

City of Maple Ridge

COUNCIL WORKSHOP AGENDA

March 5, 2019

2:00 p.m. OR

***Immediately following the 1:30 p.m. Committee of the Whole meeting
Blaney Room, 1st Floor, City Hall***

The purpose of the Council Workshop is to review and discuss policies and other items of interest to Council. Although resolutions may be passed at this meeting, the intent is to make a consensus decision to send an item to Council for debate and vote or refer the item back to staff for more information or clarification. The meeting is live streamed and recorded by the City of Maple Ridge.

1. **APPROVAL OF THE AGENDA**
2. **ADOPTION OF MINUTES**
3. **PRESENTATIONS AT THE REQUEST OF COUNCIL**
4. **UNFINISHED AND NEW BUSINESS**
 - 4.1 **Bicycle Plan Update - Presentation**
 - Purvez Irani, Manager of Transportation
 - 4.2 **Sponsorship Policy Overview – Presentation**
 - Valoree Richmond, Manager of Parks Planning & Development
 - 4.3 **Ridge Canoe and Kayak Club Race Course Replacement at Whonnock Lake – Sponsorship Offer and Naming Request**

Staff report dated March 5, 2019 recommending that the report titled “Ridge Canoe and Kayak Club Race Course Replacement at Whonnock Lake – Sponsorship Offer and Naming Request” be forwarded to the March 12, 2019 Council Meeting.

5. **CORRESPONDENCE**


5.1 **Upcoming Events**

Saturday, March 9 5:30 – 10:00 pm	Alouette Addictions Fundraiser – Drag Show Pitt Meadows Heritage Hall
Tuesday, March 12 7:30 – 9:30 am	UDI Breakfast – Building Smart Cities Fairmont Hotel Vancouver
Thursday, March 14 6:00 – 9:00 pm	Innovation in Emerging Cities: Community Leaders Forum The ACT Arts Centre
Friday, March 15 6:00 – 10:00 pm	Ridge Meadows Hospice Society – St. Paddy’s Day Pub Night Samz Pub, Pitt Meadows

6. **BRIEFING ON OTHER ITEMS OF INTEREST/QUESTIONS FROM COUNCIL**

7. **MATTERS DEEMED EXPEDIENT**

8. **ADJOURNMENT**

Checked by: 
Date: Feb 28/19



POLICY MANUAL

Title: Sponsorship	Policy No : 4.20 Supersedes: New
Authority: <input type="checkbox"/> Legislative <input checked="" type="checkbox"/> Operational Approval: <input checked="" type="checkbox"/> Council <input type="checkbox"/> CMT <input type="checkbox"/> General Manager	Effective Date: June 13, 2017 Review Date: June 2018
<p>Policy Statement</p> <p>This policy provides a framework for the acceptance of monetary contributions, products and services and in-kind offerings. Donations in the form of Sponsorship, Cooperative Marketing Partnership or Naming Rights to the Maple Ridge Parks, Recreation & Culture Department will be reviewed in accordance with set guidelines, and such sponsorship will be accepted only when it has been demonstrated that defined Criteria have been met.</p> <p>This policy is not intended to constrain the City from providing support to non-profit groups that provide a recreation opportunity that is of benefit to the community.</p>	
<p>Purpose</p> <ol style="list-style-type: none"> 1. To ensure a consistent practice is followed throughout Parks, Recreation & Culture facilities and services. 2. To provide the criteria for: <ol style="list-style-type: none"> a) the review of solicited and/or unsolicited donations, b) the evaluation of Sponsorship, Cooperative Marketing Partnership or Naming Rights opportunities, and c) the approval process. 3. To ensure mutually beneficial terms and a coordinated approach for City and sponsors/partner. 4. To off-set costs and enhance program and service levels. <p>EXCLUSIONS: No sponsorship relationship will exist as a result of:</p> <ol style="list-style-type: none"> 1. Gifts or unsolicited donations where no business relationship exists. 2. The sale of advertising or signage space on facilities and printed material, where no reciprocal partnership exists, for example, the sale of advertisements in the Maple Ridge Arts and Recreation Guide. 	

