

City of Kelowna

Regular Council Meeting

AGENDA



Monday, March 5, 2018

10:15 am

Knox Mountain Meeting Room (#4A)

City Hall, 1435 Water Street

Pages

1. **Call to Order**

2. **Confirmation of Minutes**

2 - 3

Regular AM Meeting - February 26, 2018

3. **Reports**

3.1 **Community Sport Plan – Guiding Principles, Strategic Goals & Action Items**

45 m

4 - 20

To provide Council with an update of the activities related to the development of a Community Sport Plan and to seek Council's input on the guiding principles, strategic goals and action items of the draft Plan.

4. **Resolution Closing the Meeting to the Public**

THAT this meeting be closed to the public pursuant to Section 90(1) (b) of the Community Charter for Council to deal with matters relating to the following:

- Position Appointment

5. **Adjourn to Closed Session**

6. **Reconvene to Open Session**

7. **Issues Arising from Correspondence & Community Concerns**

7.1 **Mayor Basran, re: Issues Arising from Correspondence**

30 m

8. **Termination**



City of Kelowna Regular Council Meeting Minutes

Date: Monday, February 26, 2018
 Location: Knox Mountain Meeting Room (#4A)
 City Hall, 1435 Water Street

Members Present Mayor Colin Basran, Councillors Maxine DeHart, Ryan Donn, Gail Given, Brad Sieben and Luke Stack

Members Absent

Staff Present Councillors Tracy Gray, Charlie Hodge and Mohini Singh
 City Manager, Ron Mattiussi; City Clerk, Stephen Fleming

(*Denotes partial attendance)

1. Call to Order

Mayor Basran called the meeting to order at 9:01 a.m.

2. Confirmation of Minutes

Moved By Councillor DeHart/Seconded By Councillor Donn

R192/18/02/26 THAT the Minutes of the Regular AM Meeting of February 19, 2018 be confirmed as circulated

Carried

3. Resolution Closing the Meeting to the Public

Moved By Councillor Stack/Seconded By Councillor DeHart

R193/18/02/26 THAT this meeting be closed to the public pursuant to Section 90(1) (a), (e) and 90(2)(e) of the Community Charter for Council to deal with matters relating to the following:

- Position Appointment
- Acquisition, Disposition or Expropriation of Land or Improvements
- Auditor General for Local Government proposed final performance audit report review

Carried

4. Adjourn to Closed Session

The meeting adjourned to a closed session at 9:02 a.m.

5. Reconvene to Open Session

The meeting reconvened to an open session at 11:48 a.m.

6. Issues Arising from Correspondence & Community Concerns

There were no issues arising.

7. Termination

The meeting was declared terminated at 11:50 a.m.

Mayor Basran

/sf/acm

[Handwritten Signature]

City Clerk

DRAFT

Report to Council



Date: March 5, 2018
File: 0610-51
To: City Manager
From: Doug Nicholas, Sport & Event Services Manager
Subject: Community Sport Plan – Guiding Principles, Strategic Goals & Action Items

Recommendation:

THAT Council receives, for information, the report from the Sport & Event Services Manager dated March 5, 2018, regarding the activities related to the development of a Community Sport Plan;

AND THAT Council approves in principle the guiding principles and strategic goals as outlined in the report;

AND THAT Council directs staff to report back at a future Monday afternoon Council meeting with the final plan for consideration of endorsement.

Purpose:

To provide Council with an update of the activities related to the development of a Community Sport Plan and to seek Council's input on the guiding principles, strategic goals and action items of the draft Plan.

Background:

In October 2017, City staff met with Council to outline the Sport Plan development process, provide an update on the activities taken to date, and share the initial findings from the consultation phase. At that time, Council provided feedback on the process and findings, and approved in principle the proposed focus areas as a basis for the draft Community Sport Plan. Staff continued analyzing and deliberating on the findings and began developing the plan.

Based on the analysis and feedback, a draft "Vision" for sport in Kelowna, along with "Guiding Principles" and "Strategic Goals", were created. Residents were invited to provide feedback through the City's engagement site at getinvolved.kelowna.ca from January 10 to January 19, 2018. More

than four hundred visitors viewed the information online. The online feedback augmented the input that had been received in the earlier consultation process. Comments were taken into consideration in the development and refinement of the following information:

Vision for Sport in Kelowna:

Kelowna's dynamic sport system inspires lifelong participation in sport, improves residents' quality of life and strengthens our community. Our citizens are encouraged to enjoy sport and physical activity in our exceptional facilities regardless of their skill level, physical abilities or resources.

Guiding Principles:

Provide Positive Sport Experiences – Our sport system is fair, safe, sustainable, focusing on participants' positive sport experience while promoting physical literacy.

