

AGENDA
CULTURAL COMMITTEE MEETING
BOWEN PARK COMPLEX CONFERENCE ROOM
WEDNESDAY, 2011-FEB-02, COMMENCING AT 4:15 P.M.

1. **CALL MEETING TO ORDER:**

2. **INTRODUCTION OF LATE ITEMS:**

3. **ADOPTION OF AGENDA:**

(Motion required to adopt the agenda.)

4. **ADOPTION OF MEETING NOTES:**

- (a) Notes of the Regular Cultural Committee Meeting held Wednesday, 2011-JAN-05, at 4:15 p.m., in the Bowen Park Complex Conference Room.

Pgs.
023-027

(Motion required to adopt the meeting notes of the above date as circulated.)

5. **DELEGATIONS: (10 MINUTES)**

(Motion required to permit delegations to address the Committee.)

- (a) Ms. Daurel Neve, General Manager, Theatre One, 150 Commercial Street, Nanaimo, BC, V9R 5G6 – Ms. Wendy Smitka, President, and Mr. Garry Davey, Artistic Director, to provide an update on the activities and future plans of Theatre One – as per the request of the Cultural Committee.

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6. **CHAIR REPORT:**

- (a) Cultural Committee – Membership.
- (b) Art in Public Places Project Committee – Temporary Public Art 2011 – Membership.
- (c) Cultural Awards Project Committee – Membership.

(Motion required to receive verbal report.)

7. **COMMISSION REPORT: Commissioner Avis**

(Motion required to receive verbal report.)

8. **REPORTS OF PROJECT COMMITTEES:**

- (a) **Cultural Award Committee.**

(Motion required to receive verbal report.)

(b) **Art in Public Places Project Committee.**

(Motion required to receive verbal report.)

(c) **Cultural Forum Project Committee.**

(Motion required to receive verbal report.)

9. **STAFF REPORTS:** (None.)

10. **INFORMATION ONLY ITEMS** (Staff reports):

(a) 2011 Marketing Plan (draft for discussion).

(Motion required to receive information only items.)

Pgs.
029-053

11. **CORRESPONDENCE:** (Action)

CORRESPONDENCE: (Information)

(a) Society Annual Report – Form 11 – dated 2010-JUN-04 for 2010, submitted by Mr. Wally Wells, Director, Nanaimo Blues Society, as per the request of the Cultural Committee.

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(Motion required to receive correspondence.)

12. **NOTICE OF MOTION:**

13. **CONSIDERATION OF OTHER BUSINESS:**

(Motion required if there is other business.)

14. **BUSINESS ARISING FROM DELEGATIONS:**

15. **UNFINISHED BUSINESS:**

16. **QUESTION PERIOD:**

17. **ADJOURNMENT:**

(Motion required to adjourn with next meeting to be held, if required, on Wednesday, 2011-MAR-02, commencing at 4:15 p.m. in the Bowen Park Complex Conference Room.)

**NOTES
REGULAR CULTURAL COMMITTEE MEETING
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM
WEDNESDAY, 2011-JAN-05, COMMENCING AT 4:15 P.M.**

PRESENT: Eveline O'Rourke, Chair

Members: Commissioner Diana Johnstone
Commissioner Fred Pattje
Commissioner Shirley Lance
Ms. Julie Bevan
Ms. Joanne Husband
Ms. George McGladrey
Mr. Simon Schachner

Regrets: Commissioner Lynda Avis
Ms. Gerda Hofman

Staff: S. Samborski B. Kuhn
K. MacDonald H. King
C. Kuziw, recording

1. CALL THE OPEN MEETING TO ORDER:

The Regular Meeting of the Cultural Committee was called to order at 4:15 p.m.

2. INTRODUCTION OF LATE ITEMS:

3. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted. The motion carried unanimously.

4. ADOPTION OF MEETING NOTES:

(a) It was moved and seconded that the meeting notes of 2010-DEC-07, be amended to reflect the correct spelling of the name of the Nanaimo Theatre Group President as "Ron McAfee". The motion carried unanimously.

(b) It was moved and seconded that the meeting notes of 2010-DEC-15 be amended to reflect that both George McGladrey and Lynda Avis sent in their numbers to be tallied. The motion carried unanimously.

(c) It was moved and seconded that the meeting notes of 2010-DEC-07, 2010-DEC-08, and 2010-DEC-15 be adopted. The motion carried unanimously.

5. DELEGATIONS:

It was moved and seconded that the Delegations be permitted to address the Cultural Committee. The motion carried unanimously.

- (a) Mrs. Lee-Anne Stark, President, and, Mr. Warren Jaques, Secretary, Newcastle Neighbourhood Association (NNA), 184 Mt. Benson Street, Nanaimo, BC V9S 1B3, requesting that the Cultural Committee support them in their desire to donate a large Palm tree (temporary art) to the City of Nanaimo with the placement of same to be in a prominent location in Newcastle north. The delegation requires financial assistance to complete this project and is proposing a partnership with the City.

Mrs. Stark and Mr. Jaques advised that they would like to donate a large Palm tree to the City as public art and would like to see the piece located in the Newcastle area. Locations near the Nanaimo Yacht Club and Pearson Bridge intersection have been considered with the intersection at the north end of Pearson Bridge being the preferred site of installation. The owner of the Husky Station has no challenge with the proposed installation. The palm tree is approximately 18 feet tall and would be installed in the location of the recently removed totem. It is expected that there will be some engineering involved in setting the piece in place but there should be no maintenance costs involved with the piece once it has been installed. It is hoped that the City would assist with the installation of the piece to help in the reduction of the costs associated with placement of the palm.

6. BUSINESS ARISING FROM DELEGATION

- (a) Mrs. Lee-Anne Stark and Mr. Warren Jaques – Palm Tree Donation.

Discussion on this topic was moved forward on the agenda with the agreement of the Committee. The intention of this donation is wonderful but this piece was built as, and meant to be, temporary and not permanent. The structural integrity of the piece is unknown. Further investigation should be made into the structural integrity before making the decision on this donation.

Discussion continued regarding City policy regarding donations of public art. Policy suggests that the Newcastle Neighbourhood Association (NNA) would be responsible for the costs of ensuring the piece is structurally sound. Once the structural soundness of the piece has been verified, the Committee will need to determine if the proposed location is best suited for the piece, what the installation requirements will be, and what the cost of the installation will be. Consideration will also be given to charging the installation costs back to the NNA. An independent panel could be appointed in accordance with the Community Plan for Public Art to oversee this donation.

It was moved and seconded that a letter be sent to the Newcastle Neighbourhood Association thanking them for this generous donation offer and, prior to possible acceptance of the donation by the City, outlining the steps that will need to be taken, with the following criteria to be met:

- (i) the Newcastle Neighbourhood Association (NNA) engage a private engineer, at their own cost, to confirm the structural integrity of the piece, with written confirmation to the City;
- (ii) correspondence from the NNA confirming that the neighbourhood is in favour of acceptance and placement of this piece;
- (iii) NNA to provide possible alternate placement locations;
- (iv) all expenses related to the piece rest with the sponsor;
- (v) an independent panel may be required to review the design and merit of the proposed donation;
- (vi) a technical review by City staff of the site and the work; and,
- (vii) a public consultation, if required.

