



REGIONAL DISTRICT OF NORTH OKANAGAN

WHITE VALLEY PARKS, RECREATION AND CULTURE ADVISORY COMMITTEE MEETING

Monday, May 12, 2014

9:00 am

Lumby Municipal Hall

REGULAR AGENDA

A. APPROVAL OF AGENDA

1. White Valley Parks, Recreation and Culture Advisory Committee – May 12, 2014

(Opportunity for Introduction of Late Items)

(Opportunity for Introduction of Late Items – In Camera)

RECOMMENDATION 1

That the Agenda of the May 12, 2014 White Valley Parks, Recreation and Culture Advisory Committee meeting be approved as presented.

B. ADOPTION OF MINUTES

1. White Valley Parks, Recreation and Culture Advisory Committee – April 14, 2014

RECOMMENDATION 2

Page 1

That the Minutes of the April 14, 2014 White Valley Parks, Recreation and Culture Advisory Committee meeting, be adopted as circulated.

C. DELEGATIONS

1. Lumby Swim Club (BACHELDER, Christie)

Page 3

- Delegation Request Form
-

2. Lumby Curling Club (ALEXANDER, Merna)

Page 4

- Delegation Request Form
- Lumby Curling Club 2013 Financial Statement
- Lumby Curling Club Budget 2014/2015

D. UNFINISHED BUSINESS

E. NEW BUSINESS

1. **White Valley Parks, Recreation and Culture Social Media Policy WVPRC-006**
- Staff report dated May 7, 2014

RECOMMENDATION 3

Page 8

That it be recommended to the Board of Directors, WVPRC-006 White Valley Parks, Recreation and Culture Social Media Policy, be approved; and further,

That staff be directed to review the use of social media within the White Valley Parks, Recreation and Culture department by September 2014 in context of the WVPRC-006 White Valley Parks, Recreation and Culture Social Media Policy, and provide recommendations for consideration during the 2015 budget deliberations.

F. BUSINESS ARISING FROM DELEGATIONS

G. REPORTS

H. IN CAMERA

I. ADJOURNMENT



REGIONAL DISTRICT OF NORTH OKANAGAN

MINUTES of a **REGULAR** meeting of the **WHITE VALLEY PARKS, RECREATION AND CULTURE ADVISORY COMMITTEE** held in the Board Room at the Village of Lumby Municipal Hall, Lumby, BC on Monday, April 14, 2014.

Members:	Director R. Fairbairn Councillor R. Ostafichuk Director E. Foisy	Electoral Area "D" Village of Lumby Electoral Area "E"	(Chair) (Vice Chair)
Staff:	T. Nelson	Community Development Coordinator and Recording Secretary	
Also Present:	D. Manson Trustee D. Squair M. Fortin	Public Works and Parks Superintendent, Village of Lumby School District No.22 Program Coordinator, Village of Lumby	

CALL MEETING TO ORDER

The meeting was called to order at 9:00 a.m.

APPROVAL OF AGENDA

White Valley Parks, Recreation and Culture Advisory Committee – April 14, 2014

Moved and seconded by Directors Foisy and Fairbairn

That the Agenda of the April 14, 2014 White Valley Parks, Recreation and Culture Advisory Committee meeting be approved with the following addition:

- Item E.2 – Cherryville Community Club –Preschool Window Replacement

CARRIED

ADOPTION OF MINUTES

White Valley Parks, Recreation and Culture Advisory Committee – February 11, 2014

Moved and seconded by Directors Fairbairn and Foisy

That the Minutes of the February 11, 2014 White Valley Parks, Recreation and Culture Advisory Committee meeting, be adopted as circulated.

CARRIED

NEW BUSINESS**Pat Duke Arena Dehumidifier Noise Abatement**

Moved and seconded by Directors Fairbairn and Foisy

That it be recommended to the Board of Directors, staff proceed with the installation of a ducting modification to the desiccant dehumidification system of the Pat Duke Arena for noise abatement purposes, contingent upon gas inspector approval; and further,

That an additional \$1,700 for the Pat Duke Arena sound abatement project be approved in the 2014 Financial Plan, with monies to come from reserves.

