under 18 Hockey Championship 2015 bid

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Recommendation/Action(s):

Provided for information.

Relation to the Corporate Strategic Plan:

Pursue sports, culture, events tourism opportunities.

Financial Impact: *(Reviewed by Finance Division: _____)*

It is anticipated that each region of mid Vancouver Island (Cowichan, Nanaimo, Alberni, Parksville, and Courtenay / Campbell River) will be requested for a $5,000 grant, and a guarantee against an event deficit.

Background:

The Island Savings Centre manager is Cowichan's representative on the Vancouver Island Sport Tourism Council. The Council has identified a bid for the National Women's Under 18 Hockey Championship 2015 as a high priority. It is anticipated that Hockey Canada will release the bid application in late September / early October 2013, with the closing of the bid early 2014.

It is anticipated that approval for the bid will be discussed at the October 23rd Regional Services Committee Meeting, and the November 13th CVRD Board meeting.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

_____

Approved by:
General Manager:

_____

Draft Tournament Schedule

Game #	Time	Teams		Pool	Community	Arena
Wednesday						
1	4:30 PM	Alberta	BC	A	Cowichan Valley	Island Savings Centre
2	4:30 PM	Saskatchewan	Atlantic	B	Parksville	Oceanside Place
3	7:30 PM	Ontario Red	Manitoba	A	Cowichan Valley	Island Savings Centre
4	7:30 PM	Quebec	Ontario Blue	B	Parksville	Oceanside Place
Thursday						
5	4:30 PM	Manitoba	Alberta	A	Alberni Valley	Alberni Valley Multiplex
6	4:30 PM	Ontario Blue	Saskatchewan	B	Nanaimo	Frank Crane Arena
7	7:30 PM	BC	Ontario Red	A	Alberni Valley	Alberni Valley Multiplex
8	7:30 PM	Atlantic	Quebec	B	Nanaimo	Frank Crane Arena
Friday						
9	4:30 PM	BC	Manitoba	A	Campbell River	Strathcona Gardens
10	7:30 PM	Atlantic	Ontario Blue	B	Cowichan Valley	Cowichan Lake Sports Arena
11	7:30 PM	Alberta	Ontario Red	A	Campbell River	Strathcona Gardens
12	7:30 PM	Saskatchewan	Quebec	B	Cowichan Valley	Kerry Park Recreation Centre
Saturday						
13	4:30 PM	A4	B4		Comox Valley	Comox Valley Sports Centre
14	4:30 PM	A2	B1		Alberni Valley	Alberni Valley Multiplex
15	7:30 PM	A3	B3		Comox Valley	Comox Valley Sports Centre
16	7:30 PM	A1	B2		Alberni Valley	Alberni Valley Multiplex
Sunday						
17	12 Noon	LG 15	LG 16		Nanaimo	Frank Crane Arena
18	4:00 PM	WG 15	WG16		Nanaimo	Frank Crane Arena

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING
OF SEPTEMBER 12, 2013

DATE: September 3, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: Aquannis Centre Primary Care Proposal

Recommendation/Action(s):

That the Island Savings Centre Commission Chair, and the Island Savings Centre Manager, represent the Commission as a delegation to the Collaborative Services Committee meeting in December, 2013, to discuss with the Vancouver Island Health Authority and the Cowichan Valley Division of Family Practice potential business case options for a primary care facility within the Aquannis Centre.

Relation to the Corporate Strategic Plan:

1. Develop a regional inter-government communications and relations strategy to ensure well integrated infrastructure planning occurs throughout the region.
2. Actively pursue alternative funding sources including grants and partnerships.
3. Build a business development strategy looking at building and leasing.

Financial Impact: *(Reviewed by Finance Division: _____)*

No financial impact at this time, but the delegation will speak to potential options for rental revenue and redevelopment expense for the currently unoccupied space.

Background:

In 2008, with the opening of the Cowichan Aquatic Centre, approximately 4,000 sq. ft of space in the Aquannis Centre's lobby, offices, and change rooms remains unused.

In September, 2012, the Cowichan Valley Division of Family Practice presented a potential use of that space to the Island Savings Centre Commission, proposing a primary care facility.