The motion was carried unanimously.

7. COMMISSION REPORT: Commissioner Johnstone

Commissioner Johnstone reported on the following matters:

- Julie Bevan was appointed as a member of the Cultural Committee for the remainder of the term to 2012-MAR-31.
- Sport Tournament Grant Allocations in the total amount of \$15,000 for the first intake were approved.

It was moved and seconded that the Commission Report presented by Commissioner Johnstone be received. The motion carried unanimously.

8. REPORTS OF PROJECT COMMITTEES:

(a) Cultural Award Project Committee.

- (i) Staff provided a verbal update advising that both recipients have been contacted. The Cultural Award Ceremony is set for 2011-MAY-04, 7:00 p.m., at The Port Theatre. Both recipients are available. No details have been set for the evening.
- (ii) The Awards Committee members will be Commissioner Johnstone, Joanne Husband, Lynda Avis, and Julie Bevan.
- (iii) A meeting date for the Committee will be set for February.

It was moved and seconded that the verbal report be received. The motion carried unanimously.

(b) Art in Public Places Project Committee – Temporary Public Art 2011.

- (i) Staff provided a verbal report. The Art in Public Places Project Committee will include: Commissioner Lance; Joanne Husband; Simon Schachner; and, Chair O'Rourke. The Committee will also have three members from the Art Gallery. Kirsty MacDonald will contact the committee members once those members have been determined. A meeting date will be set at that time.

It was moved and seconded that the verbal report be received. The motion carried unanimously.

(c) Cultural Forum Project Committee.

Members for 2011 will be selected at the next Committee meeting.

8. STAFF REPORTS: (None.)

9. INFORMATION ONLY ITEMS (staff reports):

(a) 2011 Marketing Plan.

Staff provided a verbal report on the 2011 Marketing Plan for information and discussion purposes with the following being reviewed:

- *What do you consider the key messages you would like the department to focus on over the course of 2011 as they relate to the work you do as a Committee?*

After discussion, it was decided that staff will develop a list of items for the Commission to review at the next meeting before it is submitted to Hannah King for the 2011 Marketing Plan.

- *What is the timeline of the Committees projects?*

Not discussed.

It was moved and seconded that staff would create a list of items for the committee to review at the next meeting. The motion carried unanimously.

It was moved and seconded that the Information Only Items be received. The motion carried unanimously.

10. CORRESPONDENCE: (Action) (None.)

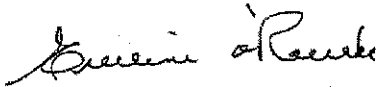
CORRESPONDENCE: (Information) (None.)

11. NOTICE OF MOTION: (None.)

- 12. CONSIDERATION OF OTHER BUSINESS: (None.)
- 14. UNFINISHED BUSINESS: (None.)
- 14. QUESTION PERIOD: (No questions.)
- 15. ADJOURNMENT:

It was moved and seconded at 5:54 p.m. that the meeting adjourn, with the next Meeting of the Cultural Committee to be held Wednesday, 2011-FEB-02, commencing at 4:15 p.m. in the Bowen Park Complex Conference Room.

The motion carried unanimously.



Eveline O'Rourke, Chair
Cultural Committee

CERTIFIED CORRECT:

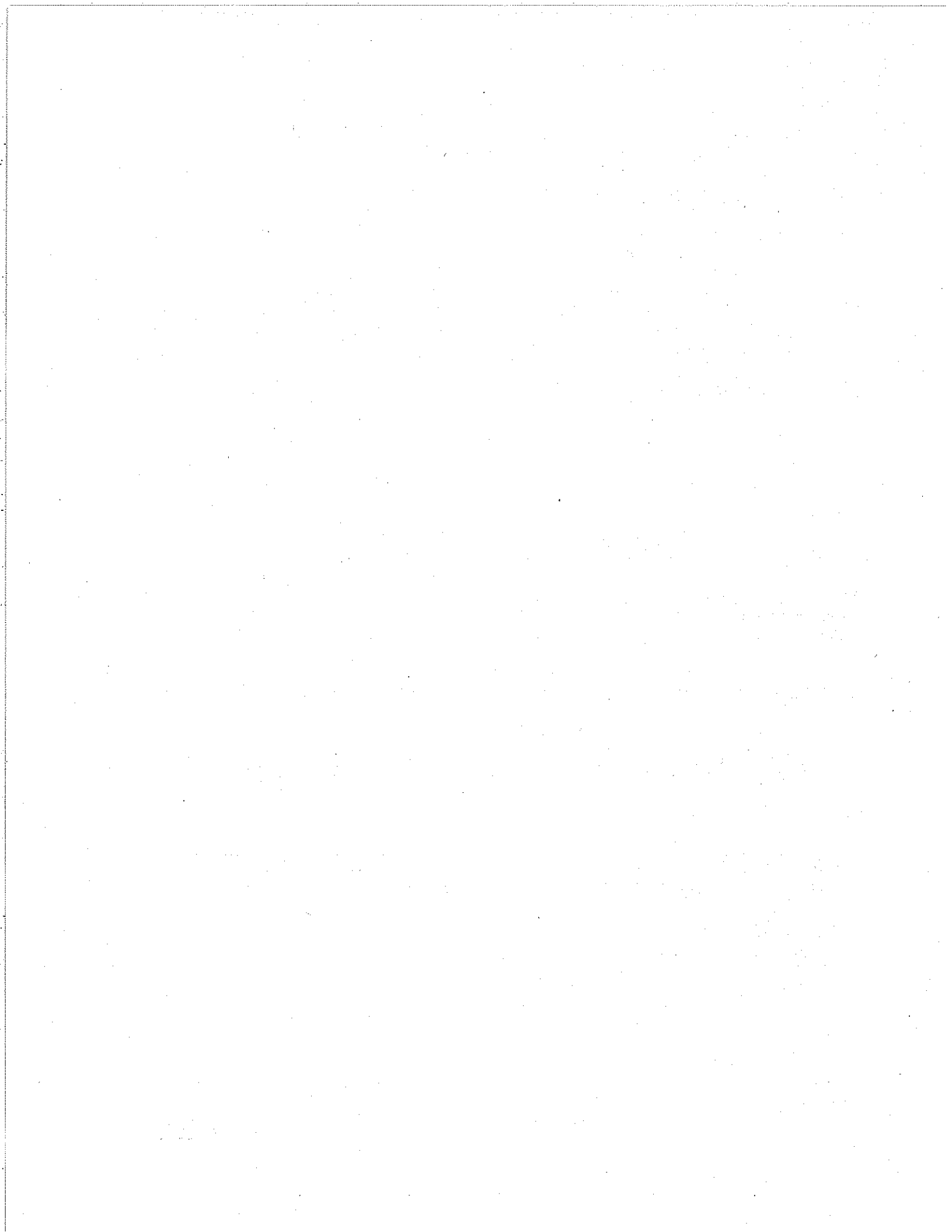


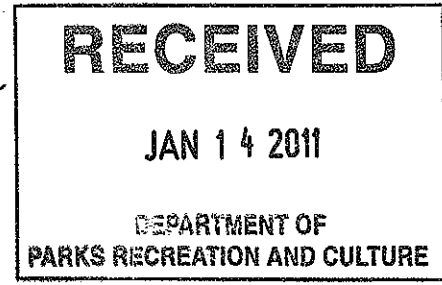
S. Samborski, Senior Manager
Recreation and Culture Services