CARRIED**Cherryville Community Club – Preschool Window Replacement**

Moved and seconded by Directors Foisy and Fairbairn

That it be recommended to the Board of Directors, staff be directed to work with the Cherryville Community Club to identify grant funding available to replace windows in the preschool room at the Cherryville Community Hall.

CARRIED**REPORTS****White Valley Parks, Recreation and Culture Monthly Reports – February and March 2014**

Moved and seconded by Directors Fairbairn and Foisy

That the February and March 2014 White Valley Parks, Recreation and Culture monthly reports be received for information.

CARRIED**ADJOURNMENT**

There being no further business the meeting was adjourned at 10:25 a.m.

Next meeting: Monday, May 12, 2014

Certified Correct:

Chair
Rick Fairbairn

Corporate Officer
Jeanne Byron



REGIONAL DISTRICT OF NORTH OKANAGAN

REQUEST TO APPEAR AS A DELEGATION

Type of Meeting:	<input type="checkbox"/> Board of Directors	<input type="checkbox"/> Electoral Area Advisory	<input type="checkbox"/> Regional Growth Management
	<input type="checkbox"/> Greater Vernon Advisory	<input checked="" type="checkbox"/> White Valley Parks & Rec	<input type="checkbox"/> Other
Meeting Date Requested:	Monday May 12, 2014		
Name of Person or Group Making Presentation:	Christie Bachelder, Lumby Swim Club (Please Print)		
Contact Information:	First Name: Christie Last Name: Bachelder		
Street Address:	9488 Angus Dr		
City:	Coldstream		
Province:	BC	Postal Code:	V1B 3G2
Phone:	250-275-6443 cell: 250 308-9747		
Email:	ccbachelder@gmail.com		
In order that we may process your request, please indicate which department and / or staff member you have been in contact with: Janis Nelson, Community Development Coord.			
Subject of Presentation:	Using park space, as camp ground during Lumby swim club's meet. Held June 20-22, 2014.		
Purpose of Presentation:	<input type="checkbox"/> Information only <input type="checkbox"/> Request a Letter of Support <input type="checkbox"/> Request Funding <input checked="" type="checkbox"/> Other (provide details)		
We need permission to use lot for camping and keep park washrooms open during night hours			
Are there any deadlines around your request?	<input checked="" type="checkbox"/> yes	<input type="checkbox"/> no	Deadline Date: 19 May 2014
Will you be providing supporting documentation?	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no	
If yes:	<input type="checkbox"/> provide handouts at meeting <input type="checkbox"/> included in agenda (submit one copy no later than 10 days prior to your requested appearance)		
Technical Requirements:	Will you be using a PowerPoint presentation? <input type="checkbox"/> yes <input checked="" type="checkbox"/> no If yes, you are required to submit your presentation prior to the meeting date to allow sufficient time to transfer the presentation onto the Boardroom computer and to ensure that your software requirement is compatible with the Regional District's software system.		
<small>Following receipt of your request, your information will be reviewed by the Corporate Officer and you will be notified as to how your request will proceed. Be advised that submission of your request does not constitute approval to appear. If you receive confirmation that your request has been approved or denied, you will be advised as such. If you receive approval to appear as a delegation, you will be provided with the date, time and location of the meeting.</small>			
INTERNAL USE ONLY			
<input type="checkbox"/> Reviewed and Approved to Appear as a Delegation			
Please note that all information provided on the request form will be included in a public meeting agenda and as such considered a matter of public information.			



REGIONAL DISTRICT OF NORTH OKANAGAN

REQUEST TO APPEAR AS A DELEGATION

Type of Meeting: Board of Directors Electoral Area Advisory Regional Growth Management
 Greater Vernon Advisory White Valley Parks & Rec Other

Meeting Date Requested: Monday May 12 / 14 9am.

