

CITY OF PITT MEADOWS Parks, Recreation, and Culture Advisory Committee AGENDA

Thursday, April 18, 2024, 3:00 PM

Meadows Room

12007 Harris Road, Pitt Meadows, BC V3Y 2B5

The Parks, Recreation, & Culture Advisory Committee acknowledges that we meet on the traditional territory of the ģićəỳ (Katzie) First Nation.

Pages

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1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF AGENDA

Approval of the April 18, 2024 Parks, Recreation, & Culture Advisory Committee meeting agenda.

4. ADOPTION OF MINUTES

Approval of the February 29, 2024 Parks, Recreation, & Culture Advisory Committee meeting minutes.

5. NEW BUSINESS

5.1 Welcome Returning Members

Staff to welcome all returning Parks, Recreation & Culture Committee members.

5.2 Pitt Meadows Athletic Park (PMAP) Update

Staff to provide an update on the upgrades taking place at the Pitt Meadows Athletic Park which includes the baseball diamond renovations, picnic shelter locations and installation, test well, and amenity land updates.

5.3 Pitt Meadows Day Update

Staff to provide an update on Pitt Meadows Day 2024.

5.4 Indigenous Relations

Staff to provide an update on the City's plans around recognizing Red Dress Day as well the installation of territory acknowledgment plaques at various City

facilities.

5.5 Pitt Meadows Art Gallery (PMAG) Update

Staff to provide an update regarding the recent relocation of the Pitt Meadows Art Gallery.

5.6 Policy Review

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Staff to engage in a discussion and seek feedback on Council Policy C059 -Sponsorship and Advertising on City Owned or City Managed Assets Policy and Council Policy C084 - Naming of City Owned or City Managed Assets.

5.7 Annual Committee Presentation to the Engagement & Priorities Committee (EPC)

Staff to seek committee volunteer to provide a presentation on behalf of the Parks, Recreation, & Culture Advisory Committee to the Engagement & Priorities Committee scheduled July 16, 2024.

6. ROUNDTABLE

7. ADJOURNMENT

Disclaimer: These minutes were prepared as a reasonable summary of the essential content of this meeting, not as a transcription.



Minutes of the Parks, Recreation, and Culture Advisory Committee Meeting

February 29, 2024, 3:00 PM Meadows Room 12007 Harris Road, Pitt Meadows, BC V3Y 2B5

Voting Members:	L. Bissett H. Campbell M. Carpenter S. Sweet
	S. Williams
Regrets:	D. Chamberlain, Director, Parks, Recreation & Culture R. Harmston L. Woolley
Staff:	 A. Messner, Manager of Parks [Chair] C. McDowell, Manager, Parks, Recreation & Culture O. Huppe, Parks Operations, Supervisor M. Baski, Project Manager, Agriculture and Environment, Planning
Recording Clerk	V. Reid, Committee Clerk II

1. CALL TO ORDER

A. Messner, Manager of Parks, acknowledged that the meeting was held on the traditional territory of the qicảy (Katzie) First Nation.

The meeting was called to order at 3:03 PM

2. <u>LATE ITEMS</u>

None.

3. <u>APPROVAL OF AGENDA</u>

There was general consent amongst the Committee to approve the February 29, 2024 Parks, Recreation and Culture Advisory Committee agenda.

4. ADOPTION OF MINUTES

There was general consent amongst the Committee to approve the minutes from the following meetings as circulated:

- 4.1 April 20, 2023 Parks, Recreation and Culture Committee Minutes
- 4.2 October 19, 2023 Parks, Recreation and Culture Committee Minutes

5. <u>NEW BUSINESS</u>

5.1 Urban Forestry Plan

M. Baski, Project Manager, Agriculture and Environment, provided a presentation on the Urban Forestry Plan.

The Committee participated in a roundtable discussion, including the following main themes:

- The City of Pitt Meadows does not currently have a forestry plan; with the consideration of community engagement, the process of creating a strategic implementation plan is underway;
- Several local public events have been held to provide education to the public about trees; as well as informational boards posted in City parks to bring awareness to the public;
- The current tree canopy cover in the City of Pitt Meadows is considered inadequate;
- The plan has four main goals:
 - 1. Protect the existing urban forest from further decline;
 - 2. Improve the management of the existing urban forest in parks and on publicly-owned lands;
 - 3. Grow the urban forest canopy cover;
 - 4. Partner with the community to foster stewardship and ownership of the urban forest plan;
- City of Pitt Meadows does not currently have a tree bylaw;

- The goal of the strategy is for the City of Pitt Meadows to have a 30% tree canopy, which equates to 11,500 trees; currently the City has a canopy of 17% on residential land and public parks combined;
- The Committee asked M. Baski to return to a future PRC meeting and give an update.