APPROVED FOR DISTRIBUTION:



Richard Harding, Director
Parks, Recreation and Culture





REQUEST TO APPEAR AS A DELEGATION

ON 2011 - 02 - 02 4:15 PM.
year month day

NAME OF PERSON MAKING PRESENTATION: TheatreOne Print

ADDRESS: 150 Commercial St. Nanaimo BC V9R5G6
street address City Province Postal Code

PHONE: n/a 250.754.7587 FAX: 250.754.7587
home business

NAME OF APPLICANT IF OTHER THAN ABOVE: _____

DETAILS OF PRESENTATION:

As per the Cultural Committee's request TheatreOne will provide an update on our activities & plans for the future.

Speakers: Wendy Smitka - President
 Garry Davey - Artistic Director

In attendance: Laurel Neve - General Manager

PLEASE NOTE

- Electronic presentations must be provided on a CD or by e-mail no later than 9:00 a.m. the day of the Meeting.
- Please submit a written copy of your presentation to the Recording Secretary either at, or prior to, the Meeting.
- Multiple speakers on a single issue or topic shall be given 5 minutes each to make their presentations as per Section 18.6 of the Council Procedure Bylaw.

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2011 Marketing Plan

Mission, Goals and Role

The Parks, Recreation and Culture (PRC) Department's mission is to 'enhance the quality of life and leisure in Nanaimo'. The PRC department aims to offer a balance of facilities and an equal opportunity for all to access the leisure services across Nanaimo.

Departmental Goals:

- 1) To be aware of the developing leisure requirements of our community
- 2) To be innovative and responsive in leading or facilitating the delivery of services which meet the needs of our community
- 3) To establish and maintain a system of services, facilities, parks and open spaces which meet the needs of our community
- 4) To provide services and facilities which are sustainable, safe, accessible and fun
- 5) To be active in fostering Nanaimo as a healthy community
- 6) To market our services, facilities, parks and open spaces to Nanaimo residents and visitors.
- 7) To seek efficiencies that maximize taxpayer benefit and to maintain a net operating cost that meets the City's 5 year financial plan.

Stretch goal: 'to be celebrated as leaders in creatively delivering extraordinary experiences that our residents and visitors want.'

Community Overview:

The City of Nanaimo is the second largest urban centre on Vancouver Island. In 2010 there are an estimated 84,550 residents. Over the last number of years an impressive inventory of facilities, parks, trails and open spaces has been created which is anticipated to meet the needs of the community for the next 10 years. The City boasts excellent facilities which not only provide for community needs but create an opportunity to showcase the City and bring economic benefit to the community by way of Sports and Cultural Event Tourism.

Over the coming decades the greatest increase in population will be in the over 65 age group. Nanaimo will have almost 20,000 new senior citizens by 2031. At the same time growth in other age groups will be much smaller- about 11,000 new people in their prime work years (20-64 years of age) and about 3,000 of age 20 or younger.

2010 Marketing & Communication Successes:

Key successes:

- Graphic and style updates to Activity Guide
- The hosting of two successful cover photo contests
- Spring/Summer break flyer re-designs
- Social Media- this includes the steady increase in Twitter and facebook followers, launch of foursquare specials, and the general quality of engagement
- Our social media work being featured by LERN

Proactive vs. Reactive

The department's marketing efforts will continue to transition from being dictated by available mediums and broad stroke in its messaging approach, to reaching out to identify target groups. Essential to achieving this shift the marketing plan has been developed collaboratively with the three service areas staff teams. The goal being to ensure a marketing focus is included within each program plan. To be successful it is essential that the plan receives buy in from the teams. Regular meetings and planning sessions will be necessary.

Theme

The over arching theme of the department's marketing will continue to focus on active living. We will encourage and entice residents and visitors to participate in our programs, enjoy our parks and protected areas, and experience our culture.

Tagline:

The department tagline will continue to be "*Parks, Recreation & Culture...It's A Lifestyle*". Individual campaigns will use secondary slogans where necessary.

Community Branding

The PRC department is involved in a long term strategic planning process which is working towards a establishing a more cohesive community image. One way of achieving this cohesion is in creating a 'brand' that can be utilized by different community stakeholders i.e. Tourism Nanaimo, Chamber of Commerce etc. in their individual and collaborative marketing efforts. The marketing department will look to incorporate this branding where and when possible in various campaigns.

2011 Marketing & Communications Goals:

- Create more opportunities for client engagement
- Establish a social media strategy
- Establish a department wide communications plan
- Complete department section website redesign
- Adopt an 'UNMARKETING' approach- i.e. communicate with vs. market to
- Claim our successes

Market Segments

The marketing efforts of the department will focus on the following groups where applicable i.e. program type, facility location etc.

Segment A- Young singles and lone parent families

- 19% of population
- young singles and single parents
- young singles and single parents working entry level service jobs
- 35K household incomes

Segment A values-

- ✓ Value for price
- ✓ Social interaction, opportunities for all family members that occur at the same time

Products/Services PR&C offers that will be targeted to this group:

- FREE/inexpensive things to do as a family- parks, drop in swims, community events (Canada Day, Finale)
- LEAP program
- Shorter 'sampler' program sessions (i.e. 4 week programs)
- Pro-D Day activities

Segment B- Active, upscale dual-parent families

- Upper middle class families
- Most own their own homes
- Work in service sector or white collar professions

Segment B Values-

- ✓ Convenience and time flexibility
- ✓ High quality leisure opportunities

Products/Services PR&C offers that will be targeted to this group

- Program packages i.e. programs that occur simultaneously at the same location to allow parents/guardians to participate in one session while child is in another.
- 'All inclusive' programs- include giveaways, added one on one sessions, special location i.e. restaurant for cooking class
- Family/couples programming- highlight events/programs that allow people to register as family unit or as couple

Segment C- Mature Adults living well into their leisure years

- Ages 55+
- Enjoy low stress leisure pursuits, including fishing, gardening and woodworking

Segment C Values-

- ✓ Personal Wellness
- ✓ Opportunity for social interaction

Products/ Services PR&C offers that will be targeted to this group

- Existing programs and the benefits of participation- life long wellness, affordability, social interaction, integration into larger community support system
- Social events

Segment D- Existing membership holders

- REC pass holders, Seniors Members, LEAP

Segment D Values-

- Benefits of membership
- Value for dollar
- Relationship building

Products/Services PR&C offers that will be targeted to this group

- Harbour City Seniors members: special events, discounted program rates, ability to provide input into programming
- REC pass users: include a fitness program assessment within membership, discounted renewals, shower tokens
- LEAP: one on one program review sessions, more education about value and benefits of program
- Newsletter subscribers: advance notice on events and registration, discounts, contests and special offers only available via bi-monthly publication

Target Marketing Tactics

The following is a suggested list of methods of delivering this enhanced level of direct marketing to the target groups. As mentioned earlier much of the following tactics will only be achievable through early and consistent collaboration between the coordinators and marketing staff.

Segment A- Young Singles & Lone Parent Families

- The spring/summer activity guide will continue to include a list of free or nearly free recreational/park/culture opportunities
- The same list will appear within the department web pages
- The LEAP program will be repositioned in order to address the issue of the associated stigma and provide further clarity as to the availability and qualification process of the program. An update of the brochure will be completed.
- The variety and value of programs offered geared to pre-schoolers and children will be the focus of the printed advertising in publications/features that are targeted towards this audience.

- Partnerships with community associations that support this target market will continue to be explored- VIU, VIHA, Schools, Neighbourhood Associations, Boys & Girls Club etc. Opportunities to directly engage with this group will be pursued by way of speaking engagements, donation of 2/1 passes to events attended by this group.

Segment B- Active, upscale dual parent families

- Working with coordinators selected programs will be given some 'added value' features i.e. free water bottle, 'celebrity' instructors, specialty equipment included. These will be identified in the activity guides by way of grouping and/or icons
- Program packages- working with coordinators create 'sets' of programs that happen simultaneously and at the same facility will be highlighted in marketing materials. The goal being that families can 'recreate' together. For example: child one is in skating lessons while child two is in swimming, and mom/dad participates in dance class.
- Classes and programs that are 'cutting edge' will be highlighted and communicated to this group specifically. This group tends to be fitness/wellness savvy and looking for the next great thing.
- Facebook and twitter will continue to be used to reach out to this market as they have adopted them as key social media outlets.

Segment C- Mature Adults living well into their leisure years

- Programming for this segment will be rebranded as 'active aging'
- Work with the coordinator responsible for this area to create more opportunities for client input i.e. drop in coffee sessions, presentations to groups highlighting upcoming events/programs

Segment D- Existing members (LEAP, Harbour City Seniors, and REC pass holders)

- An emphasis on continuous communication with these groups of established clients will be essential in marketing to this group. Coordinators overseeing programs that service these groups will need to include a communications plan geared to these groups within their program plan (the marketing team will assist). Example: 'REC Pass' holders whose cards nearing their expiry date will be sent a reminder to renew within a certain time frame and receive a discount or 'bonus' item.
- Casual conversation 'forums' will be held with existing clients to engage them directly in order to gauge perceptions, gain insight, and gather feedback on existing programs. Example: Free coffee/muffins sessions once every few months to be held at Oliver Woods/Bowen in the lobby areas
- Follow up phone calls or one on ones with LEAP participants at set intervals to check in with clients to review the benefits of the program and highlight any areas that they may not be taking advantage of.
- Hosting greeting sessions in the lobby areas of facilities on first day of registration to thank folks for their registration, ease the registration process and provide program counseling i.e. up sell where possible.

Department Wide Marketing

Task: Activity Guide (two editions)

Concept: The activity guide will continue to be the key marketing tool for the department. It contains pertinent information for residents regarding the variety of services the department provides and serves as a resource for information about accessing those services.

Goals:

- To be revenue neutral
- New ad sale contracts will be in place for the second sales flight in 2011
- Track registration rates based on postal codes which in turn will help direct future distribution decisions
- Content focus- Claiming our success- quotes from commission members/feedback cards/volunteers/participants
- Include a cultural events/facilities page
- Capitalize on the potential of our 'turn page' activity guide i.e. links to registration page, increase traffic increase view count

Client Engagement:

- 1) Cover photo contest. This allows for more resident ownership and involvement. It also affords the publications some extra promotion pre release.
- 2) Host a feedback session with a selection of clients regarding how they use the guide. We could put a call out to facebook/twitter fans to attend a feedback session after the release of the first guide.
- 3) We will use quotes from client feedback cards as collected over the course of the year at the various facilities. This will lend a sense of ownership to the guide user and allow for 'testimonial' style promotion.

Timeline: March 2011 & August 2011

Cost: \$43,730.00

Segment: All

Task: 'It's a Lifestyle' multimedia campaign

Concept: The same messaging and design elements will be applied to all marketing mediums (radio, magazine, newsprint, and web). The tagline ***Parks, Recreation & Culture, it's a Lifestyle*** (example: Nanaimo Lifestyle is spending time with friends- used in a print ad for LIT/Young Adults ads) is proposed. This concept builds on the department's established brand leading to increased recognition of PR&C messages. It also allows us to continue to educate clients that being active is about engaging all aspects of wellness: physical, mental, and emotional health.

Client Engagement: host a video contest; ask clients submit videos of them participating in recreational /parks/cultural activities. Various categories will be defined and an online public voting process will be implemented through the City's YouTube channel. The winning submissions will be presented at the annual PRC Commission 2011 Christmas Celebration.

Timeline: Yearlong (*Contest timeline would be May through September*).

Paid Print & Web Advertising Calendar

It is important to note these are planned purchases; other opportunities arise over the course of the marketing year and therefore may be added to overall campaign.

Message/Topic	Publication/Media	Booking Timeframe	Cost
Feature program/event/parks ads.	Nanaimo New Bulletin Harbourliving.ca Island Radio	Yearlong	\$7,700 \$5,280 \$14,250
Summer/Winter /Spring Break Programs	Connections (SD 68 magazine)	May/November/March	\$640*3
Summer/Winter/Spring Break programs	Flyer	May/November /March	\$1,750 (split 7 ways)
Summer Camp Registration	Island Parent	June	\$300.00
Seniors Programs	Experience Magazine	August	\$300.00
Spring/Summer Programs	Nanaimo News Bulletin -Sign me Up!	January/April	\$1,000.00
Facilities, Parks, Trails	Tourism Nanaimo Maps & Attractions Guide	September.	\$1,500.00
Student REC pass promotions	Navigator Newspaper & VIU handbook	September	\$500.00
Department Awareness	Bus Bench Ads	Year round	\$1,000.00
Activity Guide Promotion	Garbage Truck Billboards	August/March	\$1,500.00
Youth Programs /Event Promotion	Mind's Eye Newspaper	March/May/August/Sept/Nov	\$500

Promotional Tools

Passes

The Marketing and Communications Specialist will be responsible for distributing Parks, Recreation and Culture 2 for 1 passes based on the policy outlined below:

- Requests from the community for passes must be directed to the Marketing & Communications Specialist
- Passes will only be distributed to community groups with similar and supporting mandates to those of P, R, & C i.e. service groups, health and lifestyle programs, school groups etc.
- Passes will be tracked and a quarterly distribution report will be provided to the management team
- Passes will be distributed as incentives as a part of the personalized service efforts

Department managers are responsible for the approval and distribution of courtesy passes.

- Sport/Cultural Events
- Referral passes
- Employee rewards

Giveaway/Gifts

An inventory of promotional items will be maintained by the marketing team. These items will be used in various marketing initiatives; fulfilling community requests, special marketing campaigns, prize giveaways, and thank you gifts. It is recommended that a monthly inventory of items be conducted.

Coordinators will supply the marketing team with items to be included in 'value added' programs over the course of 2011. These will be ordered by the marketing team and distributed accordingly.

Recreation Services Area

Task: Random Acts of Recreation

Concept: Reward people for active living. Working with an LIT or Quest crew, go out among the community and distribute specialized passes or giveaways to residents at community events, parks, recreation facilities.

Timeline: Year round

Budget: \$500.00 (prizes)

Task: Bring PRC Experiential Marketing Booths to the Community

Concept: Provide opportunities to bring PRC to residents increasing community engagement. With potential to reach all target markets, this particular marketing technique allows PR&C representatives to go out into the community, targeting specific locations to access specific potential PR&C users. By identifying the steps in the customer decision sequence by pre-empting and/or answering questions immediately, identifying the bottlenecks that are slowing

things down (registering customers on site), the decision making process becomes streamlined, enabling an increase in registration.

Timeline: Year round

Budget: \$500.00

Target segment: All

Title	Dates	Audience
Outdoor Activities & Adventure Show	February	Local residents- active adults
Multicultural Societies 'HealthFest'	April	Multicultural society, newcomers
Kids Expo	May	Parents- 12 and under

Task: Individual Program/Event Promotion- The marketing service area will continue to support the program staff team in the promotion of program and events. Special events will be allocated marketing dollars for paid promotion and is to be spent at the discretion of the individual coordinators responsible for the special events.

Each program budget should have a percentage set aside for the promotion of the program itself. Where possible, i.e. monthly feature web ads, individual programs will be featured within the overall department advertising/promotional efforts. This will be done in consultation with the programmer responsible.

This unified effort has a number of benefits:

- ✓ Consistent look and feel of department ads, leading to increased brand strength.
- ✓ Reduction of duplicated administration efforts
- ✓ Improved financial tracking
- ✓ Capitalizes on advertising space purchased
- ✓ Allows for stronger media relations if messages are consistent and well planned

Special event marketing allocations:

**this includes the purchasing of ads over and above the value of advertising space taken as a part of ongoing yearly contracts i.e. Harbourliving.ca/newspaper feature banner ad/radio segment*

Event	Allocated Spend	Timeframe of spend
Picnic in the Park	\$500	February
Bike to Work Week	\$500	April
Concerts in the Park	\$1000	May
Mothers Unite	\$500	June

Christmas Craft Fair	\$1500	October/November
Winter Wonderland	\$1000	November
Finale	\$1000	December

Recreation Service Area Communications Calendar

Month	Message	Coordinator
January	Program Push (Sign me up!) Picnic in the Park (Feb. Event) Spring Break Flyer REC Pass/Fitness Sampler Robbie Barns Day Teen Dance (Feb. Event) Pro D Day Skates Arena's Programs Student Art Show (March Event) Summer Hire- recruitment	All Chris/Damon All Damon/Tara/Meg/Deb/Teresa Michele Cheryl Jill/Gary Jill/Gary Teresa/Deb Michele(?)
February	Spring Break Camps Lifeguard Rodeo Leadership Schools (LSS/RC) Arenas move to Cliff McNabb Activity Guide Reminder New Members Tea Summer Hire-recruitment	All Maurya Maurya Jill/Gary M&C Michele Michele
March	Earth Day (April Event) Activity Guide Drop Swim Meets Teen Dance (April) Clippers (impact?)	Eileen M&C Sandy Cheryl Jill/Gar
April	Aquatic Events- swim spectacular/open house Swim Meets School Lessons- direct marketing Rec Skate/Hockey Programs (May start) Youth Week (May event) Pro-D Day Camps Healthamongus (May Event)	Maurya Sandy Jill/Maurya Jill Cheryl All Coordinators Chris

	Program Proposal Bike to Work Week (May Event) Concerts in the Park PRCC Awards (May)	Meg/Teresa/Deb Eileen Eileen Damon
May	National Lifejacket Day (June event) Aquatics Summer Events Poster Water parks Open Mothers Day Unite (June Event) Summer Flyer Arenas Wrap up LIT/Quest Program Promo Summer Weight Room promo Preschool closure Concerts in the Parks Summer Staff training	Maurya Maurya Ian/Maurya Cheryl All Coordinators Jill/Gary Cheryl Tara Chris Eileen Michele?
June	Westwood Lake Paddle Season National Drowning Prev./NAC/Beban/WWL Canada Day (July Event) Arenas program move to NIC Allocations Promotions Rec/Hockey School Free Family Fun night Playgrounds Summer Camps Concerts in the Parks Terry Fox Promotions (Sept event)	Maurya Teresa Jill/Gary ? All Coordinators Eileen Chris
July	Activity Guide Reminder Concerts in the Parks Summer Arenas Programs Summer Leadership School/Free lessons Pool Closures Terry Fox	M&C Staff Eileen Jill/Gary Maurya Sandy Chris
August	Activity Guide Drop Swim into Fall Open House Terry Fox (September Event)	M&C staff Maurya Chris

	Rivers Day (September Event) Student REC pass Weight Room promotion Arenas Programs Fall Pro D Day flyer Fall/Winter LIT& Quest	Eileen Laara Tara Jill/Gary All Coordinators Cheryl
September	Terry Fox Fall Family Fun PRCC Awards Teen Dance (October) Craft Bazaar (November) Seniors Health/Wellness Fair New Members Tea	Chris Maurya Damon Cheryl Damon Michele Michele
October	November Arena Program Start Winter Break Flyer Swim Meets Salute to the Coho (Nov. Event) Christmas Craft Bazaar Spare Blox/Zone Program Proposal	Jill/Gary All coordinators Sandy Eileen Damon Cheryl Meg/Teresa/Deb
November	Happy Holiday NAC RC/LSS Free Lessons Gift Certificates Facility Closures Teen Dance (December) Caroling(December) Finale (December) Winter Wonderland(December) Customer Appreciation Skate (Dec) Seniors Xmas Dinner (Dec) PRCC Social (Dec) SNIC-Ongoing Team Tune Up	Maurya Laara Laara/Mary/Darcie/Bob/Sandy Cheryl Eileen Meg Jill/Gary Jill/Gary Michele M&C Staff M&C Staff ?

Parks Service Area- met with section staff November 8th

Overall Marketing Goals:

1. Increased participation in parks volunteer programs
2. Increased attendance at open house events
3. Increased year round usage of parks system
4. Promotion of parks collateral
5. Update and enhance presence of ParksGo! within the City website

Task: Information booths in parks- over the course of the year conduct six direct marketing sessions within parks. This would involve one or two staff members being on site within parks for a two hour time frame (to vary over the course of the year).

The goal being that we create opportunities for discussion, information sharing, education, and issues management. Provide information about: parks open houses, Volunteer in Parks Program, 'My Town, My Parks' interpretive tours programs, and other parks related events. Getting first hand feedback from visitors will allow us to achieve the goal of ongoing evaluation.

Timeline: April-September 2011

Budget: \$500.00

Target segment: A

Task: Bi monthly feature park article- provide in depth feature on selected park(s) in the News Bulletin. Provide overview of history and environmental significance, and a list of features to look for in the park. This would also an opportunity to discuss how parks are planned, different uses/plans for park space. Coordinate where possible with My Town, My Parks tours.

*The park of the month would also be featured on within the message on hold script.

Target segments: A/C/D

Timeline: Year round (six months)

Task: Otis the Owl program to be developed with Parks Coordinator. The goal of the program will be to get residents out to explore our parks system. It will involve an online component and will tie into our updated Parks & trails Brochure publication.

Target segments: A/B

Timeline: year Round

2011 Parks Service Area Communications Calendar

Month	Message	Contact
January	Bowen West closure & future plans	Jesse
February	Dog Off Leash Open House	Kirsty
March	Neck Point Plan Master Plan Meadow planting Garry Oaks	Kirsty Gail Al Kemp
April	Community Garden Openings Earth Day Events- pesticide use in parks Temporary Art in the Park	Gail Jeff Kirsty
May	Bike to Work Week Topiaries Beach Clean-Up & Swimming Areas Summer Concerts in the Parks Lotus Pinnalus	Eileen Gail Gail/Ian Eileen Gail
June	Lagoon Drain Water Parks Playground Installs (Applegreen/Caribou, & Salal)	Ian Ian Kirsty
July	Water Conservation- what are we doing in our parks/fields	Jesse/Ian
August	Pink Salmon Fisheries	Eileen
September	Rivers Day Second Turf Opening Community Gardens (harvest)	Eileen Jesse Gail
October	Dog off leash	Kirsty
November	Salmon Celebrations	Eileen
December	Snow/Ice Downtown Christmas Preparations	Jeff/Al Britton Gail

Culture Service Area

Overall Marketing Goals:

1. Increased awareness of the role the Culture Committee plays in supporting the local cultural community
2. Continue to communicate availability of the range of cultural programs offered throughout the recreation service area

Concept: Promotion of Community Cultural Awards which are held in May. The cultural committee has indicated that they would like to increase the public awareness and involvement in the cultural awards. This in turn is hoped to increase the awareness the local cultural community and the efforts of the committee in supporting the cultural scene in the community as a whole. This additional promotion will happen by way of increased advertising of the nomination process and a wider distribution of invitation to the event. A detailed communications plan will be created with the event lead organizers.

Timeline: Ongoing- with focused efforts in April leading up to the event.

Concept: Promotion of Community Plan for Public Art which was completed in 2009 and is an ongoing plan involving a number of projects i.e. street banners, temporary art in parks, an online inventory and the installation of permanent art pieces. This is a joint project between the cultural service area and the parks planning area. The department webpage does have a dedicated section to this topic, but further communication of the plan is needed.

Timeline: Ongoing- with focused efforts in March pre installation of temporary art pieces.

Task: Facebook contest with images of public art pieces asking 'fans' to identify the piece. Contest to run May/June 2011.

Concept: Promotion of the Cultural Forum hosted by the Cultural Committee in late spring. A marketing plan for the event will be drafted with the event lead organizers in the early spring once a date and topic focus has been selected.

Timeline: Spring 2011- May (?)

Concept: Promotion of the various grants available to community cultural groups. The department currently distributes \$ to local groups. The messaging will be focused on communicating the availability of the funding, the application process, and reaching out to new and emerging groups.

Timeline: Ongoing- focused efforts leading up to November deadline.

Task: Overhaul of Cultural Section of PRC web pages to include more celebration of past successes and highlighting of committee's various projects.

Timeline: The cultural web page section overhaul will be a part of the ongoing web section redevelopment that the department is taking on over the course of 2011.

2011 Culture Services Communications Calendar

Month	Message	Contact
March	Public Art Plan	Bob/Kirsty
April/May	Cultural Awards	Bob
May	Cultural Forum	Bob
October/November	Cultural Grants	Bob

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Media Relations

The marketing and communications specialist will continue to be responsible for the coordination of the media relations efforts on behalf of the department. Media relations efforts are also to be considered an integral part of all of the aforementioned marketing projects within this plan. Where/when possible the launch of programs and their success will be reported to the local media.

This includes the following:

- Monthly articles for feature article placement in local newspaper
- Drafting and distributing approved releases regarding events and projects in all three service areas
- Drafting and distributing media invites to special events i.e. openings, announcements
- Drafting and distributing media story ideas and photo opportunities i.e. ongoing playground development projects, 'good news' story topics. *(These are informal in presentation and timely in delivery. These releases don't tell a story but alert the media to potential coverage opportunities)*

Client Communications:

Task: E-newsletter- a bi monthly piece posted on City website available through RSS feed. The newsletter is currently posted within the 'I want to...' section of the website. The purpose of the newsletter is to highlight current programs, new programs, parks openings, issues, projects and services within the department. The intent is that over time this will piece will be distributed directly to subscribers and remain available within the website for the general browser. The piece will include special offer for subscribers.

Month	Offer
February/March	Sneak Peak of Spring break flyer
April/May	Sneak Peak of Summer flyer
June/July	GIFT
August/September	GIFT
October/November	Sneak peak of Winter flyer
December/January	Gift

Target segment: A/B/D

Task: Email notifications to existing clients. Clients who offer to provide their email addresses are collected in a database and are contacted throughout the year on a seasonal basis or when promoting major events. Below is a potential distribution calendar and ideas for promotions.

March	Advance sneak peak at AG- gift upon registration (code word)
August	Sneak peak at AG- gift upon registration (code word)

Social Media Campaign

Currently the department actively participates in the following social media forums

- Facebook: 3,000+ followers with 500 'active' monthly users i.e. people who are posting/commenting/viewing on a frequent basis (as of November, 2010)
- Twitter: 960 followers (as of November, 2010)
- Foursquare- most major city owned facilities have been claimed by the City and we are currently offering specials to players
- YouTube- the City has a dedicated channel

Across all of these platforms PRC falls under the umbrella of City of Nanaimo although as a department we are far and beyond the most represented.

The department is represented on the City's Social Media Committee that meets periodically and serves as a sounding board for new projects as they arise.

Facebook

We will maintain our departmental presence on the City facebook page and will continue to serve as a clearing house for City wide messages.

- Facebook February- this contest was successful in 2010 and will be hosted again. Each week we post a trivia question regarding our department and the first 'fan' to respond correctly is rewarded with a department branded giveaway.
 - Parks contests- Otus the Owl weekly trivia contest to run March 16th through August 21st.
 - Use of program/event photos as attachments within posts
 - Increased use of online videos to promote programs, events and parks- see YouTube section. Call for videographer has been circulated to VIU.
 - Photo albums-utilize the photo album feature of the facebook site more.
 - Invasive species album- identify local invasive species so residents have a quick reference
 - Events album- create an events photo album featuring events hosted by the City (i.e. PRC)
- Goal: 3,500 fans by December 2011

Foursquare

- The department will continue to offer monthly specials that entice players to attend our facilities and interact with our front of line staff.
- The department alongside with the IT department will develop a 'badge' that players can earn for frequent visits
- Goal: 25 check ins/month/facility

Twitter

- Maintain presence with timely information about department events, happenings and offerings.

YouTube

- Parks- tours
- Ireg tutorial
- Life Without Recreation contest
- Recreation samplers- shorts featuring different programs
- Events- Picnic in the Park, Finale, Terry Fox etc.

Website

- Gather view rates for department pages on a monthly basis so we garner a better understanding of what information people are looking for online and how they are using our section of the website.
- Continue with redevelopment of our department page within City website
 - Review ParksGo application
 - Newsletter Subscription Option
 - Daily Schedules
- Increase the use of our online Activity Guide
 - Include links from the online guide to Ireg to allow for direct registration
 - Explore the possibility of adding 'share with friend' and 'add to outlook' features
 - Include Activity Guide advertisers links

Collateral

The department will continue to produce the following collateral pieces;

- Two activity guides Fall/Winter (August-March) Spring/Summer (April-July). The focus for 2011 will be on streamlining the administration of the guide. (See earlier section for more detail on this key project).
- Three supplemental flyers promoting the school break programs (Winter/Spring/Summer). These flyers are distributed by way of the School District interschool mail service. We will most likely need to reexamine the quantity we produce as there has been a reduction in this service offered by the school district. An

online version with links from school newsletters may be the solution. The cost of printing these flyers is to be distributed amongst the cost centers participating.

- Parks & Trails Brochure- this brochure was last printed in 2009. At the time 15,000 copies were printed and we now appear to be down to the last few hundred. Early in 2011 this brochure will be updated and reprinted. The cost of printing will come out of the Parks cost centre.
- Cycling brochure- this brochure was last printed in 2009. 10,000 copies were printed and we are now also down to a few hundred. This document also needs some updating to be done by the Parks department, but will be rerun in early 2011.
- Wedding brochure – this piece is produced in house (2010) and is distributed via the allocations clerks and is available online. We will continue to print it in house and distribute it on an as needed basis. As it is a 'living' document updates can be made readily.
- Heritage and Cultural guide- this is a partnership publication between PRC, Tourism Services and Tourism Nanaimo new publication currently being sold (November 2010). The centerfold of the publication will include a pull out map listing cultural facilities and heritage points of interest. These will include both paying and non paying facilities.

Photography

The department has an agreement with a local company VIVID photography to supply program and department event images on an ongoing constant basis. In the past we have done some 'bulk' purchases but for the most part by on an as needed basis. As the department moves ahead with new projects and updates to existing collateral we will be making better use of those assets.

Goals:

- Collection of parks image with people in the parks
- Collection of images of department events
- Better storage/filing of images on the g drive

Budget: \$1,500.00

Sponsorship

The marketing and communications team will works towards developing a sponsorship program for the department over the course of 2011. The goal of the program is to help offset the operational costs of current and planned programs and facilities.

The following steps have been identified in early discussions with industry experts.

- Continued discussions with industry counterparts that gone through the process i.e. Cowichan, Talisman Centre
- Identify current/future department inventory of 'assets' available for sponsorship
- Assess value assets
- Identify potential sponsors

- Approach potential sponsors and develop a customized sponsorship package.

Timeline: year long

Budget:

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Appendix A: 2011 Department Communications Calendar-

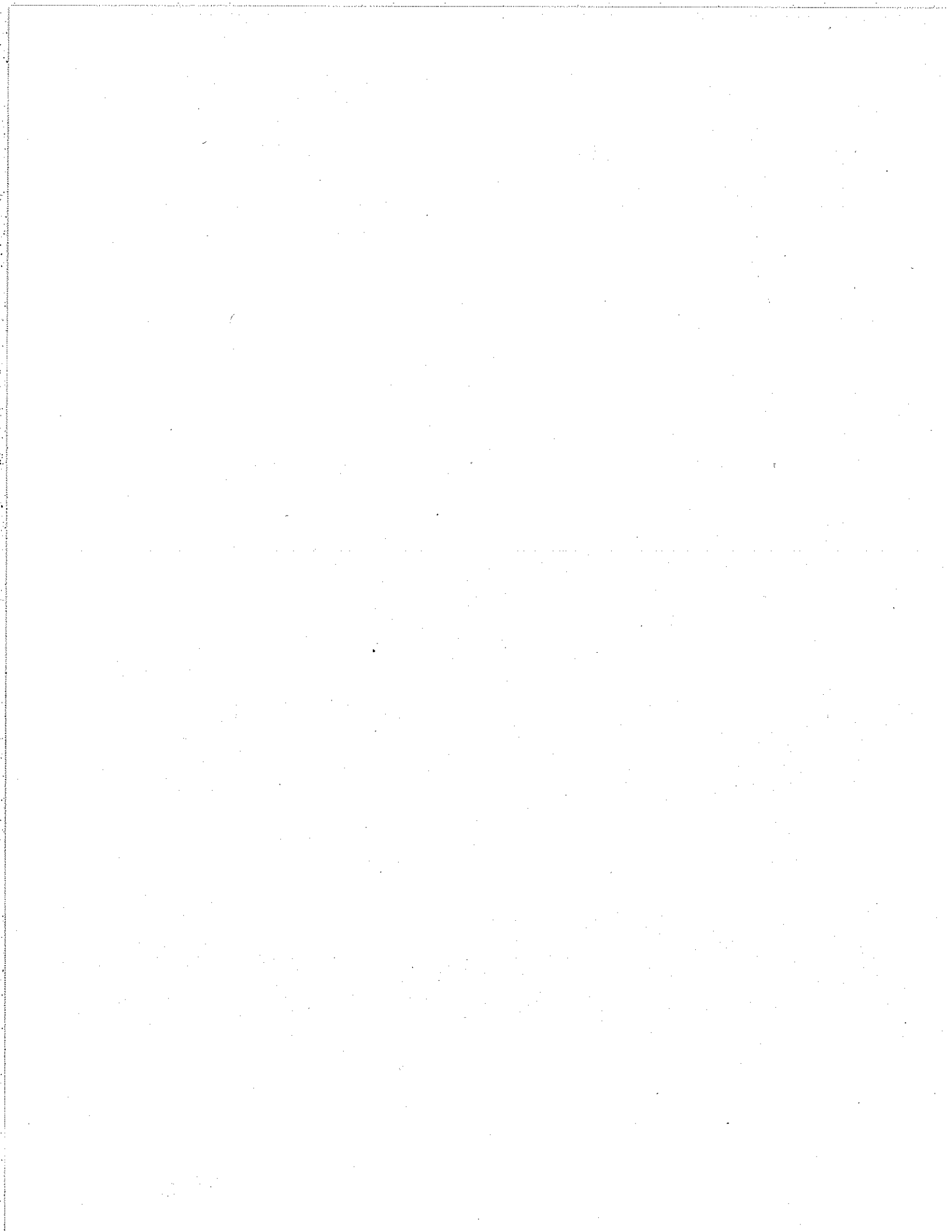
Month	Message	Coordinator
January	Program Push (Sign me up!) Picnic in the Park (Feb. Event) Spring Break Flyer REC Pass/Fitness Sampler Robbie Barns Day Teen Dance (Feb. Event) Pro D Day Skates Arena's Programs Student Art Show (March Event) Summer Hire- recruitment SNIC	All Chris/Damon All Damon/Tara/Meg/Deb/Teresa Michele Cheryl Jill/Gary Jill/Gary Teresa/Deb Michele(?) Ian
February	Spring Break Camps Lifeguard Rodeo Leadership Schools (LSS/RC) Arenas move to Cliff McNabb Activity Guide Reminder New Members Tea Summer Hire-recruitment Bowen Road/West Project	All Maurya Maurya Jill/Gary M&C Michele Michele Ian/Jesse
March	Earth Day (April Event) Activity Guide Drop Swim Meets Teen Dance (April) Clippers(impact?) Cultural Awards (May Event)	Eileen M&C Sandy Cheryl Jill/Gary Bob
April	Aquatic Events- swim spectacular/open house Swim Meets School Lessons- direct marketing Rec Skate/Hockey Programs (May start) Youth Week (May event) Pro-D Day Camps Healthamongus (May Event) Program Proposal Bike to Work Week (May Event) Concerts in the Park Temporary Art Installs	Maurya Sandy Jill/Maurya Jill Cheryl All Coordinators Chris Meg/Teresa/Deb Eileen Eileen Bob/Kirsty

	PRCC Awards (May) Tournament Grants Cultural Forum	Damon Bob Bob
May	National Lifejacket Day (June event) Aquatics Summer Events Poster Water parks Open Mothers Day Unite (June Event) Summer Flyer Arenas Wrap up LIT/Quest Program Promo Summer Weight Room promo Preschool closure Concerts in the Parks Summer Staff training	Maurya Maurya Ian/Maurya Cheryl All Coordinators Jill/Gary Cheryl Tara Chris Eileen Michele?
June	Westwood Lake Paddle Season National Drowning Prev./NAC/Beban/WWL Canada Day (July Event) Arenas program move to NIC Allocations Promotions Rec/Hockey School Free Family Fun night Playgrounds Summer Camps Concerts in the Parks Terry Fox Promotions (Sept event)	Maurya Teresa Jill/Gary ? All Coordinators Eileen Chris
July	Activity Guide Reminder Concerts in the Parks Summer Arenas Programs Summer Leadership School/Free lessons Pool Closures Pinks Fisheries Terry Fox	M&C Staff Eileen Jill/Gary Maurya Sandy Eileen Chris
August	Activity Guide Drop Swim into Fall Open House Terry Fox (September Event) Rivers Day (September Event)	M&C staff Maurya Chris Eileen

	Student REC pass Weight Room promotion Arenas Programs Fall Pro D Day flyer Fall/Winter LIT& Quest	Laara Tara Jill/Gary All Coordinators Cheryl
September	Terry Fox Fall Family Fun PRCC Awards Teen Dance (October) Craft Bazaar (November) Seniors Health/Wellness Fair New Members Tea Grant Communications	Chris Maurya Damon Cheryl Damon Michele Michele Bob
October	November Arena Program Start Winter Break Flyer Swim Meets Salute to the Coho (Nov. Event) Christmas Craft Bazaar Spare Blox/Zone Program Proposal SNIC Cultural Grant Applications	Jill/Gary All coordinators Sandy Eileen Damon Cheryl Meg/Teresa/Deb Al Britton Bob
November	Happy Holiday NAC RC/LSS Free Lessons Gift Certificates Facility Closures Teen Dance (December) Caroling(December) Finale (December) Winter Wonderland(December) Customer Appreciation Skate (Dec) Seniors Xmas Dinner (Dec) PRCC Social (Dec) SNIC-Ongoing Team Tune Up	Maurya Laara Laara/Mary/Darcie/Bob/Sandy Cheryl Eileen Meg Jill/Gary Jill/Gary Michele M&C Staff Al ?
December	Life Saving Showcase RC Free lessons Finale Holiday Skate Schedule Arenas Program Start Up	Maurya Megan Jill/Gary

	Fitness Sampler Pass Weight Room Promotion SNIC	Damon/Tara Tara Al Britton/M&C Staff
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Telephone: 250 356-8609

IMPORTANT: Please read instructions on reverse before completing this form.

<p>A NAME OF SOCIETY B ADDRESS OF SOCIETY – MUST BE A PHYSICAL ADDRESS</p> <p>Nanaimo Blues Society Box 306 Nanaimo BC V9R 5Y3</p> <p>Delivery address: Suite 2303, 154 Promenade Dr. Nanaimo BC V9R 6Y3</p>	<p>C CERTIFICATE OF INCORPORATION NUMBER</p> <p>S - 48187</p> <p><small>OFFICE USE ONLY – DO NOT WRITE IN THIS AREA</small></p>
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D ANNUAL GENERAL MEETING DATE

This report contains information about the society as at the close of the annual general meeting held on	YYYY / MM / DD 2010/03/18
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E DIRECTORS			
LAST NAME	FIRST NAME & INITIALS (IF ANY)	RESIDENTIAL ADDRESS <small>(MUST BE A PHYSICAL ADDRESS)</small>	POSTAL CODE
Poli	Edward	413 Campbell Street Nanaimo BC	V9R 3G8
Davenport	Keith	772 Chestnut St. Nanaimo BC	V9S 2LS
Taylor	James	405 – 38 Front Street Nanaimo BC	V9R 0B8
Wells	Wally	2303 – 154 Promenade Drive Nanaimo BC	V9R 6Y3
Lalonde	Steve	5039 Tiffany Place Nanaimo BC	V9T 6N6
Mumford	Valerie	317 Elizabeth Street Nanaimo BC	V9R 3C5
Masur	Laura	1149 Gilson Place (PO Box 1014) Ladysmith, BC	V9G 1A7
McLean	Eric	217 Kennedy Street Nanaimo BC V9R 2H9	V9R 2H9

<p>F CERTIFIED CORRECT – I have read this form and found it to be correct. Signature of a current Director, Officer, or Society Solicitor</p> <p>X <i>W. J. Wells.</i></p>	<p>DATE SIGNED YYYY / MM / DD 2010 / 03 / 04</p>
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