Name of Person or Group Making Presentation: Lumby Curling Club.
(Please Print)

Contact Information:

First Name: Merna Last Name: Alexander

Street Address: 15 Riggins Rd

City: Lumby

Province: BC Postal Code: _____

Phone: 250 547 6360

Email: malexander.lumby@gmail.com

In order that we may process your request, please indicate which department and / or staff member you have been in contact with:

Subject of Presentation:
yearly review

Purpose of Presentation:

Information only Request a Letter of Support
 Request Funding Other (provide details)

Are there any deadlines around your request? yes no **Deadline Date:** _____

Will you be providing supporting documentation? yes no

If yes: provide handouts at meeting
 included in agenda (submit one copy no later than 10 days prior to your requested appearance)

Technical Requirements:

Will you be using a PowerPoint presentation? yes no

If yes, you are required to submit your presentation prior to the meeting date to allow sufficient time to transfer the presentation onto the Boardroom computer and to ensure that your software requirement is compatible with the Regional District's software system.

Following receipt of your request, your information will be reviewed by the Corporate Officer and you will be notified as to how your request will proceed. Be advised that submission of your request does not constitute approval to appear. If you receive confirmation that your request has been approved or denied, you will be advised as such. If you receive approval to appear as a delegation, you will be provided with the date, time and location of the meeting.

INTERNAL USE ONLY

Reviewed and Approved to Appear as a Delegation

Please note that all information provided on the request form will be included in a public meeting agenda and as such considered a matter of public information.

Lumby Curling Club
Balance Sheet As at 03/31/2014

ASSET

Current Assets

Grant village April 1/October 1/...	-7,500.00	
Valley First CU	38,222.58	
Valley First CU Membership	27.32	
Deposit Terasen Gas Oct 28/...	0.00	
Total Current Assets		30,749.90
Accounts Receivable	465.00	
Allowance for Doubtful Accounts	-89.00	
Total Receivables		376.00
Total Liquid Assets		31,125.90

Capital Assets

Icemaster scraper	10,389.71	
Accum.Amort. Icemaster Scraper	-8,239.71	
Net Equipment		2,150.00
Reflectix insulation Rink	11,108.47	
Accum. Amort. Reflectix insulat...	-8,634.24	
Net Reflectix insulation		2,474.23
Re-condition stones	7,569.27	
Amortization Curling Rocks	-7,569.27	
Net Curling Rocks		0.00
Water treatment equipment	2,254.70	
Amortization water treatment e...	-1,769.70	
Net water treatment equipment		485.00
Improvements Bar/lounge	15,907.26	
Amortization bar equipment	-15,907.26	
Net bar Lounge		0.00
Kitchen upgrade	3,460.99	
Amortization Kitchen upgrade	-3,460.99	
Net Kitchen upgrade		0.00
New Furnaces	6,508.40	
Amortization Furnaces	-6,507.40	
Net Furnaces		1.00
Pins and Jackets		1.00
Total Capital Assets		5,111.23

TOTAL ASSET **36,237.13**

LIABILITY

Current Liabilities

Accounts Payable		682.65
GST Charged on Sales	1,262.78	
GST Paid on Purchases	-1,976.73	

Lumby Curling Club
Balance Sheet As at 03/31/2014

GST Owing (Refund)	-713.95
WCB Payable	145.54
Total Current liabilities	<u>114.24</u>
TOTAL LIABILITY	<u>114.24</u>
EQUITY	
Retained Earnings	
Retained Earnings - Previous Y...	35,112.35
Current Earnings	1,010.54
Total Retained Earnings	<u>36,122.89</u>
TOTAL EQUITY	<u>36,122.89</u>
LIABILITIES AND EQUITY	<u><u>36,237.13</u></u>