5.2 2024 Committee Recruitment Campaign & Membership Expiration

V. Reid, Committee Clerk II, provided details of the 2024 Committee recruitment campaign and information about re-application for members with an April 1, 2024 term expiration.

Summary for PRC:

- Voting Members in Good Standing with Terms Expiring March 31, 2024:
 - Lindsey Bissett (resident with experiential knowledge of inclusiveness)
 - Richard Harmston (MAL)
 - Sean Sweet (MAL)
- Voting Members in Good Standing with Terms Expiring March 31, 2025:
 - Hudson Campbell (youth/young adult)
 - o Miranda Carpenter (MAL)
 - Shauna Williams (MAL)
 - Laurie Wooley (MAL)
- Terms of Reference for the PRC state:
 - Up to eight (8) voting members, with 2 or 3 year staggered terms, including:
 - One (1) member with experiential knowledge of inclusiveness and accessibility;
 - One (1) youth or young adult;
 - One (1) representative from Katzie First Nation ("KFN"), nominated by KFN's Chief Administrative Officer; and
 - Up to five (5) members from the general public, who have an interest in parks, landscape architecture/parks planning, arts, culture and/or recreation, or whose organization provides services in Pitt Meadows and holds interest in one or more of these stated areas.
- It was shared that the PRC received ten (10) applications within two of the three sub-categories, with no applications received from a representative of the Katzie First Nation;
- D. Chamberlain, Director of Parks, Recreation & Culture, is currently reviewing applications. Successful applicants will be notified and begin their term effective April 1, 2024.

5.3 2024 Business Plan

A. Messner, Manager of Parks, and C. McDowell, Manager of Recreation & Culture, provided information on the 2024 Business Plan for Parks, Recreation and Culture.

The Committee participated in a roundtable discussion, including the following main themes:

- Water Well at the Pitt Meadows Athletic Park ['PMAP']:
 - City of Pitt Meadows is working with an engineer to explore options for an irrigation water source at PMAP; a test well is to be dug to explore if there would be enough water underground to supply and sustain watering at this location independent from Metro Vancouver water supply;
 - It could take up to 8 years to get a water permit.
- Rose Grabenhorst Garden:
 - Phase 1 is complete:
 - The renovations to the Caretakers home are complete;
 - The creation of a parking lot is complete;
 - Four (4) of five (5) water retention ponds have been built;
 - The Heritage barn has been refurbished.
 - Phase 2 will include:
 - The last pond;
 - A place of remembrance to be designed and built;
 - Cedar-sided washroom building;
 - Picnic style covered shelter for teaching/eating/gathering;
 - Soft opening anticipated around Mothers Day 2025.
- Bonson Park Disc Golf Course:
 - Recent success of the 'Pop Up Disc Golf' event has inspired a desire from the community for access to a location for this newly popular sport;
 - Park improvements for disc golf at Bonson Park are underway and a design team is working with the City to ensure a natural aesthetic;
- Recreation:
 - Reviews continue on program continuity and facility booking accommodation for South Bonson Community Centre ['SBCC'], to

ensure the transition of the PMAG into the SBCC and existing bookings, rentals and programs aren't interrupted;

- Osprey Village street light banners are scheduled to be installed in advance of the March 12th PMAG opening;
- Staff are working on a Trail Map to encourage awareness of the trails available in Pitt Meadows; this map will be available online and in print form and utilize QR codes from the newly installed trail signs;
- Parkside Trail Improvements:
 - Upgrade to the small section of gravel pathway on the Parkside Trail; paving will take place so that the trail is entirely paved and aligns with the Golden Ears Business Park Multi-use Path expansion. The improvements also include expansion of stairs that connect up to Pitt Meadows Secondary School.

5.4 Pitt Meadows Athletic Park Sport Box and Double-Turf Field

A. Messner, Manager of Parks, provided information on the Pitt Meadows Athletic Park ['PMAP'] sport box and double-turf field.

The Committee participated in a roundtable discussion, including the following main themes:

- The expansion plan focuses on PMAP while no further plans to Harris Road Park, beyond the removal of baseball diamond #1;
- Concept designs include a double-sized turf field, seating and a covered sports box;
- Additional parking spaces also included.

