



BOARD COMMITTEE MEETING MINUTES

JANUARY 20, 2025

A Committee meeting of the Vancouver Board of Parks and Recreation was held on Monday, January 20, 2025, at 6:41 pm, in the Boardroom at the Park Board Office, and via videoconference.

PRESENT:	Commissioner Scott Jensen, Chair Commissioner Brennan Bastyovanszky Commissioner Laura Christensen Commissioner Tom Digby, Vice-Chair Commissioner Angela Haer Commissioner Jas Viridi
ABSENT:	Commissioner Marie-Claire Howard
GENERAL MANAGER'S OFFICE:	Steve Jackson, General Manager Jessica Kulchyski, Manager, Executive Office and Board Relations Carol Lee, Meeting Clerk Victoria Tyers, Board Support and Meeting Assistant

ACKNOWLEDGEMENT

The Board acknowledged that the meeting is taking place on the traditional, ancestral and unceded territory of the Musqueam, Squamish and Tsleil-Waututh First Nations. The meeting is being held on the land respectfully and with knowledge that there must be continued acknowledgement of the history of injustice toward Indigenous peoples. The Vancouver Board of Parks and Recreation is committed to supporting truth and reconciliation, and to use this opportunity to amplify local First Nations voices and culture through our work in community.

The Chair noted that the Lunar New Year will be celebrated on January 29, 2025, and wished all who celebrate a happy Year of the Snake.

ADOPTION OF MINUTES

1. **Board Committee Meeting – December 9, 2024**

MOVED by Commissioner Digby
SECONDED by Commissioner Haer

THAT the Minutes of the Board Committee meeting on December 9, 2024, be approved.

CARRIED UNANIMOUSLY

COMMUNICATIONS

The following communications related to the Committee meeting agenda were received via email or the [Contact Park Board Commissioners](#) web form:

- Two pieces of correspondence regarding other aspects of Item 1

STAFF REPORTS

1. Sponsorship and Sponsorship Naming Rights Policy

The Director of Business Services introduced the item and the Associate Director, Business Development presented an update on the Sponsorship and Sponsorship Naming Rights Policy. Staff responded to questions related to:

- Alignment with the United Nations Declaration of the Rights of Indigenous Peoples (UNDRIP)
- The requirement for naming rights agreements to be approved by the Board
- Distribution of revenue
- Engagement
- Potential inequities
- Staff capacity
- Event sponsorship

The Committee heard from one speaker who spoke in opposition to the recommendation.

Main Motion

Subsequently it was,

MOVED by Commissioner Virdi
SECONDED by Commissioner Haer

THAT the Committee recommend to the Board:

- THAT the Vancouver Park Board rescind the 2007 Naming Rights Policy, Park Board Community Facilities (the “2007 Naming Rights Policy”), attached as Appendix A to this report, and the 1995 Sponsorship Guidelines, (the “1995 Sponsorship Guidelines”), attached as Appendix B to this report. Also, that the Park Board approve the Sponsorship and Sponsorship Naming Rights Policy (the “2025 Sponsorship Policy”), attached as Appendix C to this report.
- THAT the Vancouver Park Board direct staff to implement the 2025 Sponsorship Policy, that is contained in Appendix C of this report.
- THAT subject to Recommendations A and B, the Park Board delegate standing authority: (1) to the Park Board General Manager to, in accordance with the 2025 Sponsorship and Sponsorship Naming Rights Policy, to negotiate agreements in

which the Park Board agrees to grant Sponsorship or Sponsorship Naming Rights to commercial parties with a value of up to \$3 million; and (2) for execution of such agreements, jointly to the Park Board General Manager and the City Solicitor.

- D. THAT the Park Board delegate standing authority to the Park Board General Manager to, in accordance with the 2025 Sponsorship Policy, designate a staff member to negotiate, and execute agreements in which the Park Board agrees to grant Sponsorship rights for amounts less than \$50,000.

Motion to Defer

MOVED by Commissioner Digby
SECONDED by Commissioner Bastyovanszky

THAT the motion be deferred until staff reports back to the Board on:

- A. How to better protect existing community centre names, existing stand-alone recreation facilities with neighbourhood names, including the Seawall.
- B. The reasonable level of consultation of naming rights with the relevant Community Centre Association board.
- C. Incorporation of United Nations Declaration of the Rights of Indigenous Peoples (UNDRIP) principles.
- D. Emphasis on the equitable distribution of revenues across the Park Board.

Amendment to the Motion to Defer

MOVED by Commissioner Bastyovanszky
SECONDED by Commissioner Digby

THAT Item D be replaced with:

- “D. Emphasis on the equitable distribution and retention of revenues across the Park Board.”

CARRIED

In favour: Commissioners Bastyovanszky, Christensen, Digby, and Jensen

Opposed: Commissioners Haer and Viridi

Question on the Motion to Defer, as Amended

THAT the motion be deferred until staff reports back to the Board on:

- A. How to better protect existing community centre names, existing stand-alone recreation facilities with neighbourhood names, including the Seawall.

- B. The reasonable level of consultation of naming rights with the relevant Community Centre Association board.
- C. Incorporation of United Nations Declaration of the Rights of Indigenous Peoples (UNDRIP) principles.
- D. Emphasis on the equitable distribution and retention of revenues across the Park Board.