Definitions

Sponsorship: A mutual agreement between the City and an external company, organization, association or individual whereby the external party (sponsor) contributes money, goods or services to a Parks, Recreation & Culture facility, program, project or special event for recognition, acknowledgment or other promotional considerations or benefits.

Cooperative Marketing Partnership: A mutual agreement between the City and an external company, organization, association or individual whereby a negotiated guaranteed fee, percentage rate, product or service-in-kind, is exchanged for the exclusive or non-exclusive right to:

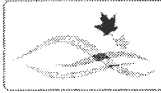
- a) Distribute their product and services at Parks, Recreation & Culture facilities, events and/or programs.
- b) Market and promote their relationship with the City in facilities, events and/or programs or in their own marketing materials. Examples include but are not limited to signage, advertisements and Naming Rights.

Naming Rights: An agreement where an external company, organization, association or individual purchases the exclusive right to name a municipal asset or venue for a fixed period of time.

Criteria: The sponsorship relationship must:

1. Align with the vision, values, goals and priorities of City.
2. Enhance the delivery or general public awareness of Parks, Recreation & Culture services or activities.
3. Comply with all Federal and Provincial statutes, Municipal bylaws, policies and procedures.
4. Not conflict with any current contracts or agreements.
5. Not influence or determine the supply of goods or services to the City beyond the terms of the agreement.
6. Not be perceived as detrimental to the City's public image and/or reputation such as (but not limited to):
 - a) Promotion of the sale of tobacco, alcohol, and other addictive substances.
 - b) Promotion of violence.
 - c) Promotion or endorsement of a religious organization or doctrine, a political party, elected representative or candidate from any level of government.
 - d) Support for or involvement in the production, distribution, and sale of weapons and/or other life-threatening products.

Key Areas of Responsibility	Responsibility
<p style="text-align: center;">Action to Take</p> <p>Guidelines:</p> <ol style="list-style-type: none"> 1. A written sponsorship agreement between the sponsor proponent and City shall be entered into that outlines the expectations and responsibilities of each party. 2. The City shall be advised of all agreements. 3. City approval is required for any agreements above \$25,000. 4. Sponsor recognition must include the City and Parks, Recreation & Culture logo and the scale of such recognition will reflect the scale of each participant's contribution. 5. All agreements entered into must be approved by the General Manager of Parks, Recreation & Culture or his/her designate. 6. All third party agreements made by partners, associations, contract service providers, or other groups that use City owned property must receive written consent by the General Manager of Parks, Recreation & Culture or his/her designate. 7. Naming Rights for a facility must receive approval from City Council. 8. Sponsorship proposals that are unique or experimental will be considered in accordance with the above guidelines however a fixed time-frame may be applied to ensure a review of the implementation to ensure alignment with this policy. 	<p style="text-align: center;">Responsibility</p> <p>Business Operations – Marketing and Communications</p>



MAPLE RIDGE

British Columbia

City of Maple Ridge

mapleridge.ca

TO: His Worship Mayor Michael Morden
and Members of Council

FROM: Chief Administrative Officer

SUBJECT: Ridge Canoe and Kayak Club Race Course Replacement at Whonnock Lake –
Sponsorship Offer and Naming Request

MEETING DATE: March 5, 2019

FILE NO:

MEETING: Council Workshop

EXECUTIVE SUMMARY:

The attached report is scheduled to be on the next Council Meeting agenda for discussion and consideration of the recommendation, which includes consideration that the flat-water sprint course be named the “Laura Rosenthal Race Course at Whonnock Lake” for a ten-year period and that two name signs be permitted to recognize this sponsorship for a ten-year period. The Council Workshop forum provides an extended opportunity for Council to seek additional information if required, prior to decision-making.