5.5 Aquatics Feasibility Study

C. McDowell, Manager, Parks, Recreation and Culture, provided information on the Aquatics Feasibility Study.

The Committee participated in a roundtable discussion, including the following main themes:

- The Committee reviewed the presentation to Council on the Aquatic Feasibility Study;
 - A motion was passed by Mayor and Council to discontinue research for an indoor pool in Pitt Meadows;

 Revised budget concerns included an increase in costs per single family household would result in an increase of \$630 for an outdoor pool and \$1200 for an indoor pool.

5.6 Public Art Update

C. McDowell, Manager of Recreation & Culture, provided an update on public art.

The Committee participated in a roundtable discussion, including the following main themes:

- Actively relocating the Pitt Meadows Art Gallery (PMAG) to the lower floor of the South Bonson Community Centre. PMAG opening is March 12, 2024 with a Rain Pierre exhibit;
 - PMAG will be open Tuesdays to Sundays, with weekly closures on Mondays and all statutory holidays.
 - Art Gallery shop will be available onsite as of March 12;
 - Link to current PMAG exhibitions and details for the opening: <u>https://www.pittmeadows.ca/arts-culture-heritage/pitt-meadows-art-gallery</u>
- Indigenous Arts Programs are being prepared to be offered for community members, such as a recent weaving workshop and drum making. Programs will be featured in the departmental program guide;
- There will be a mural by a local Katzie First Nation Artist installed on the exterior of the SBCC, which aligns with the PRC Master Plan to identify opportunities to integrate public art into the community;
 - Mural is intended to be installed on the windows on the SBCC before the March 12th, 2024 opening;

5.7 Sponsorship of City Assets and Facility Naming Policies

This item was DEFERRED to a future dated PRC meeting pending the finalized policies.

6. <u>ROUNDTABLE</u>

The Committee participated in a roundtable discussion however, there were no formal motions or recommendations put forward.

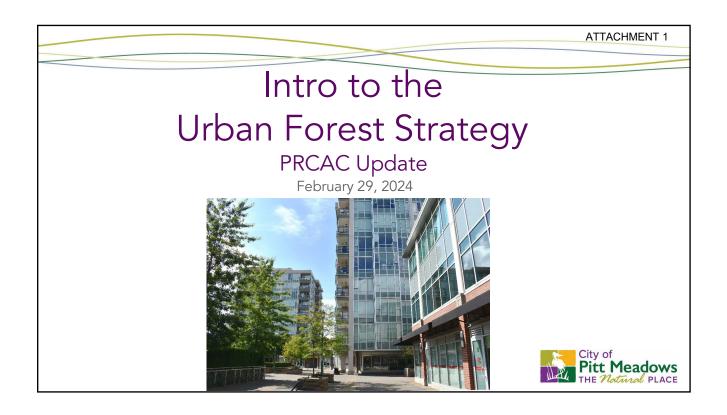
7. <u>ADJOURNMENT</u>

The meeting was adjourned at 4:36 p.m.

The next **Parks, Recreation & Culture Advisory Committee** meeting is scheduled for **April 18th, 2024** at **3:00 p.m.**

Certified as correct:

Vanessa Reid, Committee Clerk II



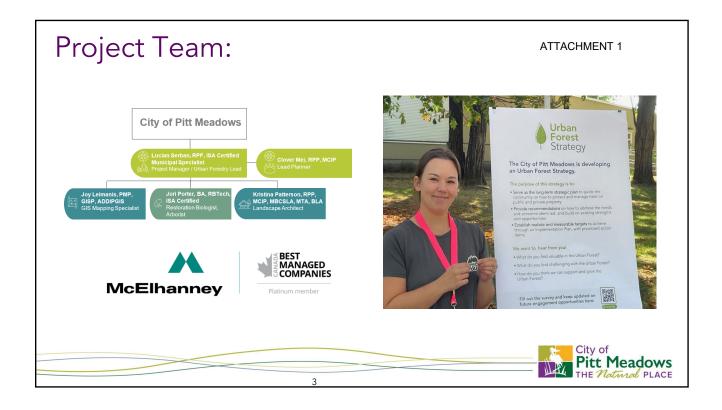
Intent of the Urban Forest Strategy (UFS):

- SWOT analysis
- Comparative Review with other municipalities
- Inventory of existing canopy cover
- Community's priorities and goals

