

**Minutes of Meeting
Planning Committee, Vancouver Park Board**

DATA OF MEETING: October 17, 2006

ATTENDEES: Park Board Commissioners
Commissioner Korina Houghton, Chair
Commissioner Al De Genova
Commissioner Spencer Herbert
Commissioner Loretta Woodcock

Park Board Staff

Piet Rutgers	Director of Planning and Operations
Anita Ho	Director of Corporate Services
Liane McKenna	Director of Vancouver East
Ron Caswell	Manager of Operations, Vancouver East
Philip Josephs	Manager of Revenue Services
Terry Walton	Manager of Recreation Services, Vancouver East
Paddy Gill	Health and Safety Consultant
Yuna Flewin	Committee Secretary

Delegations

Jason Boyce	Vancouver Aquarium
Sabine Jessen	Canadian Parks and Wilderness Society – SeaChoice
Shauna MacKinnon	Living Oceans Society – SeaChoice
Eva Riccius	Canadian Parks and Wilderness Society – SeaChoice
Michael Wale	Citizen

The meeting was called to order at 7:05 pm, with the following Agenda:

1. Approval of Minutes of October 3, 2006 Meeting
2. Ocean Wise Program
3. Defibrillator
4. Youth Golf Update

1. Approval of Minutes of October 3, 2006 meeting

The minutes of the October 3, 2006 meeting were approved as presented.

2. Ocean Wise Program

Philip Josephs introduced the Committee to the Ocean Wise Program. It is a voluntary conservation program initiated by the Vancouver Aquarium. It is created to help restaurants and their customers make environmentally friendly seafood choices. Forty local restaurants including the Fish House in Stanley Park participate the program. Other

sources of information include Canada's Seafood Guide/ SeaChoice and Monterey Bay Aquarium/ Seafood Watch. Both guides rate seafood choices by three categories - Best, Good or Avoid. The Park Board has eight leased restaurants, three golf course clubhouses and fifteen concessions, of which eight sell seafood. The restaurants do their own purchasing, and the Park Board purchases for the golf course clubhouses and concessions. The Fish House is the only member of the Ocean Wise program, and other restaurants are following the Ocean Wise guidelines in principal.

Staff have reviewed the three major seafood items sold in 2006 at the clubhouses and concessions operated by the Park Board. Approximately 1,400 lb of salmon burgers that are sold in concessions and clubhouses use wild salmon, which is in compliance with the Ocean Wise program. The situation that surrounds prawns (imported white shrimps) is more complicated as there is insufficient supply that would be in compliance with the program in Canada. The wild prawns are typically caught in trawl nets, which is not considered sustainable. Farmed prawns from Asia generally come from farms converted from tropical coastal mangroves, which destroy habitat for birds, fish and people. These farms also pollute the water, and the farmers move on as they destroy one site to another. The alternatives are limited. Supplies from the American production are kept within the country as prawns are most popular seafood in the United States. The third item is the Atlantic cod used for fish and chips. The Park Board used approximately 13,000 lb in 2005. Atlantic cod are on the avoid list as they have been heavily fished and declining in population. They are also caught with a bottom trawling method that results in by-catch. The alternatives are Pacific cod and Alaskan pollock. The price of these alternatives is comparable to Atlantic cod, and they can replace Atlantic cod without any cost increase to the Board. The quality of Atlantic cod is slightly better due to the cold water in which they live – the flesh is firmer, but it is believed the quality of Pacific cod or Alaskan Pollock will be high enough to be sold in Park Board's facilities for 2007.

Delegations

- Jason Boyce from the Vancouver Aquarium talked to the Committee about the Ocean Wise program. Jason explained that many of the restaurants in Vancouver apply this program to some of their products where financially viable. The Ocean Wise program works with organisations by examining their products first. The Ocean Wise then recommends alternatives. The final step is to explore marketing options in which the organisations communicate the changes to customers.
- Sabine Jessen from Canadian Parks and Wilderness Society introduced the SeaChoice program that has been in existence for eighteen months, which provides a Canadian source of information for sustainable seafood products. They have spent about six months researching and evaluating various programs. The current program is modeled after the Monterey Bay Aquarium's Seafood Watch. SeaChoice has an agreement with the Monterey Bay Aquarium, in which they exchange information on sustainable seafood species. All related information is on the website (www.seachoice.org). SeaChoice aims to educate the consumers to help make fishery more sustainable.

