



PARK BOARD COMMITTEE MEETING MEETING MINUTES

OCTOBER 1, 2018

A Regular Park Board Committee meeting was held on Monday, October 1, 2018, at 6:30 pm, at the Park Board Office.

PRESENT: Commissioner John Coupar
Commissioner Casey Crawford, Chair
Commissioner Catherine Evans
Commissioner Sarah Kirby-Yung
Commissioner Stuart Mackinnon
Commissioner Erin Shum
Commissioner Michael Wiebe, Vice-Chair

GENERAL MANAGER'S OFFICE: Malcolm Bromley, General Manager
Shauna Wilton, Deputy General Manager
Cheryl Chan, Manager, Executive Office and Board Relations
Carol Lee, Meeting Clerk
Jessica Kulchyski, Meeting Assistant

ADOPTION OF MINUTES

1. Park Board Committee Meeting – September 17, 2018

MOVED by Commissioner Mackinnon
SECONDED by Commissioner Wiebe

THAT the Park Board Committee minutes of the September 17, 2018 meeting be adopted as circulated.

CARRIED UNANIMOUSLY

AGENDA ITEMS

1. REPORT: Park Board Concession Strategy: A Fresh Approach

The Chair reported that there were four emails received in support of the continuation of the current self-operated, multiple operators concession operating model. The emails have been included in Commissioners' meeting materials.

Sev Araujo, Manager, Commercial Operations, Park Board, led the review of a presentation on the development of a new concession strategy and highlighted:

- Overview of the concession network
- Goals and objectives of the concession operating model review
- Themes that emerged from the stakeholder/public engagement program
- Concession programs implemented in 2017 and 2018
- Four concession operating models evaluated:
 - Option 1: Self-operated, multiple operators (current model)

- Option 2: Self-operated, single operator, management fee agreement
- Option 3: Self-operated, single operator, profit/loss management agreement
- Option 4: Third party lease(s)
- Criteria utilized to evaluate the concession operating model options
- Financial performance and operating and capital budgets under the current operating model
- Proposed short-term pilot program to introduce alcohol sales.

Mr. Araujo, along with Steve Jackson, Director, Financial Planning and Analysis, Park Board, Malcolm Bromley, General Manager, Park Board, and Mark Halyk, Food and Beverage Operations Team Leader, Park Board, responded to questions from the Committee. There was discussion on:

- Alcohol sales pilot project:
 - Rationale for English Bay and Kitsilano Beach being proposed as locations for the trial of alcohol sales
 - Confirmation that there will be designated areas for alcohol consumption
 - The success of the alcohol sales pilot project will be evaluated both qualitatively and quantitatively at the end of the trial period
 - Rationale for proposing a two-year pilot program given the strong public support for alcohol sales
- Suggestion to expedite the allocation of capital funds to upgrade concessions locations
- Financial risk of being unable to replace operators who elect to leave the concession network
- Mobile food vendors:
 - Locations of mobile vendors are reviewed annually
 - Confirmation that mobile food vendors will be required to comply with the Park Board's operating principles to minimize their environmental impact
 - Authority of the Park Board to ensure that mobile food vendors do not undermine concessions and restaurants located in parks
 - Concern that the fee charged to mobile food vendors does not reflect the value of the locations being utilized.

The Committee heard from five speakers. Three speakers spoke in support of the current model of self-operated, multiple concession operators. One speaker expressed concern about mobile food vendors being located in close proximity to concession locations; and suggested that the investment to improve the washrooms at the Stanley Park information booth be expedited and that the length of the alcohol sales pilot project be reduced to one year. One speaker expressed concerns about the potential negative impact of alcohol consumption on beaches and the reallocation of public space to dedicated areas for alcohol consumption. The speakers responded to questions from the Committee.

Main Motion

MOVED by Commissioner Kirby-Yung
SECONDED by Commissioner Shum

THAT the Committee recommend to the Board:

THAT the Vancouver Board of Parks and Recreation approve the proposed Park Board Concession Strategy and implementation plan as described within this report and as outlined below:

- A. Support a refreshed concession program that appeals to a wide range of park users and aligns to Park Board strategies and initiatives to:
 - balance traditional nostalgic favorites with fresh and current trends;
 - prioritize locally sourced high quality foods;
 - provide a range of healthy choices;
 - maintain green and sustainable food service operations; and
 - offer convenience and affordability;
- B. Continue to operate existing locations under multi-operator agreements, with the intention to consolidate locations as they become available to create operational and financial efficiencies;
- C. Assess the feasibility of offering alcohol sales at select Park Board run concessions through an alcohol sales pilot at the English Bay and Kitsilano Beach concessions, in collaboration with the current restaurant operators;
- D. Seek opportunities to convert seasonal concession operations to year-round cafés ~~or full-service restaurants~~ in high demand locations, subject to the consideration of long-term master planning processes and Park Board strategies;
- E. Identify new concession sites that would enhance the park user experience, recognizing that currently the only feasible location is Queen Elizabeth Park and therefore a concession should be considered in the scope of work when developing the park's Master Plan; and
- F. Maintain the current high quality seasonally adaptable mobile food service network and expand where needed as the City continues to grow, develop, and densify.