DEFEATED

In favour: Commissioners Bastyovanszky and Digby

Opposed: Commissioners Christensen, Haer, Jensen, and Viridi

Amendment to the Main Motion

MOVED by Commissioner Bastyovanszky

SECONDED by Commissioner Digby

THAT the following be added as Item E.

“E. THAT Section 6.2 of the draft Sponsorship and Sponsorship Naming Rights Policy be struck and replaced with:

Volunteer Associations:

- 1.) The Board will consult with Community Centre Associations and other partners on aspects of sponsorship programs that might have an impact on their operations.
 - a. The Board agrees to consider a sponsorship request from an association if it in no way jeopardizes the Board’s program.
 - b. There will be no aspect of a corporate sponsorship program affecting a community centre without the express approval of the relevant community centre association board. Such approval should be discussed within 30 days of notification by Park Board staff.
 - c. Corporate gifts and donations to community centres are outside of and unaffected by the corporate sponsorship program.
 - d. The Park Board will inform and notify key partners and rights holders on aspects of sponsorship and sponsorship naming initiatives that could have an impact on their operations.”

DEFEATED

In favour: Commissioners Bastyovanszky and Digby

Opposed: Commissioners Christensen, Haer, Jensen, and Viridi

Amendment to the Main Motion

MOVED by Commissioner Christensen

SECONDED by Commissioner Virdi

THAT the following be added as Item E.

- “E. THAT Section 6.2 of the draft Sponsorship and Sponsorship Naming Rights Policy be amended to read:

“The Park Board will consult community centre associations, key partners and rights holders on aspects of sponsorship and sponsorship naming initiatives that could have an impact on their operations.”

CARRIED UNANIMOUSLY

Amendment to the Main Motion

MOVED by Commissioner Christensen

SECONDED by Commissioner Jensen

THAT Items B and C be amended to read:

- “B. THAT the Vancouver Park Board direct staff to implement the 2025 Sponsorship Policy, that is contained in Appendix C of this report, with the amendment to policy statement 1.3 to reduce the delegated authority value to \$250,000.
- C. THAT subject to Recommendations A and B, the Park Board delegate standing authority: (1) to the Park Board General Manager to, in accordance with the 2025 Sponsorship and Sponsorship Naming Rights Policy, to negotiate agreements in which the Park Board agrees to grant Sponsorship to commercial parties with a value of up to \$250,000; and (2) for execution of such agreements, jointly to the Park Board General Manager and the City Solicitor.”

CARRIED

In favour: Commissioners Bastyovanszky, Christensen, Digby, Haer, and Jensen

Opposed: Commissioner Virdi

Amendment to the Main Motion

MOVED by Commissioner Digby

SECONDED by Commissioner Bastyovanszky

THAT the following be added as Item F:

- “F. THAT at least until November 2026, the 2025 Sponsorship and Sponsorship Naming Policy be limited to the following scope:

1. Existing community centre names shall not be modified;

2. Existing stand-alone recreation facilities with neighbourhood names, including the Seawall, shall not be modified;
3. Staff shall prioritize sponsorship over naming rights; and
4. To the extent that naming rights are being considered, these shall emphasize events, and consider smaller units within existing facilities such as gyms or fitness rooms.”

DEFEATED

In favour: Commissioners Bastovanszky and Digby

Opposed: Commissioners Christensen, Haer, Jensen, and Viridi

Question on the Main Motion, as Amended

THAT the Committee recommend to the Board:

- A. THAT the Vancouver Park Board rescind the 2007 Naming Rights Policy, Park Board Community Facilities (the “2007 Naming Rights Policy”), attached as Appendix A to this report, and the 1995 Sponsorship Guidelines, (the “1995 Sponsorship Guidelines”), attached as Appendix B to this report. Also, that the Park Board approve the Sponsorship and Sponsorship Naming Rights Policy (the “2025 Sponsorship Policy”), attached as Appendix C to this report.
- B. THAT the Vancouver Park Board direct staff to implement the 2025 Sponsorship Policy, that is contained in Appendix C of this report, with the amendment to policy statement 1.3 to reduce the delegated authority value to \$250,000.
- C. THAT subject to Recommendations A and B, the Park Board delegate standing authority: (1) to the Park Board General Manager to, in accordance with the 2025 Sponsorship and Sponsorship Naming Rights Policy, to negotiate agreements in which the Park Board agrees to grant Sponsorship to commercial parties with a value of up to \$250,000; and (2) for execution of such agreements, jointly to the Park Board General Manager and the City Solicitor.
- D. THAT the Park Board delegate standing authority to the Park Board General Manager to, in accordance with the 2025 Sponsorship Policy, designate a staff member to negotiate, and execute agreements in which the Park Board agrees to grant Sponsorship rights for amounts less than \$50,000.
- E. THAT Section 6.2 of the draft Sponsorship and Sponsorship Naming Rights Policy be amended to read:

“The Park Board will consult community centre associations, key partners and rights holders on aspects of sponsorship and sponsorship naming initiatives that could have an impact on their operations.”

CARRIED

In favour: Commissioners Christensen, Haer, Jensen, and Viridi

Opposed: Commissioner Digby

Abstained: Commissioner Bastyovanszky

The Committee meeting adjourned at 9:02 pm.

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Steve Jackson
General Manager

Commissioner Scott Jensen
Chair