RECOMMENDATION:

That the attachment to the March 5, 2019 Council Workshop report titled “*Ridge Canoe and Kayak Club Race Course Replacement at Whonnock Lake –Sponsorship Offer and Naming Request*” be forwarded to the next Council Meeting.

Approved by: Corporate Officer

Attachment:

- Ridge Canoe and Kayak Club Race Course Replacement at Whonnock Lake –Sponsorship Offer and Naming Request

TO: His Worship Mayor Michael Morden
and Members of Council

MEETING DATE: March 12, 2019

FROM: Chief Administrative Officer

FILE NO: 2155735

MEETING: Council

SUBJECT: Ridge Canoe and Kayak Club Race Course Replacement at Whonnock Lake – Sponsorship Offer and Naming Request

EXECUTIVE SUMMARY:

The Ridge Canoe and Kayak Club (RCKC) recently removed their flat-water sprint course on Whonnock Lake as it had reached the end of its useful life. Mr. Rosenthal, Vice Commodore of RCKC, has offered to personally fund the cost of the materials needed for a replacement course while the Club is to undertake the installation using member volunteers. Mr. Rosenthal is requesting that the course be named the 'Laura Rosenthal Race Course at Whonnock Lake' in recognition of his sponsorship of \$10,000 and that two name signs are permitted to be installed at the Club's cost. The RCKC has provided a letter in support of this naming request and signage. The City's Sponsorship Policy stipulates that the terms of the sponsorship agreement must be approved by the General Manager of Parks, Recreation & Culture and that naming rights must receive Council approval.

RECOMMENDATION:

That the flat-water sprint course be named the 'Laura Rosenthal Race Course at Whonnock Lake' for a ten-year period; and further

That two name signs be permitted to recognize this sponsorship for a ten-year period.

DISCUSSION:

a) Background Context:

In November 2018, Mr. Rosenthal approached the City with a proposal to replace the flat-water sprint course at Whonnock Lake along with an offer to sponsor the materials needed. The replacement course has been designed by the Club members and includes a proposed location, materials and installation methods for a nine-lane course with a new anchoring system designed to not impede swimming or boating. The material cost is estimated at approximately \$10,000 including the start/finish dock. The former course, recently removed, ran east-west near the swimming area. The proposed course is rotated to move the competitors, officials and safety boats away from the swimming area while providing beach spectators the ability to view the entire course including the finish line (Attachment A). The RCKC proposes that the course be installed by the Club's head coach assisted by other registered volunteers.

Mr. Rosenthal has requested that the race course be named the 'Laura Rosenthal Race Course at Whonnock Lake' in recognition of his sponsorship, and the RCKC supports this request (Attachment B). This offer and naming request is consistent with the City's Sponsorship Policy (Policy No. 4.20 June 13, 2017) and a sponsorship agreement will be put in place which includes a timeframe, signage responsibility and expectations for approval of the General Manager of Parks, Recreation & Culture. One name sign is proposed to be installed on the RCKC dock and another within the boat launch area. The installation and maintenance of these signs would be the responsibility of RCKC for the duration of the sponsorship term. As the race course is anticipated to have a lifespan of approximately ten years, staff suggest that this would be an appropriate sponsorship term. On approval of this sponsorship request, City staff will forward a notification to the appropriate Ministry on behalf of RCKC to support this course installation proposal.

b) Desired Outcome:

The desired outcome is to support the sponsorship offer including the name request to provide for a replacement race course at Whonnock Lake for the benefit of the Ridge Canoe and Kayak Club's athletes, program participants and the community.

c) Citizen/Customer Implications:

The Ridge Canoe and Kayak Club offers training and programs for recreational and competitive paddlers across the various disciplines including sprint/flatwater, marathon, competitive canoeing, kayaking, and dragon boating for citizens and visitors to Maple Ridge. The community will benefit from the ability to access this renewed facility and the opportunity to participate in the Club's offerings.


d) Alternatives:

Should Council wish to decline this sponsorship offer, the RCKC would need to seek an alternative funding source. The course replacement would be delayed until funding was secured, which may not be realized for this year's paddling season.