		Budget 2014/2015	2014	2013	2012					
Revenue										
Drop in fees		2750	2505	1810	1499					
Other dues		17000	16355	15752	17010					
Loggers Spiel		2750	2365	2591	3643					
Anser Spiel		3750	4417	3235	3852					
Yardsale		0	1775	1503	1517					
Advertising		4600	4400	4500	4075					
Miscellaneous revenue		800	782	1655	1527					
Grant N.O.R.D		42500	42500	42500	42000					
Share Bar/rental		3150	3143	3000	3474					
TOTAL REVENUE		77300	78242	76546	78597					
Expenses										
Wages		31500	30380	31503	30770					
Cost ice making		4200	4205	2980	2437					
Advertising		200	199	305	338					
Affiliation Curl BC		1250	1233	1637	1492					
Insurance		1250	1207	1150	1150					
Repair/maintenance		5500	5473	6570	5502					
BC Hydro		15400	14154	13338	12933					
Fortis Gas		11250	10845	10388	8281					
Water/Sewer		675	642	695	1884					
Telefoon/cable		1350	1341	1493	1466					
Miscellaneous exp		2000	1521	2293	2963					
Capital Cost Allowance		2000	6031	5460	8355					
Total Expenses		76575	77231	77812	77571					
Profit/Loss		725	1011	-1266	1026					
NOTES:										
Cost ice making increase due to Dirty Lumby water.										
Hydro: steady increase in price per KWH										



**REGIONAL DISTRICT
of
NORTH OKANAGAN**

REPORT

File No.: 0340.02/Parks/WVPRC

TO: White Valley Parks, Recreation and Culture Advisory Committee
FROM: Parks, Recreation and Culture
DATE: May 7, 2014
SUBJECT: White Valley Parks, Recreation and Culture Social Media Policy – WVPRC006

RECOMMENDATION:

That it be recommended to the Board of Directors, *WVPRC-006 White Valley Parks, Recreation and Culture Social Media Policy*, be approved; and further,

That staff be directed to review the use of social media within the White Valley Parks, Recreation and Culture department by September 2014 in context of the *WVPRC-006 White Valley Parks, Recreation and Culture Social Media Policy*, and provide recommendations for consideration during the 2015 budget deliberations.

SUMMARY:

The White Valley Parks, Recreation and Culture Advisory Committee has indicated a desire to increase communication opportunities through the use of social media. This report is coming forward as a result of direction from the Board of Directors to develop a policy that would provide guidelines for the use of social media sites to support communication within the White Valley Parks, Recreation and Culture service, and more specifically some of the programs within it such as the Lumby Outdoor Pool programming.

DISCUSSION:

The objectives for the use of social media within the White Valley Parks, Recreation and Culture service include:

- promotion of departmental initiatives, such as swimming lessons or special events;
- enhancement of customer service by sharing information through a variety of medium, engaging a larger and more diverse audience (for example, youth); and
- delivery of time-sensitive information as quickly as possible (i.e. recreation program registration deadline approaching).

The draft policy, included as Attachment "A", outlines acceptable use of Social Media by White Valley staff, and identifies how staff may communicate online, on behalf of the White Valley department.

For 2014, use of social media is expected to be limited to Facebook, and the information only be one way (outgoing). This will require a lower commitment of staff time, as public posts won't have to be monitored and responded to.

FINANCIAL/BUDGETARY CONSIDERATIONS:

There is no specific budget allocated for social media within any White Valley program in the 2014 financial plan. Subsequently, any social media sites/presences that are established will require that staff time exists to manage the daily investment of time.

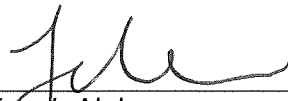
It is expected that social media will encourage recreation program participation and, subsequently, revenue through fees. At this time that estimate is unknown, but the information will be brought forward with the staff report in October 2014.

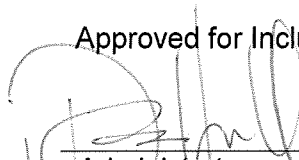
PERSONNEL IMPLICATIONS:

The daily investment to manage a social media site/presence will vary; however for 2014 it is expected that a minimum of 15 minutes/day of one staff member's time would be required to manage an out-going Facebook page. At this time there is only one page planned, which is for the Lumby Outdoor Pool. There will also be some management time required if new social media sites/presences are requested, and to periodically monitor activity.