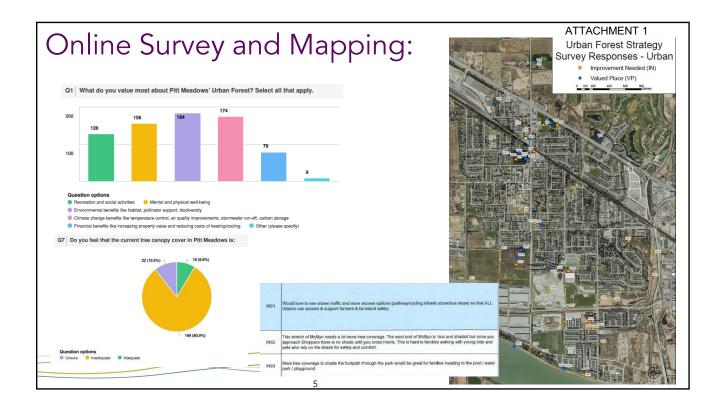


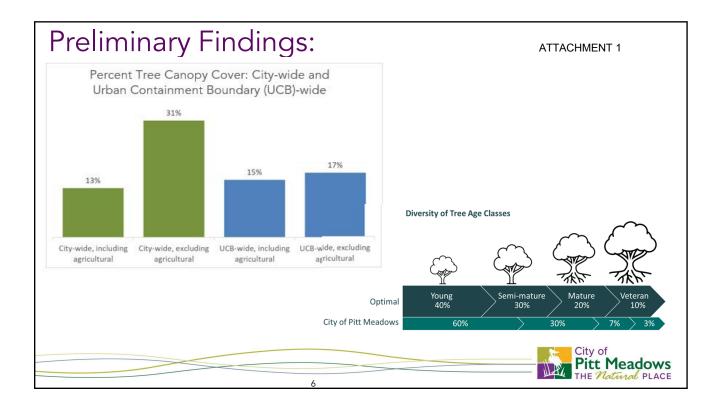
City of Pitt Meadows

• Short, medium, and long-term actions









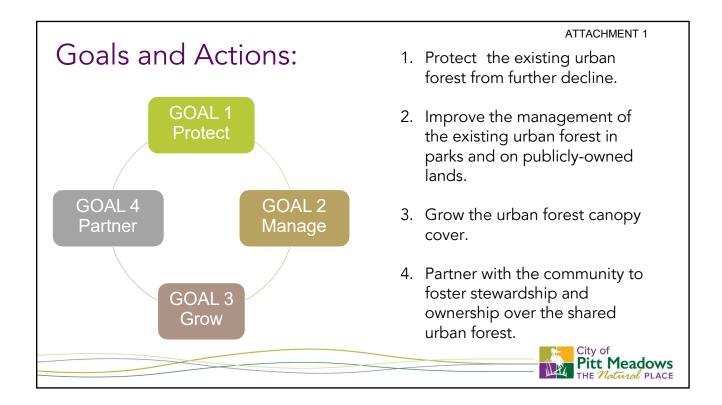
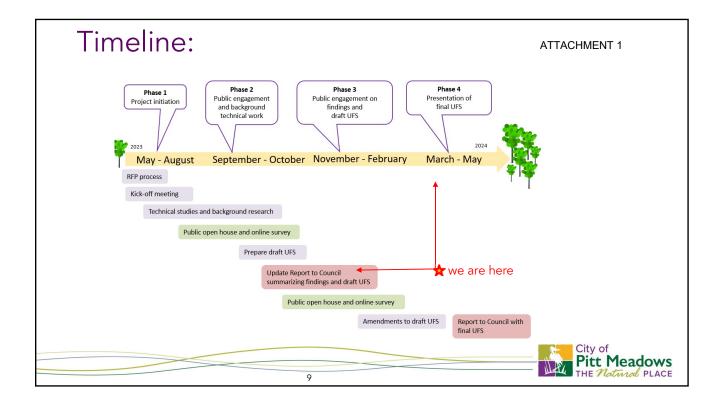
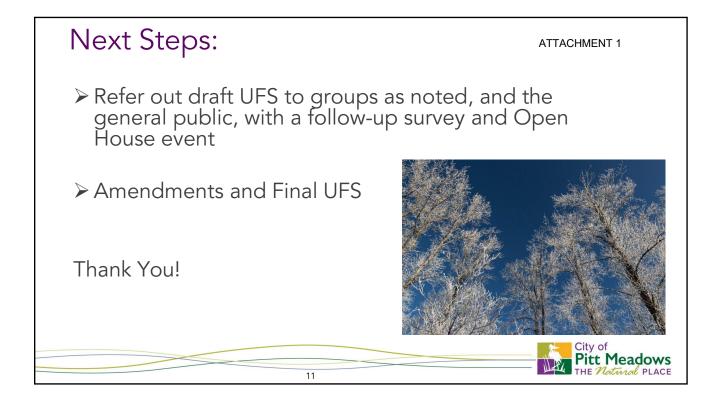