A recent August 22nd, 2013 meeting with representatives from the Vancouver Island Health Authority outlined that there remains potential with this proposal. VIHA staff will be developing a business case over the next three months to determine viability.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager:

NB 2

Municipality of
North Cowichan

7030 Trans Canada Highway, Box 278
Duncan, BC V9L 3X4

Telephone: (250) 746-3110
Fax: (250) 746-3143
www.northcowichan.ca

September 4, 2013

File: 0550-20/SWOF

John Elzinga
Manager
Island Savings Centre
2687 James St
Duncan, BC V9L 2X5

Dear John Elzinga

Re: Sports Wall of Fame Re-location

At their July 17, 2013 meeting, Mayor and Council directed staff to pursue relocating the Sports Wall of Fame to the hallway located at the east end of the Island Savings Centre.

As previously discussed, the existing space at the Cowichan Aquatic Centre has become too small and the committee would like a more desirable location that will increase its visibility. The move will be contingent on budget and approvals by the Island Savings Centre Commission.

Should you require additional information or clarification, please do not hesitate to contact myself at 250-746-3100 or mansueti@northcowichan.ca.

Sincerely

Ernie Mansueti
Director of Parks and Recreation

mansueti@northcowichan.ca

pc Mary Beth McKenzie, Deputy Municipal Clerk

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING
OF SEPTEMBER 12, 2013

DATE: September 6, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: World's Largest Hockey Stick and Puck – West Coast Men's Support Society

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Recommendation/Action:

That the Island Savings Centre maintains control of marketing the World's Largest Hockey Stick and Puck.

Relation to the Corporate Strategic Plan:

Establish consistent quality standards for CVRD facilities.

Financial Impact: *(Reviewed by Finance Division: _____)*

As outlined in the second report, the Island Savings Centre Commission may consider promotion of the World's Largest Hockey Stick, solely as a unique tourism icon. This initiative could have expenses that would not be expected to be the responsibility of another organization.

The other aspect is the purchase / creation of marketing materials to sell for both promotion and revenue generation. It is anticipated that revenue would exceed expenditure over the long term, and it would be the intention to keep a limited amount of inventory. Labour to sell these items is not considered an additional expense, as the sales would occur from the Cowichan Ticket Centre using existing staff.

Background:

In July 2013, the Commission received a request from the West Coast Men's Support Society, proposing their marketing of the World's Largest Hockey Stick and Puck as an organization fundraiser. The discussion was tabled so that staff could review potential marketing for this asset. Alana Plunet has been taking the lead on reviewing potential marketing, which will form the basis of a second staff report on this topic.

Staff feel concern that there should be appropriate control over marketing this asset. If an outside organization assumes control of marketing, it has the potential of reflecting badly on the CVRD. For example, in 2009 when planning for the expenditure of refinishing the Stick, a local entrepreneur desired to sell T-shirts with the slogan "Fix the Puck n Stick", with part of the proceeds going to the refinishing. Management determined that slogan to have potential negative impact, and chose not to participate in that opportunity.

Once the Commission determines the extent of marketing the Stick, staff can enter into formal agreements for the production or sales of items. CVRD staff would use discretion on appropriateness, as well as following CVRD policy. The primary goal would be appropriate marketing for a community asset, not fundraising for another organization.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager

July 5, 2013

NB 3

Mr. John Elzinga, Manager
Islands Savings Centre
Cowichan Valley Regional District
2687 James Street
Duncan, BC V9L 2X5

RE: Social Enterprise Proposal – World's Largest Hockey Stick & Puck (WLHS)

Dear John,

As per today's telephone conversation, please find below a proposal regarding the utilization of the WLHS as a front end social enterprise for our organization.

Background

As per our website, the mission of the West Coast Men's Support Society (WCMSS) is to help men, families & community to create fuller healthier lives. We achieve this by offering men the tools & strategies by which to live their lives with integrity, trust, responsibility and accountability. The WCMSS inspires men to live their richest, most meaningful and healthy lives with their families and community! We have been delivering supportive programs for men in the region for four years and are now expanding across the province. It is our hope that this project will support our expansion.

Social Enterprise Proposal

Introduction:
Utilizing the WLHS as the backdrop, it is the hope and vision of the WCMSS to raise funds for our organization by developing a sales, marketing & PR engine that combines the development of goods and services relating to the WLHS along with the employment of marginalized/unemployed/senior men in our community.