Celebrate our Champions – Our sport system recognizes our volunteers and sport partners as invaluable champions of sport, who are vital to our adaptive leadership model that fosters sport development and improves the quality of sport and physical activity experiences for everyone.

Achieve Excellence – Our sport system pursues excellence that enables community members to enjoy sport and events at a level that matches their capabilities and interests.

Promote Inclusivity – Our sport system is open, diverse, welcoming and accessible to all citizens regardless of their point of entry to the system, their skill level, their physical capabilities or their financial resources.

Build Collaboration – Our sport system is grounded in collaboration that is fair, respectful and reliant on collective contributions of the City, local sport organizations, allied government agencies, not for profits and the private sector.

Develop Quality Infrastructure – Our sport system enjoys high-quality sport and recreation facilities that are developed and maintained to support diverse abilities, aspirations and goals.

Accomplish Results – Our sport system promotes increases in sport participation, delivers programs that improve community wellness and offers supports that result in positive personal development through sport.

Strategic Goals:

1. **Increase participation in sport and physical activity for all ages** – promote sport participation for all citizens, increase the awareness and understanding of the benefits of physical activity through sport, and address barriers that may inhibit participation in sport.
2. **Create quality, inclusive programs, services and events that are available at all stages of the CS4L continuum** – create programs and supports that are evidence based, accessible to all and consistent with the most up-to-date knowledge about health, wellness, physical activity and sport development.
3. **Strengthen interaction and collaboration between sport delivery agencies and allied partners** – solidify existing relationships between partners in sport and expand the number of those within or contributing to the sport community through the development of a collaboration framework.

4. **Improve organizational capacity and sustainability of Local Sport Organizations** – develop services that support the development and sustainability of Local Sport Organizations and adopt a planned and progressive method of strategically investing in sport.
5. **Provide exceptional facilities for sport participation and performance initiatives** – develop, operate and maintain sport and recreation infrastructure that is consistent with the evolving needs of our sport community.
6. **Be recognized as the premier sport event destination in Western Canada** – create a comprehensive sport tourism framework to facilitate the event procurement process, support event hosting opportunities, and advance local sport tourism initiatives.

Action Items:

A series of draft “Action Items” (see Appendix A) were developed for each of the Strategic Goal areas that outlined the appropriate activities needing to take place in order to achieve the goals. Additionally, draft “Tactics” are under development that will detail the “how to” steps for each action item. Together, the action items and subsequent tactics will provide clear direction and manageable progressions for plan implementation.

Next Steps:

In the final phases of plan development, staff will work with the Community Sport Plan Steering Committee to review and finalize the draft Community Sport Plan document and develop an implementation strategy based on the established action items and tactics. Once complete, the final document will be presented to Council for their consideration of endorsement. Project completion is anticipated for the April 2018.

Internal Circulation: Divisional Director, Active Living & Culture; Communications Advisor

Financial/Budgetary Considerations: Budget for the development of the Community Sport Plan is \$50,000, funded through a \$25,000 grant (RBC Learn 2 Play) and \$25,000 (one-time) approved through the 2017 budget.

Considerations not applicable to this report:

Communications Comments:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:

D. Nicholas, Sport & Events Development Supervisor

Approved for inclusion by:

J. Gabriel, Divisional Director, Active Living & Culture

Attachments: Draft Action Items

PowerPoint Presentation

Cc: Corporate Strategic Services

Action Items

GOAL 1: Increase participation in sport & physical activity for all ages.

ACTIONS:

- 1.1 Improve community awareness of sport participation options through avenues such as a shared online tool that offers marketing, networking, scheduling and registration capabilities
- 1.2 Develop a physical literacy action plan that is adaptable to multi-sectoral (Sport, Recreation, Education) delivery methods
- 1.3 Develop and manage an LSO reporting tool to track and monitor local physical activity and sport participation
- 1.4 Create physical activity initiatives/programs that encourage multi-sport participation and support ongoing relationships with LSOs
- 1.5 Establish a system to identify, monitor and remove barriers to sport participation and work with LSOs to improve athlete retention

GOAL 2: Create quality, inclusive programs and services that are available at all stages of the CS4L continuum.

ACTIONS:

- 2.1 Be a “champion” Canadian Sport for Life Community that develops physical literacy, creates an environment for sport excellence and provides opportunities for citizens to be active for life
- 2.2 Incorporate CS4L principles into the City’s Allocation Policy as a condition of use, to ensure that LSOs have adopted a developmentally appropriate, multi-sport approach to sport development
- 2.3 Regularly review and align facility allocation processes and fee structures across sectors (Municipal, Education, Other) and provide a more coordinated approach that ensures fair and equitable access to facilities and supports, balances competitive, training and recreational uses, and maximizes facility utilization
- 2.4 Educate the community on CS4L principles and encourage multi-sport programming that focuses on holistic sport development and appropriate specialization
- 2.5 Investigate LSO best practices and provide training related to CS4L programs and coach/mentor leadership to support program development & delivery

GOAL 3: Strengthen interaction and collaboration between sport delivery agencies and allied partners.