Submitted by:

Approved for Inclusion:


Tannis Nelson,
Community Development Coordinator


Administrator



REGIONAL DISTRICT OF NORTH OKANAGAN

POLICY NO. WVPRC-006

WHITE VALLEY PARKS, RECREATION & CULTURE SOCIAL MEDIA POLICY	
Approval Date:	
Amendment Date(s):	

PURPOSE

Websites and other electronic media such as Blogs, Wikis, Facebook®, LinkedIn®, Twitter®, and YouTube® (collectively "Social Media") provide an opportunity for White Valley Parks, Recreation and Culture Staff to communicate with the public.

The objectives for the use of social media by White Valley Staff include:

- Promotion of departmental initiatives;
- Enhancement of customer service by sharing information through a variety of medium; and
- Delivery of time-sensitive information as quickly as possible (i.e. recreation program registration deadline approaching).

This policy outlines acceptable use of Social Media by White Valley Staff, and identifies how White Valley Staff may communicate online, on behalf of the White Valley Parks, Recreation and Culture department.

POLICY

White Valley Staff will use social media as an additional communication tool that is intended to encourage information sharing. The use of social media shall be consistent with strong business practices and be a viable means to achieving business goals and objectives.

White Valley Staff found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

1. Participation

Participation in social media by White Valley Staff will be **limited to Facebook, Twitter and YouTube**. White Valley will consider amending the policy to allow other channels or mediums upon a staff request being supported by a reasonable business case and endorsed by the Regional District of North Okanagan (RDNO) and Village of Lumby.

Official social media channels will be populated regularly by the respective department. Engaging in social media is understood to be a daily process, and for this reason must have the appropriate level of allocated staff time and budget.

White Valley Staff interested in engaging in social media on behalf of the White Valley department must consult with RDNO and Village of Lumby and, once approved, sign an Involvement Form having read through this policy.

At all times White Valley Staff representing the White Valley Parks, Recreation and Culture department through social media sites are expected to conduct themselves as a representative of the White Valley department in accordance with this policy.

2. Disclosures

All White Valley Parks, Recreation and Culture sites shall:

- follow branding standards that may be determined for the White Valley Parks, Recreation and Culture department;
- clearly indicate that the sites are maintained by White Valley Staff;
- have White Valley department contact information prominently displayed;
- include an introductory statement which clearly specifies the purpose and topical scope of the social network site;
- include a link to the RDNO and Village of Lumby social media policy (where available).

3. Posting Guidelines

- When representing the White Valley Parks, Recreation and Culture Department on social media sites, White Valley Staff are expected to communicate in a respectful and professional manner.
- Posts and messages will be simple, engaging, and link the reader to further information on the respective department's website.
- All White Valley social media sites will include the disclosure information, outlined in *Section 2 – Disclosures*, above.
- Content, comments or links containing any of the following will not be allowed on White Valley Parks, Recreation and Culture social media sites:
 - a) Comments not topically related to the particular site or department.
 - b) Slanderous or defamatory remarks, obscene language or sexual content.
 - c) Content that promotes, fosters, or perpetuates discrimination of any type.
 - d) Promotion of commercial services or products other than significant sponsors, affiliations, or business partnerships that have been approved by RDNO and Village of Lumby.
 - e) Promotion of political candidates.
 - f) Promotion of illegal activity.
 - g) Information that may comprise the safety or security of the public or public systems.
 - h) Content that violates a legal ownership interest of any other party.

The RDNO and the Village of Lumby reserve the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

4. Availability and Activity

White Valley Staff will monitor social media accounts during the regular hours of operation of the respective department or service, and provide regular updates. Daily updates are preferable.

All (major) content/media release's posted to the social media sites should also be available on the White Valley Parks, Recreation and Culture website(s).

5. Records and Privacy

All White Valley Parks, Recreation and Culture social media sites shall adhere to applicable provincial, federal, and local laws, regulations and policies including all Information Technology and Records Management policies and other applicable policies.