CONCLUSIONS:

The former RCKC race course at Whonnock Lake had reached the end of its useful life and was removed in anticipation of the installation of a replacement course which would be funded through a private donation and installed by Club volunteers. Staff recommend that the replacement race course be named the 'Laura Rosenthal Race Course at Whonnock Lake' for a ten-year term in recognition of Mr. Rosenthal's generous sponsorship offer, and that signage to reflect this name be permitted.


Prepared by: **Valoree Richmond, MBCSLA**
Manager of Parks Planning & Development


Reviewed by: **David Boag**
Acting General Manager Parks, Recreation & Culture

Reviewed by: 
Trevor Thompson, BBA, CPA, CGA
Chief Financial Officer

Approved by: 
Kelly Swift, MBA
Acting Chief Administrative Officer

Attachments:

- (A) Proposed Whonnock Lake Sprint Course Design
- (B) Support Letter from RCKC - Whonnock Race Course Donation

RCKC Race Course Proposal/Estimate

November 7th/2018

The following is an estimate for a proposed Canoe/Kayak racecourse on Whonnock Lake. The first table indicates the charges for materials and design for a 9 Lane course. The anchoring system is dependent on the lowest impact and cost effective solution while providing minimal disturbance to the lake floor. Currently we propose permanent anchoring through 4' helix anchors, screwed vertically through the silt into the solid clay/mud below. This results in single eyelets being exposed just above the lake bottom, rather than the entire surface of a pyramid or mushroom anchor. A lateral cable system will run between anchors placed at the far end of the course. The network of cables will not impede swimming or boat use. The network will consist of ten cables that run 500m laterally across the lake, each being attached to an anchor at each end. The anchors will sit roughly 50ft past the start and finish to allow for ample tensioning of the lines.

All metal materials are 100% 316 stainless steel, including splicing system and ferrules for the buoy system. The lane cable is 1/8" 7x7 316 stainless steel aircraft cable. Tension is maintained on the course by "rope locks" which consist of the same cable, combined with hooks and a ratchet system in order to adjust effectively.

The course will be installed by the RCKC head coach – who helped work to install the course in Kamloops for the 2011 Western Canada Summer Games. The course is still in use today, and only differs in that the anchoring system is on shore rather than submerged. The RCKC head coach will be assisted by the former provincial coach, and Australian team national coach who has extensive experience installing world class courses in several locations.

For installation we will require a single motor boat, containing 2-3 people and capable of handling roughly 400lbs total. RCKC already has a boat of this capacity in position so will not require assistance in this matter. Once deployed the course can be made invisible at the end of the season through removal of the buoys which will sit at a 10m spacing on each line.