- Shauna MacKinnon from SeaChoice spoke to the Committee and explained that SeaChoice has a number of contacts and work with various organisations. Shauna looked into different alternatives for the Park Board's fish and chips. Alaska has a large fishery of Pacific cod. There are three types of gear are used to catch the fish so it is important to make sure the product is caught with a sustainable method. For the Park Board, the Pacific cod from Alaska caught with the trapping method is one such option. The price is comparable to Atlantic cod, which should fall under the budget limit. Another alternative is haddock from a new fishery in Halifax. The price is again comparable, and by way of partnership the Park Board could help this new fishery to grow. This is an example of how SeaChoice uses its network on both coasts to find various ways to promote sustainable products.
- Eva Riccius from Canadian Parks and Wilderness Society spoke in support of the SeaChoice program.

Discussion

- A Commissioner enquired how Ocean Wise does its research and if in the future Ocean Wise and SeaChoice will work together. The primary role of the Ocean Wise program is to raise awareness in a way of marketing and education. A lot of research is carried out using the information that is available from organisations such as SeaChoice.
- A Commissioner asked about the certification process. Ocean Wise is not a certification body but a social marketing program. Its purpose is to educate and raise awareness about sustainable seafood products.
- A Commissioner asked if Ocean Wise is working with organisations such as B.C. Restaurants Association and the Game and Food Association. They are working with B.C. Chefs Association closely.
- A Commissioner commented that it will be important to work with the suppliers as they are very competitive and willing to make a difference by having sustainable sources.

Next Steps

Staff to prepare a Board report recommending to adjust its fish purchases in line with the Ocean Wise and SeaChoice programs in the Park Board concession and clubhouse system.

3. Defibrillator

Anita Ho and Paddy Gill presented to the Board with findings of their research regarding defibrillators. The Park Board offers emergency services in partnership with B.C. Ambulance and the Vancouver Fire and Rescue Services. Funded by the City of Vancouver, the Vancouver Fire and Rescue Services has a mandate of four minutes response time. Most of the Park Board facilities are in operation seven days a week and 16-20 hours per day. These sites entail hockey arenas, fitness centres, pools, golf courses, and other sites such as VanDusen Garden. Staff estimates that as many as eighty sites could be outfitted with a defibrillator along with an extensive training program for staff at these sites. Staff's research indicates the initial start-up cost for the program is

\$501,000 in total (equipment capital cost - \$120,000, training materials and instructions - \$156,000, and labour cost of staff time during the training - \$225,000.) In addition, costs related to annual re-certification of staff are anticipated at about \$302,000.

Delegations

- Michael Wale talked to the Committee about his personal experience, when his father had a cardiac arrest. More than 35,000 Canadian lives are lost each year to cardiac arrest, and Cardiovascular Disease is the leading cause of death in Canada. Only 5% of people who suffer sudden cardiac arrest survive, and the chance of survival decreases by 10% as every minute passes. Michael's research shows the average defibrillation response time by the Vancouver Fire and Rescue in 2004 was nine minutes from the time a 9-1-1 call was placed and emergency response crew arrived in site. An Automated External Defibrillator (AED) is a device that externally shocks the human heart out of a fatal rhythm, allowing a normal, healthy rhythm to resume. Despite quick emergency responses, the Vancouver Fire and Rescue Services may not always arrive in time to administer this life-saving treatment. Only medical doctors or highly trained paramedics were permitted to use AED, but now they can be easily and safely used by other people with minimal training. This simple semi-automatic device requires only basic human intervention and can easily save lives. A person is at a slightly greater risk for sudden cardiac arrest during and shortly after vigorous exercise.

Discussion

- A Commissioner enquired if the training can be provided in partnership with St. John's Ambulance program. Staff responded that it currently is not part of their training program but could be discussed. Initial cost of the program implementation is about \$500,000, out of which 75% relates to staff training.
- A delegate commented that training for AED re-certification can be included in the annual CPR re-certification program to reduce the cost of training. He also suggested that by limiting the implementation of the program to 23 community centres in the initial stage it could save some start-up costs.
- Staff commented that the easiest facilities to implement this program at this current time are the pools as they already have staff with first aid training required by the Canada Health Act.
- A Commissioner asked if it is possible to implement the program with facilities that have first aid trained staff. Staff responded that risk assessment should be conducted to determine the priority. Staff also commented that partnership with the City of Vancouver is sought.

Next Steps

Staff to continue research and risk assessment and report back to the Committee.

4. Youth Golf Update

Liane McKenna and Ron Caswell provided the Committee with update on the youth golf program. The Park Board offers many opportunities for youth to participate in golfing. The golf program is generally categorised in two groups - Park Board programs and teaching programs. The Park Board program offers 50% discount, which is a significant incentive to playing this otherwise very expensive sport.