White Valley Staff are not permitted to discuss personal or confidential information on White Valley Parks, Recreation and Culture social media sites, whether through public posts or private messages.

The Freedom of Information and Protection of Privacy Act applies to social media content and therefore content must be able to be managed, stored, and retrieved to comply with the Act.

Prior to posting videos or photos, White Valley Staff will ensure that all necessary permissions are received from any person depicted in the video or photo.

6. Compliance

The management staff of White Valley Parks, Recreation and Culture are responsible for ensuring awareness and administration of this policy, and will monitor compliance of this Policy and will address any concerns that come to its attention.

PROCEDURES

Facebook

Facebook is one of the most popular social media sites. There are three types of accounts: personal profiles, groups and fan pages. As a semi-private social media site, other users must request to become a "friend" to follow status updates on a personal profile. Businesses and governments are now using Facebook to network with customers and the public.

Facebook Best-Practices

- White Valley Staff will create 'pages' in Facebook not 'groups.', and will be designated under the 'type' as 'government.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Page names should be descriptive of the department/campaign, chosen carefully.
- Comments to the Wall must be turned off unless approved on a case-by-case basis by request to Senior Management.

- Discussion Boards must be turned off.
- Facebook applications must not be used unless they are serving a business purpose, adding to the user experience, coming from a trusted source and are approved by the RDNO and the Village of Lumby.
- Each Facebook page will load to the 'Wall' to connect visitor to the freshest content.
- Each Facebook page will have a staff lead (and an alternate), responsible for making sure content is accurate and up-to-date.
- Prior to posting any photos or video, appropriate permissions must be granted from any person or persons contained within the photo or video.

Twitter

Twitter is a real time micro-blogging platform that allows users to post "tweets", 140-character messages, which are based on the question "what's happening?" To tweet, an account is set up which provides the users a unique username and the ability to follow other users or to be followed.

Twitter Best-Practices

- White Valley Staff will use Twitter as an outgoing information tool, so will not follow other users.
- Twitter accounts should be used regularly (i.e. at least once a day) to be viable.
- Avoid aggregated generic or 'corporate sounding' tweets such as headlines of news releases. Use informal, spoken English.
- Time messages appropriately (during lunch, after work, etc).
- Re-tweetable: make it easy for others to share White Valley Parks, Recreation and Culture tweets. Keep postings short and sweet.
- Engaging: re-tweet other community events and government messages in order to maintain credibility and the spirit and intent of social media.
- Linking: in the spirit of information sharing, lead readers to the source of extended information on the White Valley Parks, Recreation and Culture website.
- Hash tags: use for live event coverage. Keep them short, sweet and memorable.

YouTube

All videos produced for public consumption should be uploaded to the White Valley Parks, Recreation and Culture YouTube channel. Where appropriate, YouTube videos should be embedded within the content of the White Valley Parks, Recreation and Culture website(s).

Comments should be disabled on the White Valley Parks, Recreation and Culture YouTube Channel.

Prior to posting videos or photos, White Valley Staff will ensure that all necessary permissions are received from any person depicted in the video or photo.

Other Social Media Sites

Pertaining to the White Valley Parks, Recreation and Culture service, all other social media sites and mediums are not supported by the RDNO and the Village of Lumby at this time, and are therefore prohibited by this policy.

GLOSSARY

Content – means words, images, video, audio or links that are published on line.

White Valley Staff – means the Regional District of North Okanagan and/or the Village of Lumby staff working for the White Valley Parks, Recreation and Culture Department.

Messages – including online communications such as posts, blog posts, wall posts, tweets, document posting, video posting, comments, replies, direct messages, events, invitations.

Posting – means published online, whether through a public post or a private message.

Social media – e-technologies and practices that are used to share opinions and information, promote discussion and build relationships on-line. There are thousands of different platforms and formats within social media including social networking sites, information sharing sites and blogging or personal publishing sites.

Sites – means Social media websites.