Amendment to the Main Motion

MOVED by Commissioner Kirby-Yung
SECONDED by Commissioner Coupar

THAT Item D be amended to:

- D. Seek opportunities to convert seasonal concession operations to year-round cafés in high demand locations, subject to the consideration of long-term master planning processes and Park Board strategies.

CARRIED
(Commissioner Wiebe opposed; Commissioner Shum abstained)

Amendment to the Main Motion

MOVED by Commissioner Wiebe
SECONDED by Commissioner Mackinnon

THAT Item B be amended to:

- B. Continue to operate new and existing locations under multi-operator agreements.

CARRIED UNANIMOUSLY

Amendment to the Main Motion

MOVED by Commissioner Coupar
SECONDED by Commissioner Wiebe

THAT Item F be amended to:

- F. Review the current high quality seasonally adaptable mobile food service network as the City continues to grow, develop, and densify.

CARRIED UNANIMOUSLY

Question on the Main Motion, as Amended

THAT the Committee recommend to the Board:

THAT the Vancouver Board of Parks and Recreation approve the proposed Park Board Concession Strategy and implementation plan as described within this report and as outlined below:

- A. Support a refreshed concession program that appeals to a wide range of park users and aligns to Park Board strategies and initiatives to:
 - balance traditional nostalgic favorites with fresh and current trends;
 - prioritize locally sourced high quality foods;
 - provide a range of healthy choices;

- maintain green and sustainable food service operations; and
 - offer convenience and affordability;
- B. Continue to operate new and existing locations under multi-operator agreements;
- C. Assess the feasibility of offering alcohol sales at select Park Board run concessions through an alcohol sales pilot at the English Bay and Kitsilano Beach concessions, in collaboration with the current restaurant operators;
- D. Seek opportunities to convert seasonal concession operations to year-round cafés in high demand locations, subject to the consideration of long-term master planning processes and Park Board strategies;
- E. Identify new concession sites that would enhance the park user experience, recognizing that currently the only feasible location is Queen Elizabeth Park and therefore a concession should be considered in the scope of work when developing the park's Master Plan; and
- F. Review the current high quality seasonally adaptable mobile food service network as the City continues to grow, develop, and densify.

CARRIED UNANIMOUSLY

Recess

The meeting recessed at 8:35 pm and reconvened at 8:45 pm.

2. REPORT: Rare Indigo – Private Special Event

Octavio Silva, Manager of Business Development, Park Board, led the review of a presentation on a proposed private special event in Stanley Park on May 19, 2019 and highlighted:

- Context of the proposed private special event at Brockton Point in Stanley Park
- Key parameters
- Preliminary site plan
- Key benefits of the proposed event.

Mr. Silva responded to questions from the Committee. There was discussion on: whether the proposed event will interfere with scheduled cricket matches and rugby operations at Brockton Point; and concern with the impact to adjacent neighbours if the event extends beyond 11:00 pm.

The Committee heard from one speaker who expressed concern that the proposed special private event will interfere with the ability of residents to enjoy Stanley Park and encouraged the Committee to deny the request. The speaker responded to questions from the Committee.

MOVED by Commissioner Kirby-Yung
SECONDED by Commissioner Shum

THAT the Committee recommend to the Board:

- A. THAT the Vancouver Park Board approve an application from Rare Indigo Destination Management, to host a private special event for the Würth Group with a capacity for 1,600 guests, at the north cricket field at Brockton Point in Stanley Park on Sunday, May 19, 2019, from 5:00pm to 11:00pm, with all arrangements to the satisfaction of the General Manager of the Park Board; and
- B. FURTHER THAT the Board approve an application from Rare Indigo Destination Management for a Special Event Permit from the BC Liquor Control & Licensing Branch to serve alcohol at the aforementioned location and date, with a maximum capacity of 1,600 guests.

CARRIED
(Commissioner Mackinnon opposed)

3. REPORT: Park Board Procedure By-law – Update

The Committee noted the following concerns with the proposed Park Board Procedure By-law:

- Need to stipulate the number of days in advance of a Board meeting that the General Manager would be required to post reports to the website
- Need to establish criteria for the cancellation of Regular Board Meetings
- Restrictions on the time allowed for Commissioners to question staff.

Motion to Refer

MOVED by Commissioner Mackinnon
SECONDED by Commissioner Wiebe

THAT the Committee recommend to the Board:

- A. THAT the proposed Park Board Procedure By-law updates, as set out in Appendix A of this report, be referred to a future Board meeting for consideration, following the November 5, 2018 inaugural meeting of the Board;
- B. THAT the Vancouver Park Board approve the amendment of Item 3.1(a) of the current Vancouver Board of Parks and Recreation Procedure By-law, adopted March 11, 2002 and amended September 11, 2006, to read:

The General Manager shall convene the inaugural meeting of the Board at 7:00 p.m. on the first Monday in November after the election of Board members; and

- C. THAT the Director of Legal Services be instructed to bring forward an amended Vancouver Board of Parks and Recreation Procedure By-law, generally in accordance with Item B above, for enactment by the Board at the next Regular Board Meeting.

CARRIED UNANIMOUSLY

The Committee adjourned at 9:26 pm.

* * * * *

Malcolm Bromley
General Manager

Commissioner Casey Crawford
Chair