	Table 4. Schedu	le of key action items	
DRAFT Actions:	Short-term actions (1 to 5 years)		
	Protect - Action 1.1	Develop and adopt a Tree Protection Bylaw.	
	Protect - Action 1.2	Review and update plan for mitigation or removal and replacement for known problem locations where street trees are damaging infrastructure or lifting sidewalks.	
	Manage - Action 2.1	Review and update the Subdivision and Development Servicing Bylaw.	
	Manage - Action 2.2	Review and update the Parks Maintenance Policy.	
	Manage - Action 2.4	Update the street tree inventory to better manage assets and include new public planting locations.	
	Grow - Action 3.1	Increase tree canopy cover with a focus on public parks and public spaces.	
	Partner - Action 4.1	Educate the community on the importance of the urban forest and how they can help to protect it.	
	Medium to long-term actions (6 to 10 years)		
	Manage - Action 2.7	Re-assess the Urban Forest Strategy after 5 years for an update on the current status of the forest canopy coverage and review prioritization of action items.	
	Protect - Action 1.3	Review Tree Preservation Policy on Municipally Owned Lands.	
	Manage - Action 2.3	Review and update the Boulevard Maintenance Bylaw for maintenance of trees on public property.	
	Manage - Action 2.5	Review and update the Zoning Bylaw.	
	Manage - Action 2.6	Consider conducting a natural asset valuation of the urban forest when making land use decisions.	
	Grow - Action 3.2	Increase tree canopy cover with a focus on private properties.	
	Partner - Action 4.2	Partner with post-secondary school institutions for planting, surveying, and/or monitoring projects.	
	Partner - Action 4.3	Partner with non-profit organizations and the qicay Katzie First Nation to increase planting in riparian areas on public lands through restoration events.	
	Partner - Action 4.4	Partner with agricultural and rural communities to increase tree canopy cover on areas outside of the UCB.	









COUNCIL POLICY C059

15 - Recreation & Cultural Services

Sponsorship and Advertising of City Owned or City Managed Assets

Effective Date:February 3, 2015Last Revised:April 23, 2024

1. Purpose

This policy's primary aim is to preserve the identity, values, image, assets, and interests of the City while expanding revenue opportunities. The policy applies to the following:

- Sponsorship of city programs, services and special events
- Paid advertising on City-owned properties, at City events, in City publications, signage, or other display mediums

2. Scope

This policy applies to all City owned or operated assets, where assets are defined broadly as property, including but not limited to:

- Real property (facilities, parks)
- Property features and components (rooms, playgrounds, sports fields, ice surfaces, dry floor surfaces)
- Communications (publications, digital communications channels)

3. Exclusions

This policy does not apply to:

- Philanthropic contributions, gifts, or donations where property is voluntarily transferred to the City without any expectation of return. In such cases, no valuable consideration is exchanged, and no business relationship is established with the third party
- Naming of City-owned or City Managed Assets
- City assets that fall under the Park Amenity Donation Program
- Grants obtained from other levels of government, foundations, trusts, etc.