The Park Board cooperates with both public and private schools, making tee times available for the high school golf leagues. This eight-week program allows teachers and students to participate at reduced rates. This year approximately 300 student rounds were played at the Board's three courses. Killarney, David Thompson, John Oliver and Templeton High Schools are using Fraserview Driving Range as part of their physical education programs. A popular program that was introduced in 2001 is the Free Junior Adult Sunset Green Fee. All three courses offer a special program during the summer that allows juniors to golf for free when accompanied by a paying adult. This program was available on select days of the week during the summer, and applied to Twilight and Sunset times. In 2006, 265 juniors played at Langara, 179 at McCleery and 143 at Fraserview. In total, 587 junior rounds of golf were played at our three major courses in this program to the end of September. The Park Board cooperates with the B.C. Optimist Junior Linkster Program, making our facilities available for tournaments. This year tournaments for age ten and under golfers were held at Rupert Pitch and Putt, Queen Elizabeth Pitch and Putt and Stanley Park Pitch and Putt. There were 127 participants.

There were about 2,800 paying and 600 free juniors in total up to September 30 in 2006, and the number is expected to increase by the end of the year. The percentage of junior play is about 2%. Future possibilities for youth golf include the First Tee, an initiative by the World Golf Foundation, dedicated to providing young people of all backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. The intent is to offer opportunities for improvement in the quality of life and create a platform where children can increase their potential for success. Staff are planning to meet with a First Tee Program representative in Seattle to discuss possibilities of establishing a chapter in Vancouver.

In addition to the actual rounds of golf played, the Board relies on two contract golf professionals to deliver teaching programs for youth. This was a requirement when the Board selected the present golf professionals and is seen as essential in growing the game among juniors. The McCleery Golf Academy and Fraserview Academy both offer teaching programs that appeal to a range of ages and skill levels.

The McCleery Golf Academy offers various teaching programs for junior golfers. A total of 784 children participated in MGA Junior programs in 2006. Complete descriptions of the programs are available on the McCleery Golf Academy website:

www.mccleerygolfacademy.ca/. Economical golf instruction packages are also offered in conjunction with Douglas, Kerrisdale, Marpole-Oakridge and Dunbar Community Centres.

The Inner City Youth Golf Program was initiated in 1999 by Muncie Booth, the Head Golf Professional at Langara and McCleery Golf Courses. The program is intended to benefit children who would not otherwise have the means to golf and is available only to children who live in the Downtown Eastside. Enrollment for the program is coordinated through Strathcona, Thunderbird and Raycam Community Centres, and has grown from 35 in the first year to nearly 100 in 2006.

The Fraserview Academy also offers a number of teaching programs that appeal to a range of ages and skill levels. In 2006, well over 300 children participated in Fraserview Academy programs. Descriptions of the programs are available on the Fraserview Academy website: www.fraserviewgolf.ca/. Earlier this year, the Fraserview Mens Club and Earl Francis Proshop agreed to cooperatively operate the Fraserview Junior Competitive Golf Club. This program involves lessons, drop-in sessions at the driving range and tournaments. For children who were unable to afford the reduced green fee payment, the pro shop coordinated a divot program that allowed participants to work on the golf course fixing divots in return for green fees. There were 52 participants, including 11 who participated in the divot program. The Recreational and Introduction Junior Program involved ten of 3-day golf camps at both Fraserview and Rupert Pitch and Putt; 150 participants at Fraserview and 30 participants at Rupert. Junior Clinics involve golf introduction days at Rupert Park – 42 participants, and Back Nine Transitions at Fraserview – 33 participants. In total, about 1,200 participated in the teaching programs at the Board's golf courses in 2006. In summary, youth participation in golf increased by 20-25% (by the year end, 2006) from 2001.

Discussion

- A Commissioner asked why there has been a decline in school league participation. Staff commented that it might be linked to shortage of instructors at the School Board.
- A Commissioner asked if the Park Board is taking on any marketing campaign through the youth golf program. Staff replied that the School Board usually takes the initiative, but the Park Board can look into expanding its role to marketing in the future.
- A Commissioner enquired if the young participants are returning to play as they grow older. Staff responded that there is a shift as children reach maturity and their responsibilities increase they have less time and money to spare for golfing.

Summary

The Committee received this report for information. Staff are enhancing the youth golf program within the context of the overall golf strategy.

5. Next Meeting

The meeting adjourned at 8:40 pm. The next meeting will be held on Tuesday, November 7, 2006.