ACTIONS:

- 3.1 Promote multi-sectoral collaboration on sport-related initiatives that will strengthen relationships between LSOs and aligned sport partners
- 3.2 Organize an annual Sport Summit to promote shared initiatives, encourage relationship building and explore new opportunities for collaboration
- 3.3 Strengthen the relationships between LSOs through a variety of shared training, networking and sport development initiatives
- 3.4 Explore partnership opportunities with facility owners/operators and develop reciprocal/shared use agreements that include increased access to all public and private sport facilities and fields
- 3.5 Develop “complementary-sport” partnerships between LSOs that focus on collaboration, coordination and promotion of multi-sport opportunities from early years to adults

GOAL 4: Improve organizational capacity and sustainability of Local Sport Organizations.

ACTIONS:

- 4.1 Develop a centrally-located “sport hub” to facilitate LSO operations, meeting access, resource sharing and administrative support
- 4.2 Implement a Board Governance training program that includes board development, fundraising, marketing, scheduling, strategic planning, financial management, succession planning and fiduciary oversight
- 4.3 Provide access to regional demographic information (population statistics, health trends, sport participation data, etc) to ensure that LSO program design and delivery is influenced by the most current and relevant data
- 4.4 Develop a Sport Volunteer Strategy to assist LSOs with their volunteer management challenges including recruitment, retention and recognition
- 4.5 Develop a planned and progressive collaborative approach for strategic investment in local sport initiatives

GOAL 5: Provide exceptional facilities for sport participation and performance initiatives.

ACTIONS:

- 5.1 Review and update sport facility needs and infrastructure plans on a 5-year cycle, and utilize the refreshed data to inform the City's capital plans related to sport and recreation facility development and revitalization.
- 5.2 Utilize the City's Partnership Framework to explore joint funding opportunities for new or redeveloped facilities employing a partnership approach that is consistent with the characteristics of the project
- 5.3 Establish a Facility Maintenance Program to ensure sport facilities are operated and maintained at a high standard that meet all regulatory requirements, support the needs of the community and contribute to quality sport experiences.
- 5.4 Review and establish appropriate facility reserves for renewal or replacement of existing sport facilities
- 5.5 Adopt a strategic, collaborative approach to capital investment and resource allocation for existing sport facility renewal and new sport facility development

GOAL 6: Be recognized as the premier sport event destination in Western Canada.

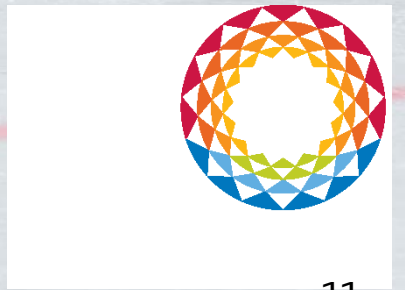
ACTIONS:

- 6.1 Develop and promote a Sport Event Hosting Strategy focused on creating increased exposure for Kelowna and achieving lasting legacies in the areas of sport development and community building
- 6.2 Build partnerships between public and private sectors to maximize the benefits of hosting events and contribute to community development
- 6.3 Create an efficient permitting process with financial, planning and hosting resources that support successful events and LSO capacity building
- 6.4 Build an event hosting volunteer program that assists with the recruitment, training and utilization of volunteers for sporting events
- 6.5 Develop a methodology and reporting tool for the measurement of economic impact for current and potential events