- Street names
- City Elected Officials' campaign contributions

4. Definitions

In this policy,

- (1) *Advertising* means the sale of advertising space to an external company, organization, enterprise, association, or individual on City-printed materials or properties, at City events, or in conjunction with City programs. Unlike sponsorship, advertising is a purchase of advertising space at rates set by the City, and the purchaser does not receive additional benefits beyond accessing the purchased space
- (2) *Naming* of City Owned or City Managed Asset means the title/name that Council assigns to a city facility, park or asset
- (3) *Property* means City assets, such as events, services, programs, activities, real estate, facilities, intellectual property, parks, and features (e.g., rooms, ice rinks, dry-floor, sports fields, playgrounds), but excludes streets and lanes
- (4) *Sponsorship* means a documented agreement between the City and an external entity (sponsor) in which the sponsor contributes money, goods, or in-kind services to a City facility, program, project, or special event in exchange for recognition, acknowledgment, or other promotional considerations or benefits. Sponsorship can include temporary naming rights of a venue, service or special event of short duration (e.g. Company ABC stage, Company ABC Concert, etc. at a City Special Event). This excludes donations and gifts or advice to the City where no business relationship or association is contemplated and no reciprocal consideration is sought.
- (5) *Sponsorship Naming Rights* means a type of sponsorship in which an external company, organization, enterprise, association or individual purchase the exclusive right to name an asset or venue (e.g., a building or part of a facility, a room within a facility, etc.) for a fixed or indefinite period of time. Usually naming rights are sold or exchanged for significant cash and/or other considerations under a long-term arrangement.

5. Policy Statements

Sponsorship relationships are established either informally or formally by the City through a Request for Sponsors process or initiated by potential sponsors.



5.1. General Requirements

- All sponsorship and advertising agreements must comply with federal and provincial laws, municipal by-laws, and the standards set out by the Canadian Advertising Standards Council.
- The following conditions apply when establishing sponsorship and advertising relationships:
- The City shall retain control over its property and sponsorship activities
- Agreements must not create obligations or influence the City's day-to-day operations
- The relationship should not result in personal gain or use of products, services, or assets by City employees or Council members
- Advertising must not compromise the quality, integrity, or safety of the City's properties, buildings, and streetscape
- The City's endorsement of a product or service is not implied by advertising
- The sponsorship and advertising opportunity should be appropriate for the target audience
- Use of the City's logo alongside sponsor logos should adhere to the City's Visual Identity Guidelines. Sponsor logos and links on the City's website should follow standard web content guidelines

5.2. Sponsorship Eligibility & Restrictions

- Sponsorship and advertising proposals from entities disqualified from doing business with the City will not be considered
- To protect the privacy of Pitt Meadows residents, sponsors and advertisers should not have access to personal information held by the City
- No form of indemnification will be offered to any sponsor or advertiser without explicit written approval
- Sponsors and advertisers are prohibited from implying that the City sanctions their products, services, or ideas, or from using the City's logo without prior written approval
- Sponsorship or advertising arrangements predating this policy are exempt from it
- This policy does not cover City sponsorship of external projects where the City provides funds to an outside organization



- The City will not solicit or accept sponsorship or advertising from individuals, companies, or organizations whose reputation could harm the City's public image, or who present demeaning or derogatory portrayals of individuals or groups, or contain content likely to cause deep or widespread offense
- Endorsing a political party, elected representative, or government candidate at any level are not eligible under this policy
- Must not violate any aspect of the Canadian Code of Advertising Standards
- The City retains the discretion to decline sponsorship from any entity for any reason

5.3. Administrative Requirements & Authorities

- Sponsorship and advertising opportunities should generally be competitive for specific conditions, significant corporate profile, exclusive benefits, and for multi-year agreements
- Non-competitive arrangements may be considered for unique or experimental opportunities, where an unlimited number of sponsors are being sought, and where only one suitable sponsor is identified and the need is justified in a business case and is approved by the CAO or their designate.
- Unsolicited sponsorship and advertising proposals will be reviewed and evaluated by the appropriate staff
- The City reserves the right to reject unsolicited sponsorships offered to the City and to refuse to enter into agreements originally solicited by the City.
- The City reserves the right to terminate existing sponsorship or advertising agreements if they are no longer operating in the City's best interests.

5.4 Delegation of Authority

City staff are authorized to enter into sponsorship and advertising agreements for City programs, services, hosted, sponsored, co-sponsored events, and advertising materials.

Naming of a city asset beyond those defined as "sponsorship" fall under the authority of Council under policy C084 Naming of City Owned or City Managed Assets, and will be brought forward to Council for review.



5.5 Responsibilities

The City shall entertain both competitive and non-competitive sponsorship and advertising arrangements, with specific conditions, durations, or exclusive benefits delineated for each.

All unsolicited sponsorship and advertising proposals will undergo thorough review and evaluation by relevant authorities within the City.

The City reserves the right to terminate existing sponsorship or advertising agreements if they are no longer deemed beneficial or aligned with the City's objectives and values.