Table 1

9 Lane (10 line) Course fully installed by RCKC

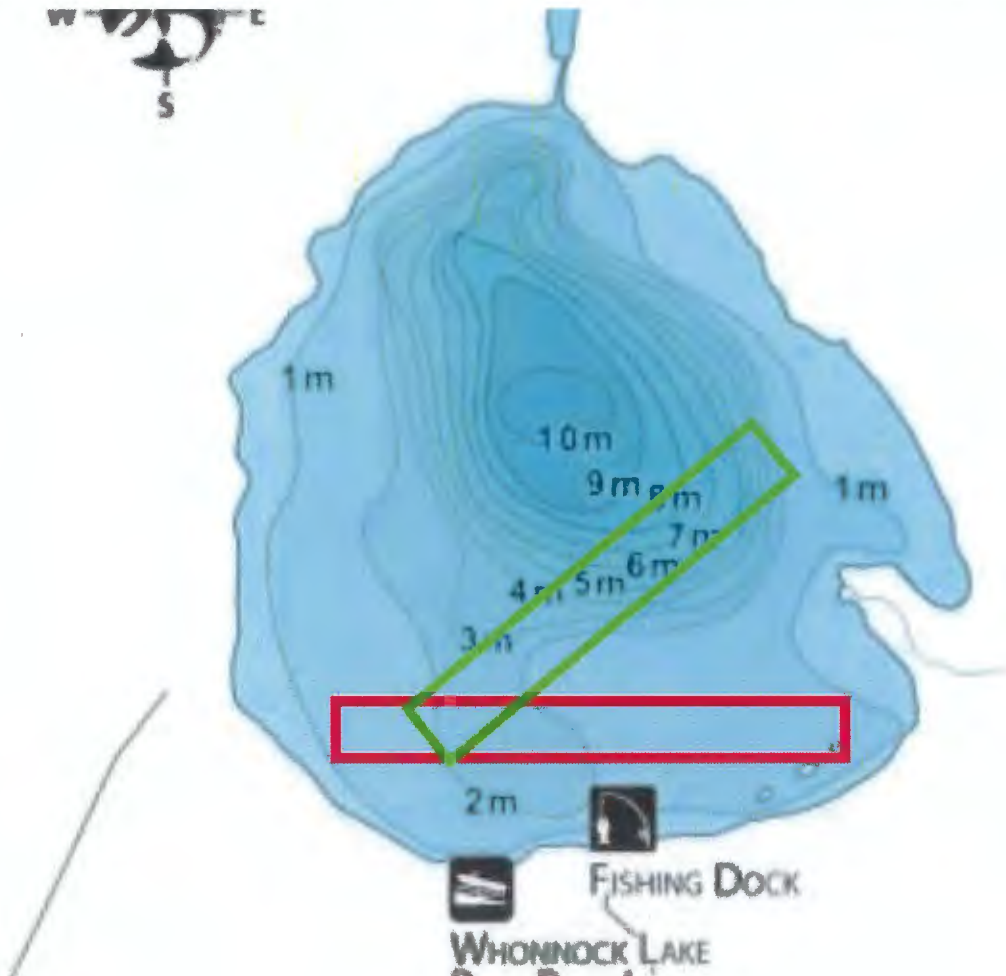
Description	Cost
10x 500M Lane Lines	\$2500
Crimping Ferrules for Buoy Placement	\$150
Buoys @10M Spacing	\$1800
Helix Anchors x20	\$1500
Cable Tensioners x20	\$1000
Long Line Snaps	\$300
Twine	\$100

Materials Total	\$7,350
Extra Wire	~\$500
Start/Finish Dock	\$2000
Subtotal	~\$10,000

Depending on course needs as installation continues, tensioner amount may be cut in half as deemed necessary for alignment.

Course Placement

The current RCKC runs in an east to west fashion near the swimming area located on the Whonnock Park beach. The proposed course would be rotated out away from the current course approximately 30 degrees N. This moves the course to a deeper part of the lake allowing official timing at a 2M depth throughout the course. Further, during competition it moves competitors, officials, and safety boats away from the swimming area while racing is active. Further it creates a better spectating venue as the whole course including the finish can be viewed from the beach. In the figure below the old course placement is displayed in red, while the proposed placement can be seen in green.





Ridge Canoe and Kayak Club

PO Box 213
Maple Ridge, B.C.
V2X 7G1
Phone: 604-462-7202
Website: www.rckc.ca

Re: Whonnock Race Course Donation

To whom it may concern,

On behalf of the Board of the Ridge Canoe and Kayak Club, I am writing this letter to inform you:

That RCKC will enter into a construction agreement with the City of Maple Ridge for the installation of a new race course.

We support the naming of the race course the "Laura Rosenthal Race Course at Whonnock Lake".

We support the plan for the two signs, naming the course, that we will remove at our cost and the end of the agreed term.

Sincerely,

A handwritten signature in blue ink, appearing to read "Darren Koehler".

Darren Koehler
Commodore RCKC