Types of goods and services:
- Replica hockey sticks with the WLHS branding – these sticks can be produced locally using donated pine beetle and/or scrap wood – a shop can be set-up (hopefully donated) that would include the necessary cutting, sanding, and labeling equipment (hopefully donated) to produce the sticks. Men would be trained to operate the equipment
- Various promotional items – including: t-shirts, sweats, hoodies, key fobs, caps, pucks, etc.
- One idea would be to invite famous hockey players (in the area) to come and have their picture taken with the stick behind them – then have them autograph 8 x 10 pictures that could be sold and/or auctioned off on our website
- We would have a website to allow for online promotion & purchasing of the items – this would be tied to both the CVRD and WCMSS websites

NB 3

- we would have a "Stick Shack" that would be situated by the stick that would then sell all of the above items – the shack could be made of environmentally friendly materials so that it could serve more than one purpose in the region. It could be solar powered too.

Audience:
Our target audience would include any of the following: locals, tourists, and hockey fans worldwide.
Considering that there is a replica of the stick at the Hockey Hall of Fame in Toronto, we could take advantage of the large audience that it attracts to promote more items.

Initial Financing:
It would be ideal to secure seed funds from local government, along with other local fund sources such as Rotary and Lions. We would certainly be seeking input and direction around best sources and utilization.

Next Steps (need to work out timeline):
1. Feasibility study – can we make this concept viable?
2. Confirm funding once step 1 is complete.
3. Research space for hockey stick production
4. Locate machinery for step 3
5. Connect with natural builders, i.e., Ecosip, OUR, etc. re: Stick Shack
6. Locate promotional goods supplier
7. Recruit staff
8. Soft launch
9. Media blitz
10. Full launch once production and retail space are in place

Regular Reporting to Funders
Provide funders with quarterly progress reports.
Note: we will need an advisory team (Quality Control, Accounting, Marketing/PR) to ensure that we are on track.

I trust that you will find this proposal to your liking and look forward to discussing the next steps. Thanks again for your time and support.

In Community,

Grant M. Waldman
Executive Director

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING
OF SEPTEMBER 12, 2013

DATE: September 3, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: World's Largest Hockey Stick and Puck Marketing

Recommendation/Action(s):

1. That the Island Savings Centre Commission allocate up to $4,500 in the 2014 budget for increased promotion and display of the World's Largest Hockey Stick and Puck.

2. That the Island Savings Centre Commission allocate up to $4,500 in the 2014 budget for promotional items, for the purposes of re-sale through the Cowichan Ticket Centre.

Relation to the Corporate Strategic Plan:

Expand the promotion of Cowichan Region products.

Financial Impact: *(Reviewed by Finance Division: _____)*

Recommendation that one-time expenses of $4,500 be incurred for promotion.

Recommendation for the purchase of up to $4,500 of re-sale items, for both revenue generation and promotion.

Background:

In July 2013, staff discussed with the Island Savings Centre Commission that at the September Commission meeting, staff would present ideas on World's Largest Hockey Stick and Puck marketing.

It has become apparent that there are needs in two separate areas – expenses related to promotion or increased display of the icon, as well as expenses for the purchase of promotional re-sale items.

1. Identified Promotion Needs

   a. Protect the name World's Largest Hockey Stick

   There have been other icons, who have claimed to be the world's largest hockey stick, which is not the case. We are able to file on-line for a Trademark with a legal definition of "World's Largest Hockey Stick". A trademark provides proof of ownership, and allows us to flag an infringement under the Trade-marks Act. Approximate cost is $300.

   b. Web Address

   We should protect a web address that is purchased / renewed every five years, capturing both .ca and .com addresses. Approximate cost is $65 for www.worldslargesthockeystick.ca, and $75 for www.worldslargesthockeystick.com. We can identify content at a later date.

   c. Facebook page

   Economic development has offered to help brand the World's Largest Hockey Stick by promoting an online presence through the Cowichan Tourism page. Facts, historical background, etc. could be presented. Tourism staff would maintain the page, while Island Savings Centre staff could respond to inquiries. Not expected to be any additional cost.

   d. Upgraded display

   Improved display in the gymnasium hallway could include historical photos and displays, in two dimensional, three dimensional, and interactive formats. The displays would require protective cabinets, and could form a large portion of the sports museum with the relocated North Cowichan / Duncan Wall of Fame. Budget for this upgraded display is recommended at $4,000.

2. The purchase of promotional items for re-sale.

   a. Items could be sold through the Cowichan Ticket Centre, with no additional labour cost. Examples of items could include postcards, water bottles, tattoos, t-shirts, caps, mini hockey sticks, "stress" pucks, hockey stick keychains, stadium blankets, cushions, mugs, hoodies, etc. An initial investment of $4,000 is suggested.

   b. Appropriate display cabinet for promotional items. Approximate cost of $500.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager:

C·V·R·D

STAFF REPORT

ISLAND SAVINGS CENTRE COMMISSION MEETING OF SEPTEMBER 12, 2013

DATE: August 29, 2013

FROM: John Elzinga, Manager, Island Savings Centre

SUBJECT: Budget 2014

Recommendation/Action:

That the Island Savings Centre Commission provide direction on staffing, services, capital improvements, and transfer to reserve for the 2014 Budget.