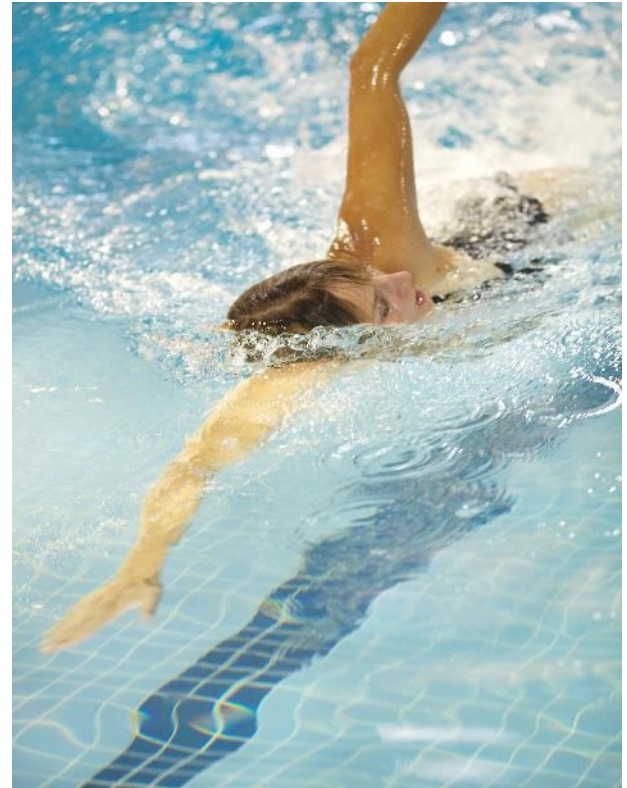
Community Sport Plan

March 2018



Work Completed To Date

- ▶ Formed Steering Committee
- ▶ Conducted System Review
- ▶ Engaged Community & Stakeholders
- ▶ Analyzed the Information
- ▶ Developed the Draft Plan



Vision

What do we want our *Sport System* to **be**?



Inspire lifelong participation

improve residents' quality of life

Strengthen our community

PROVIDE EXCEPTIONAL FACILITIES

Offer sport opportunities for all

Guiding Principles

What *values* will guide our efforts?



Positive sport experiences
Celebrate our Champions
Achieve Excellence
Promote Inclusivity
Build Collaboration
Develop Quality Infrastructure
Accomplish Results



Strategic goals

What do we want to achieve?

- ▶ Increased participation
- ▶ Quality, inclusive programs
- ▶ Strengthened interaction and collaboration
- ▶ Improved organizational capacity & sustainability
- ▶ Exceptional facilities
- ▶ Premier sport event destination



Action Items:

- ▶ What do we need to do to achieve our goals?
- ▶ Broad list of tasks

Tactics:

- ▶ How will we accomplish our action items?
- ▶ Specific & Measureable

*** Basis of Implementation Strategy**



Goal 1:

Increase participation in sport & physical activity for all ages.

Action Item 1.1

Improve community awareness of sport participation options through avenues such as a shared online tool that offers marketing, networking, scheduling and registration capabilities

Tactics

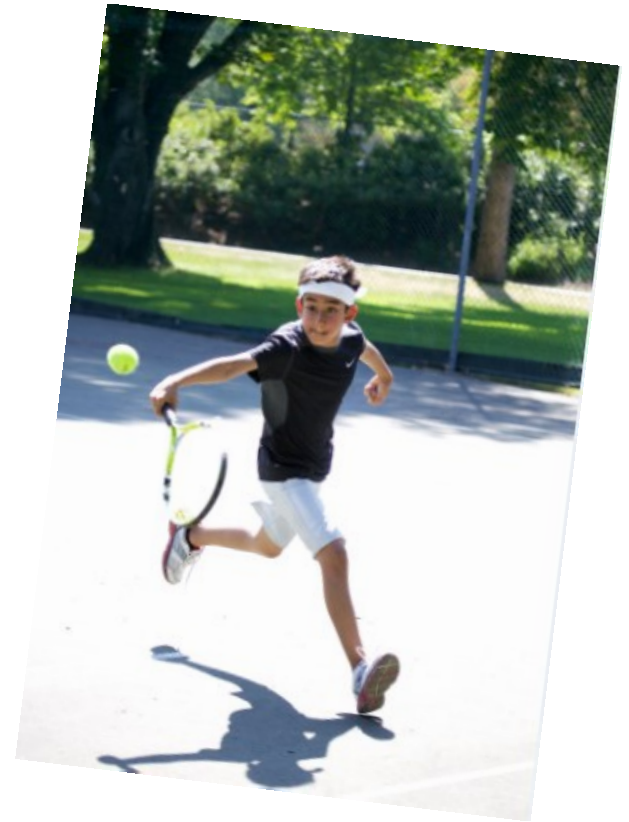
- ▶ Bring together representatives from a few “core” LSOs to discuss needs and determine the best online format that supports the promotion and delivery of community sport
- ▶ Work with a website development expert to conceptualize an online tool utilizing the agreed upon format
- ▶ Test and monitor the new online tool and modify based on recommendations
- ▶ Launch online tool and review/update as required

Next Steps

- ▶ Work with Steering Committee to finalize the Sport Plan
- ▶ Develop an Implementation Strategy
- ▶ Present “Community Sport Plan” report

Anticipated Completion:

April 2018



Community Sport Plan

Comments & Discussion

- ▶ Based on what you have heard from the community, is there anything else that we should consider in finalizing the plan?



Questions?

For more information, visit kelowna.ca.

City of **Kelowna**