6. Related Policies

Other related policies include:

- (a) C012 Purchasing Policy
- (b) C084 Naming Rights on City Owned or City Managed Assets



COUNCIL POLICY C084

12 - Parks Administration

Naming of City Owned or City Managed Assets

Effective Date: Last Revised:

December 13, 2016 April 23, 2024

1. Purpose

Requests may arise from citizens urging for the dedication of a Park or Facility after a specific family, individual or organization. This policy aims to establish clear guidelines for City staff and Council members regarding the naming process of parks and facilities.

2. Scope

This policy applies to all Parks and Facilities owned or managed by the City of Pitt Meadows.

3. Exclusions

This policy does not apply to:

- Philanthropic contributions, gifts, or donations where property is voluntarily transferred to the City without any expectation of return. In such cases, no valuable consideration is exchanged, and no business relationship is established with the third party
- City assets that fall under the Park Amenity Donation Program
- Grants obtained from other levels of government, foundations, trusts, etc.
- Street names

4. Definitions

In this policy,

(1) *Advertising* means the sale of advertising space to an external company, organization, enterprise, association, or individual on City-printed materials or properties, at City events, or in conjunction with City programs. Unlike sponsorship, advertising is a purchase of advertising space at rates set by the

City of Pitt Meadows COUNCIL POLICY C084 Page 1of 4 #121886v2



City, and the purchaser does not receive additional benefits beyond accessing the purchased space.

- (2) *Naming* of City Owned or City Managed Asset means the title/name that Council assigns to a city facility, park or asset
- (3) *Greenbelt Areas* means zones earmarked for environmental conservation and preservation within the jurisdiction of Pitt Meadows.
- (4) *Property* means City assets, such as events, services, programs, activities, real estate, facilities, intellectual property, parks, and features (e.g., rooms, ice rinks, dry-floor, sports fields, playgrounds), but excludes streets and lanes
- (5) *Sponsorship Naming Rights* means a type of sponsorship in which an external company, organization, enterprise, association or individual purchase the exclusive right to name an asset or venue (e.g., a building or part of a facility, a room within a facility, etc.) for a fixed or indefinite period of time. Usually naming rights are sold or exchanged for significant cash and/or other considerations under a long-term arrangement.
- (6) *Sponsorship* means a documented agreement between the City of Pitt Meadows and an external entity (sponsor) in which the sponsor contributes money, goods, or services to a City facility, program, project, or special event in exchange for recognition, acknowledgment, or other promotional considerations or benefits. This excludes donations and gifts or advice to the City where no business relationship or association is contemplated and no reciprocal consideration is sought. Forms of sponsorship include cash (money) and in-kind contributions (goods or services)

5. Policy Statements

The ultimate authority over the naming of Parks and Facilities rests with the City Council, with recommendations from City Staff.



Parks and Facilities serve as hubs for community engagement and wherever possible should bear names which ideally identify their general or specific location.

Wherever possible, Parks and Facility should be given names which identify:

- Influential figures from the locality in which the park or facility is situated
- Traditional names with indigenous origins should be considered
- Noteworthy natural elements or indigenous flora found within the parks
- Distinctive subdivision names

Donors contributing to the development of Parks or Facilities of reasonable size may be considered for naming rights.

Whenever a Park or Facility has come to be known traditionally but not officially by a name, which is, not so similar to the name of an existing park to be confusing, then serious consideration should be given to formal adoption of the traditional name.

Consideration may be given to naming some Parks or Facilities after outstanding community citizens.

Greenbelt areas may never be developed as Parks and should be assigned numbers for reference purposes in accordance with the grid system used to identify planning/engineering map detail.

5.1. Prohibitions

The following practices should be avoided:

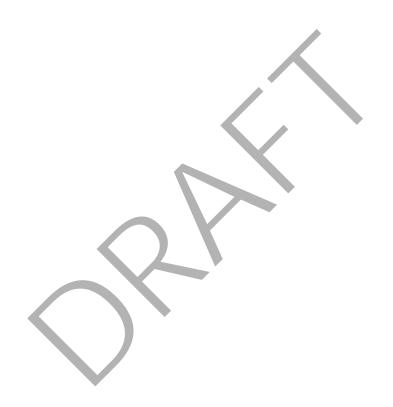
- (1) Naming a park/facility after an active politician
- (2) Naming a park/facility after a nearby school

6. Related Policies

Other related policies include:

- (a) Purchasing, Policy #C012
- (b) Sponsorship and Advertising on City Owned or City Managed Assets, Policy # C059





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