

**Minutes of Meeting of the Board of Parks and Recreation
Services & Budgets Committee Meeting**
Held at the Vancouver Park Board Office on
Tuesday, January 19, 2010

ATTENDEES: **Park Board Commissioners**

Loretta Woodcock, Chair
Aaron Jasper, Vice Chair
Ian Robertson

Park Board Staff

Anita Ho	Director, Corporate Services
Liane McKenna	Director, Vancouver East District
Ron Caswell	Manager of Golf and Park Operations
Hart Nijjar	Recorder

Commissioner Barnes was absent.

The meeting was called to order at 6:30 pm, with the following agenda:

1. Approval of Minutes of December 8th, 2009
2. Vancouver Open Golf Tournament

1. Approval of Minutes

The minutes of the meeting of the Services and Budgets Committee held on Tuesday, December 8, 2009 were adopted as circulated.

2. Vancouver Open Golf Tournament

Staff presented information on the Vancouver Open Golf Tournament. The tournament was held at the three Vancouver Park Board golf courses in 2009 and a proposal has been received from the Vancouver Golf Tour by staff to hold the Vancouver Open at the three courses for the next three years. The aim of the tournament is to give local players a PGA type tour and develop professional golfers in Vancouver.

In 2009, the tournament was held over a three day period and generated \$12,458 more in revenue than projected and \$22,670 more than anticipated. Furthermore, it created positive press coverage for the Board as the event was covered by various media outlets in television, radio, and print. It is estimated that the Park Board received \$250,000 worth of coverage at no cost due to the tournament. There was also a charitable component to the tournament whereby the event raised \$5,000 for the CKNW Orphans

Fund. This year, pending approval of the tournament by the Board, there will be a silent auction with proceeds going to the Park Board's inner city youth golf program at McCleery Golf Course.

This year, it is proposed that the tournament run from Thursday, September 9 to Saturday, September 11. Last year the tournament ran from Sunday, September 13 to Tuesday, September 15. A change to the final day of the tournament to a weekend is proposed because it is viewed as conducive to drawing more spectators. The change in date will also make the event more attractive for corporate groups and will not conflict with the dates of a major Pacific North West Golf Association event, as was the case last year.

The Men's and Ladies' Clubs that use the three Park Board courses have been notified that their tee times will be cancelled for the duration of the tournament to provide enhanced public access. No feedback has been received from the clubs regarding the notice.

If staff's recommendation to host the tournament is approved by the Committee, it will be put forward to the Board for consideration at the February 1, 2010 meeting.

The Committee thanked staff for their presentation.

Discussion:

A Committee member asked staff how the publicity received during last year's tournament benefited the Park Board. Staff believes the coverage received was very helpful in raising the profile of the Park Board, as the tournament was covered by media outlets that do not conventionally advertise Park Board events.

A Committee member asked for clarification regarding closure of the courses and whether courses will be accessible directly before and after the tournament. Staff confirmed the courses will be accessible to the public the day before and the day after the tournament. Staff also noted that additional labour costs associated with the tournament will be covered by tournament revenue.

A Committee member asked when Men's and Ladies' Clubs were notified about the cancellation of their tee times. Staff sent notices to the respective clubs approximately one month ago.

The Committee endorsed bringing the proposal to the Board for approval at the February 1 meeting.

The meeting adjourned at 6:41 p.m.

Anita Ho
Director, Corporate Services

Commissioner Loretta Woodcock
Chair