



## 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.

<b>PRESENT:</b>	Commissioner Scott Jensen, Chair Commissioner Brennan Bastyovanszky Commissioner Laura Christensen Commissioner Tom Digby, Vice-Chair Commissioner Angela Haer Commissioner Jas Viridi
<b>ABSENT:</b>	Commissioner Marie-Claire Howard
<b>GENERAL MANAGER'S OFFICE:</b>	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

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Commissioner Scott Jensen  
Chair



## REGULAR BOARD MEETING MINUTES

JANUARY 20, 2025

A Regular meeting of the Vancouver Board of Parks and Recreation was held on Monday, January 20, 2025, at 9:17 pm, in the Boardroom at the Park Board Office, and via videoconference.

<b>PRESENT:</b>	Commissioner Laura Christensen, Chair Commissioner Brennan Bastyovanszky, Vice-Chair Commissioner Tom Digby Commissioner Angela Haer Commissioner Scott Jensen Commissioner Jas Viridi
<b>ABSENT:</b>	Commissioner Marie-Claire Howard
<b>GENERAL MANAGER'S OFFICE:</b>	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 Chair acknowledged that the meeting is taking place on the traditional territory of the Musqueam, Squamish and Tsleil-Waututh First Nations, and the meeting is being held on the land respectfully and with honour to each other, the land, and the communities we serve.

### IN CAMERA MEETING

MOVED by Commissioner Digby  
SECONDED by Commissioner Jensen

THAT the Board will go into meetings prior to the next Regular Board Meeting, which are closed to the public, pursuant to Section 165.2(1) of the *Vancouver Charter*, to discuss matters related to paragraphs:

- (g) litigation or potential litigation affecting the city;
- (i) the receipt of advice that is subject to solicitor-client privilege, including communications necessary for that purpose;
- (j) information that is prohibited, or information that if it were presented in a document would be prohibited, from disclosure under section 21 [disclosure harmful to business interests of a third party] of the Freedom of Information and Protection of Privacy Act;



- (k) negotiations and related discussions respecting the proposed provision of an activity, work or facility that are at their preliminary stages and that, in the view of the Council, could reasonably be expected to harm the interests of the city if they were held in public;

CARRIED UNANIMOUSLY

## **ADOPTION OF MINUTES**

### **1. Regular Board Meeting – December 9, 2024**

MOVED by Commissioner Jensen  
SECONDED by Commissioner Digby

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

CARRIED UNANIMOUSLY

## **CHAIR'S REPORT**

The Chair highlighted the participation of Commissioners at Park Board events since the previous Board meeting on December 9, 2024:

- VanDusen Festival of Lights - Commissioners and their families attended the Festival of Lights display at VanDusen Garden
- 2025 Polar Bear Swim - Commissioners attended and participated in the 2025 Polar Bear Swim at English Bay.
- Liaison Roles – Comr. Digby - Commissioner Digby attended Board meetings with the Britannia Community Services Society and Dunbar Community Centre Association (CCA) in his role as liaison
- Joint Childcare Council of Vancouver - Commissioners Christensen and Jensen attended the Joint Childcare Council of Vancouver meeting in their roles as liaison
- Invictus Games Display - Commissioner Jensen visited English Bay to view the Invictus Games "I Am" display.

## **COMMUNICATIONS**

No communication related to the meeting agenda was received.

## **COMMITTEE REPORTS**

### **1. Report of the Board Committee – January 20, 2025**

The Board considered the report containing recommendations and actions taken by the Board Committee. Its items of business included:

1. Nat Bailey Stadium Improvement Update
2. Sponsorship, Naming Rights and Donations Program Update.

MOVED by Commissioner Digby  
SECONDED by Commissioner Jensen

THAT the Board approve the recommendations and actions taken by the Board Committee at its meeting of January 20, 2025, as contained in items 1 and 2.

CARRIED UNANIMOUSLY

## **STAFF REPORTS & PRESENTATIONS**

### **1. Stanley Park Hemlock Looper Response – Bid Committee Change Order**

The Director of Park Operations was available to respond to questions on the report provided with the agenda package.

### **2. 2024 Year in Review**

The General Manager presented the 2024 Year in Review, highlighting the work delivered by staff on a range of priorities, projects and initiatives for Vancouver's parks and recreation spaces.

### **3. Commissioner Liaison Appointments**

The Chair reviewed the memorandum included with the agenda package regarding Commissioner Liaison Appointments for the 2025 year.

### **4. General Manager's Report**

The General Manager presented their report, highlighting:

- Muncie Booth Retirement – Park Board staff celebrated the retirement of Muncie Booth, Golf Operator of McCleery Golf Course
- 2025 Polar Bear Swim – Celebration of the 105<sup>th</sup> anniversary of the Polar Bear Swim on January 1, 2025, at English Bay
- VanDusen Festival of Lights 2024 – The VanDusen Festival of Lights celebrated its 40<sup>th</sup> year
- Bloedel Conservatory Pathway Reconstruction – Bloedel Conservatory reopened on January 4, 2025, following a 2-month pathway reconstruction project

- Council agenda items:
  - Report titled "[Local Government By-election 2025](#)" on January 21, 2025
  - Report titled "[Contract Award for Tree Removal and Associated Services in Stanley Park](#)" on January 22, 2025
  - Motion titled "[Effective Water Use in the City of Vancouver](#)" on January 22, 2025
- Board briefing [memos and emails](#) issued from December 9, 2024 to January 20, 2025.

## **MOTION TO EXTEND**

MOVED by Commissioner Jensen  
SECONDED by Commissioner Digby

THAT the meeting extend in order to complete the business on the January 20, 2025 In Camera agenda.

CARRIED UNANIMOUSLY

## **MEMBER'S MOTIONS**

### **1. Request for Designation of 17 Parks as Permanent Public Parks Under the Vancouver Charter s. 488(5)**

Commissioner Digby introduced the motion and responded to questions from the Board.

MOVED by Commissioner Digby  
SECONDED by Commissioner Jensen

WHEREAS:

1. A report adopted by City Council on November 27, 2024, proposed that 17 parks, which are currently Custody, Care and Management (CCM) parks, or only partially permanent, be designated Permanent Public Parks under Vancouver Charter s. 488(5).

THEREFORE BE IT RESOLVED THAT:

- A. The Vancouver Park Board hereby endorse the recommendation that the 17 parks listed in Appendix A be designated by Mayor and Council as Permanent Public Parks under Section 488(5) of the Vancouver Charter; and
- B. The Chair be directed to communicate this endorsement to the Mayor and Council forthwith.

CARRIED

*In favour: Commissioners Bastovanszky, Christensen, Digby, and Jensen*  
*Opposed: Commissioners Haer and Virdi*

**ADJOURNMENT**

There being no further business, the meeting was adjourned.

The Board meeting adjourned at 9:59 pm.

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Steve Jackson  
General Manager

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Commissioner Laura Christensen  
Chair