Relation to the Corporate Strategic Plan:

Under the goal of service excellence, and the objective of financial stability, and the strategic action to continue to improve the annual budget process.

Financial Impact: *(Reviewed by Finance Division: _____)*

Financial update only

Background:

The purpose of this report is to seek preliminary direction on the 2014 Island Savings Centre budget.

Background Notes

Note 1

The following expenses incurred in 2013 will no longer be necessary in 2014:

Ice plant roof - $80,000
Fly system - $60,000
Loading dock - $40,000
Generator - $80,000
Security Cameras - $27,200

Total of $287,200 saved

Note 2

The following increases for 2014 have already been approved by the Island Savings Centre Commission:

The second half of annual wages for the theatre publicist position - $30,500
The second half of annual wages for the sport programmer position - $36,000
The net cost of the compressor replacement (after BC Hydro grant, hydro savings, reduced maintenance) - $34,000

Total of $96,000 committed

Note 3

The remainder of the Island Savings Centre Sustainability Plan phase one identified items includes:

The reinstatement of an operations assistant position eliminated in 2009 - $12,000 (first half)
Theatre signage - $30,000
Washroom at stage level - $20,000
North Wall cladding - $55,000
Aquannis Centre upgrades - $0
Paving - $600,000
Next lift of $234,000 transfer to reserve

Total of $973,000 required

Note 4

Some sound equipment replacement, due to corrosion and degradation, has become a priority. This would upgrade equipment in the Arena, Genoa Room, Heritage Hall, and Multi-Purpose Hall.

Total of $30,000 required

Note 5

The administrative secretary position for the Cowichan Theatre currently works four days per week. It has been identified as a high priority to reinstate this position to five days per week (full time). Expected cost of one additional day per week is $13,000.

Potential options for direction in Budget Preparation

1. **Priority is for the completion of phase 1 of the Island Savings Centre Sustainability Plan as targeted.**

Expected Ramifications

- With the hiring of a part time operations assistant, and one additional day per week for the Theatre administration secretary, all of the identified high priority staffing is included.
- With the theatre signage, washrooms at stage level, north wall cladding, the new item of sound equipment, and paving, all identified high priority capitals needs will be addressed.
- With the next lift of the transfer to reserve, the phased in approach of saving for long term building replacement will continue.
- Requisition increase would be approximately 22 %.

2. **Defer the cost of a major re-paving project to 2015, to reduce requisition in 2014.**

Expected Ramifications

- A necessary project would be delayed
- Some amount of patching would still be necessary to address risk
- Grant funding to make the parking areas environmentally friendly could be announced by 2015
- Requisition increase with all other priorities included would be approximately 6%.

3. **Defer the cost of paving, and do not increase the transfer to reserve as outlined in the sustainability plan.**

Expected Ramifications

- Stalls the phased in approach to long term building replacement
- Would still transfer $468,000 into reserve funds
- Could achieve a 0% requisition increase
- Could place approximately $30,000 in a second, targeted reserve fund for a 2015 (or possibly 2016) paving project to defray that cost.

4. **Inclusion of incomplete division work plan initiatives for 2014**

Island Savings Centre division

- Partnership on a primary care facility with the Vancouver Island Health Authority for the aquannis centre (cost currently unknown)
- Review food and beverage plan for the Island Savings Centre (new proposal for arena concession and use of vending machines could have budget impact)
- Promote the world's largest hockey stick and puck (display and promotional item costs as outlined in previous report)

Arts and Culture division

- Renovate an existing room to be a staff room for Theatre technical crew (no increase in budget expected)
- Renovate Theatre staff offices (no increase in budget expected)

Facilities, Fleet and Transit division

- Continue to identify possible energy savings initiatives

5. Inclusion of Parks, Recreation, and Culture department initiatives for 2014

- A sport tourism strategy
- A Cowichan Valley parks, recreation, and culture master plan
- The establishment of an arts and culture function
- Region wide marketing, including social media

I look forward to the discussion.

Submitted by,

John Elzinga, Manager,
Island Savings Centre.

Reviewed by:
Division Manager:

Approved by:
General Manager: