

**MINUTES**  
GOVERNANCE AND PRIORITIES COMMITTEE MEETING  
SHAW AUDITORIUM, VANCOUVER ISLAND CONFERENCE CENTRE,  
80 COMMERCIAL STREET, NANAIMO, BC  
MONDAY, 2021-JUN-28, AT 1:00 P.M.

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Present: Councillor I. W. Thorpe, Chair  
Mayor L. Krog  
Councillor S. D. Armstrong  
Councillor D. Bonner  
Councillor T. Brown (joined electronically 2:52 p.m.)  
Councillor B. Geselbracht  
Councillor E. Hemmens  
Councillor Z. Maartman  
Councillor J. Turley

Staff: J. Rudolph, Chief Administrative Officer  
R. Harding, General Manager, Parks, Recreation and Culture  
A. Groot, Director, Facilities and Parks Operations  
L. Bhopalsingh, Manager Community Planning  
K. MacDonald, Parks and Open Space Planner  
S. Gurrie, Director, Legislative Services  
K. Lundgren, Recording Secretary

1. CALL THE GOVERNANCE AND PRIORITIES COMMITTEE MEETING TO ORDER:

The Governance and Priorities Committee Meeting was called to order at 1:00 p.m.

2. APPROVAL OF THE AGENDA:

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

3. ADOPTION OF THE MINUTES:

It was moved and seconded that the Minutes of the Governance and Priorities Committee Meeting held in the Shaw Auditorium, 80 Commercial Street, Nanaimo, BC, on Monday, 2021-JUN-14 at 1:00 p.m. be adopted as circulated. The motion carried unanimously.

4. AGENDA PLANNING

(a) Governance and Priorities Committee Agenda Planning

Introduced by Sheila Gurrie, Director, Legislative Services.

- Upcoming Governance and Priorities Committee (GPC) meetings 2021-JUL-12 and 2021-JUL-26
- Review matrix document and priority rankings at 2021-JUL-12 GPC meeting

5. REPORTS:

(a) REIMAGINE NANAIMO

1. Parks, Recreation and Culture Master Plan Update

Introduced by Richard Harding, General Manager, Parks, Recreation and Culture, and Lisa Bhopalsingh, Manager, Community Planning.

Presentation:

1. Kirsty MacDonald, Parks and Open Space Planner, provided a PowerPoint presentation. Highlights included:

- Parks, Recreation and Culture (PRC) Master Plan is a guiding document for community needs, service delivery, land acquisition, funding strategies and decisions
- PRC Master Plan has policies that link back to the Official Community Plan
- Accomplishments from the 2005 PRC Master Plan include:
  - Land acquisition acquired in the past 15 years

Committee discussion took place regarding future land acquisition, and a community desire for access to nature being a common thread that has continued since 2005.

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation. Highlights included:

- Accomplishments from the 2005 PRC Master Plan include:
  - Playing fields along the Third Street corridor
  - Partnership agreements with School District #68 and Vancouver Island University
  - Ongoing improvements at Beban Park Recreation Centre and the Beban Centennial building
  - Energy efficiencies (reduced Green House Gas by 85%)
  - Special events to improve community identity
  - Increased public art
  - Increased cultural, rehearsal and art display spaces
  - Increased dog off-leash park locations
  - Completion of an urban forestry plan
  - Building Oliver Woods Community Centre

Committee discussion took place. Highlights included:

- Reviewing and updating aspects of the Urban Forestry Plan
- The role of an Urban Design Planner
- Support for land acquisition

- Consideration of climate change and expense of indoor swimming facilities
- Acknowledged additional accomplishments not presented in the PowerPoint, such as Harewood Centennial and the playground upgrade at Maffeo Sutton Park

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation. Highlights included:

- Projects in the PRC Master Plan that have not yet been completed include:
  - South End Community and Wellness Centre
  - Integrated community use of the old Harewood Sports Field area
  - The Paddling and Rowing Centre is still in the creative design phase
  - Working with partners to develop a Sports Tourism Strategy
- Engagement results from Phase 1 REIMAGINE Nanaimo
- Shifting trends in priorities for Parks, Recreation & Culture between 1994 and 2020

Committee discussion took place. Highlights included:

- The use of qualitative data to better understand the reasoning behind dissatisfaction with waterfront parks
- The City securing land outside of City boundaries
- Parking and accessibility at Westwood Lake Park

Lisa Bhopalsingh, Manager, Community Planning, noted that dissatisfaction with the waterfront parks related to a desire for improved access.

Committee discussion continued. Highlights included:

- Feedback from the community regarding the cost of the Departure Bay Waterfront Walkway
- Beach creation and access to beach front

Richard Harding, General Manager, Parks, Recreation and Culture, spoke regarding artificially made beachfronts at Swy-a-Lana Lagoon and Westwood Lake Park and providing access to the water while consideration restrictions and the environmental impact.

Lisa Bhopalsingh, Manager, Community Planning, clarified that there were two different data sets, the Statistically Significant Survey, and data collected through stakeholder groups. Council will be provided with a document containing all comments collected from public engagement to allow Council to make informed decisions.

Committee discussion took place regarding emerging trends in covered spaces and food security.

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation. Highlights included:

- Trends in satisfaction over programs and services fairly steady over the past 30 years

Lisa Bhopalsingh, Manager, Community Planning, noted the response sample from the Statistically Significant Survey matched the census and strongly reflects Nanaimo's profile.

Committee discussion took place. Highlights included:

- Publicity and marketing
- Acknowledging the potential influence of COVID-19 on the survey responses

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation. Highlights included:

- Integrating the language and goals from the framework document "Pathways to Wellbeing" into REIMAGINE Nanaimo
- Many trends developed due to the pandemic are expected to continue, such as the increased and creative use of outdoor spaces and increased popularity in mountain biking
- Preserving mental health during the pandemic
- Public priorities identified in previous master plans compared to what the public identifies as priorities now

Committee discussion took place regarding plans for advancing reconciliation.

The Governance and Priorities Committee Meeting recessed at 2:39 p.m.  
The Governance and Priorities Committee Meeting reconvened at 2:52 p.m.

Councillor Brown joined the meeting electronically at 2:52 p.m.

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation. Highlights included:

- Integrating PRC policies into the City's goals and policies

Committee discussion took place regarding the process to identify key priority projects.

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation. Highlights included:

- Phase 2 engagement launched today

- Draft framework, goals and indicators engagement taking place 2021-JUN-28 to 2021-SEP-20
- Growth scenarios engagement taking place 2021-JUL-12 to 2021-SEP-20
- Phase 3 will take place Fall 2021 and into 2022
- The use of Quick Response (QR) codes to provide access to the survey
- Phase 2 is looking at integrative group scenarios in workshop formats
- Workshop participants pre-screened to ensure an accurate representation of the diverse community
- Creative ways to engage the community
- Youth has been an underrepresented demographic; therefore increased engagement with students before the end of the school year
- Workshops with Leaders in Training (LIT) and Quest programs
- Engaging with elementary students through REIMAGINE art kit and creating a collaborative public art display
- Phase 2 Engagement Scenarios launching on 2021-JUL-12 focused on land use and development
- Emerging strategies and action plans to help inform the policies and topic areas for many action plans and strategies

Lisa Bhopalsingh, Manager, Community Planning, emphasised the need to inform the community on what actions a local government has control over.

Kirsty MacDonald, Parks and Open Space Planner, continued her presentation and spoke regarding site specific strategies and highlighted Westwood Lake, Linley Valley and East Wellington Park.

The committee thanked Staff for all the work they have done to encourage public engagement.

(b) COMMUNITY WELLNESS/LIVABILITY

1. Sports Tourism

Introduced by Richard Harding, General Manager, Parks, Recreation and Culture, and Dan Brady, Executive Director, Nanaimo Hospitality Association.

Presentation:

1. Jacquelyn Novak, Toa Consulting, provided a PowerPoint presentation regarding Nanaimo's proposed sport tourism strategy. Highlights included:
  - Pre COVID-19 sport tourism was the fastest growing segment of the global tourism industry

- Provincial and federal funding continues to support amateur sport
- Impact of COVID-19 on sport tourism
- Sport identified as fastest road to recovery from COVID-19
- Sport tourism does not only include sport competition, but also mass participation sporting events, sport-related festivals and sport administration meetings
- Hosting sport events can bring many diverse benefits to a community
- Identifying Nanaimo's sport tourism goals and aspirations
- Goals and aspirations identified by key stakeholders
- Aspects to consider when selecting events to host including time of year, alignment with hotel availability, and volunteer burn out
- Feedback received from community sport organizations
- Nanaimo's depth of experience in many sports and building off of Nanaimo's strengths
- Events that foster growth and reconciliation and the cultural significance for the community
- COVID-19 triggered an increased demand for individual and small team sport such as cycling and paddle sports
- Adaptive sport and commitment to inclusion and diversity
- Opportunity for Nanaimo to act as location for athlete acclimatization for international events
- 2026 BC Summer Games bid

Committee discussion took place. Highlights included:

- Identifying the growing sport trends in Nanaimo
- Nanaimo being a strong sports community

Jacquelyn Novak, Toa Consulting, spoke regarding growing trends in adaptive sport, cultural importance of indigenous sport, and substantial increase in demand for mountain biking.

Committee discussion continued. Highlights included:

- The capacity of Nanaimo facilities to host all types of events
- Classification of Indigenous sport
- Sport tourism being a big first step in the provincial restart from COVID-19
- Sport is a means of attracting visitors who would not normally visit Nanaimo
- Recognizing and supporting the strong volunteer base in Nanaimo

Committee discussion took place regarding opportunities for "quick wins" to improve sport tourism in Nanaimo.

Richard Harding, General Manager, Parks, Recreation and Culture, spoke regarding further engagement taking place over the next few months and returning to Council in the Fall with a detailed report and recommendations.

Committee discussion continued. Highlights included:

- Initiating host city partnerships to attract international athletes
- All events provide opportunity for community involvement and developing community pride

6. ADJOURNMENT:

It was moved and seconded at 4:25 p.m. that the meeting adjourn. The motion carried unanimously.

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CHAIR

CERTIFIED CORRECT:

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CORPORATE OFFICER