

ENDERBY AND DISTRICT SERVICES COMMISSION

Councillor Tundra Baird
Councillor Brad Case

Jackie Pearase
Shelley Verlaan

AGENDA

DATE: Monday, October 6, 2014
TIME: 3:45 pm
LOCATION: Council Chambers, Enderby City Hall – 619 Cliff Avenue

1. APPROVAL OF AGENDA

2. ADOPTION OF MINUTES

[Regular Meeting Minutes of September 12, 2014](#)

3. BUSINESS ARISING FROM THE MINUTES OR UNFINISHED BUSINESS

[Grindrod Pedestrian Cross Walk](#) – e-mail message from Ministry of Transportation and Infrastructure dated September 30, 2014

4. DELEGATIONS - none

5. REPORTS - none

6. NEW BUSINESS

[Parks DCC's – Kingfisher Ball Diamond](#) – Memo from Chief Financial Officer dated September 30, 2014

[Digital Billboard Usage Policy](#) – Memo from Chief Administrative Officer dated October 3, 2014

7. PUBLIC QUESTION PERIOD

8. CLOSED MEETING RESOLUTION - none

9. ADJOURNMENT

ENDERBY AND DISTRICT SERVICES COMMISSION

MINUTES of a regular meeting of the **ENDERBY AND DISTRICT SERVICES COMMISSION** held on Friday, September 12, 2014 at 10:00 a.m. in the Council Chambers of Enderby City Hall.

Members: Tundra Baird City of Enderby
Brad Case City of Enderby
Jackie Pearase Electoral Area F
Shelley Verlaan Electoral Area F

Staff: Tate Bengtson – Chief Administrative Officer, City of Enderby
Jennifer Bellamy – Chief Financial Officer, City of Enderby
Kurt Inglis – Assistant Corporate Officer and Planning Assistant, City of Enderby
Bettyann Kennedy – Recording Secretary, City of Enderby

Others: Mayor Howie Cyr
Madison Giesbrecht – Manager of Recreation Services
Press

APPROVAL OF AGENDA

Moved by Tundra Baird, seconded by Jackie Pearase that the agenda be approved as circulated.

Carried

ADOPTION OF MINUTES

Regular Meeting Minutes of July 11, 2014

Moved by Shelley Verlaan, seconded by Jackie Pearase that the minutes of the regular meeting of July 11, 2014 be adopted as circulated.

Carried

UNFINISHED BUSINESS

Spray Park Grant Application – Correspondence from Farm Credit Canada dated August 27, 2014

Moved by Tundra Baird, seconded by Jackie Pearase that the correspondence be received and filed.

Carried

Bequeathal of 3246 Mabel Lake Road – Item released from In-Camera

The following motion from the July 11, 2014 In-Camera meeting was released from In-Camera:

“THAT the Enderby and District Services Commission accepts responsibility for passive park management of the property located at 3246 Enderby-Mabel Lake Road, as bequeathed by Betty Muriel Johnston, and

THAT the Enderby and District Services Commission request that the Board of Directors of the Regional District of North Okanagan accepts the bequeathal of 3246 Enderby-Mabel Lake Road; and

FURTHER THAT this item be removed from In-Camera after it has been presented in an open meeting by the Regional District of North Okanagan.”

NEW BUSINESS

Cemetery Regulation Amendment Bylaw – memo from Chief Financial Officer dated August 25, 2014

Moved by Tundra Baird, seconded by Jackie Pearase that the Commission recommend that Council enacts City of Enderby Cemetery Regulation Bylaw No. 1515, 2012 Amendment Bylaw No. 1552, 2014 as presented.

Grants in Aid – Accountability – Memo from Chief Financial Officer dated August 25, 2014

Moved by Tundra Baird, seconded by Jackie Pearase that the Commission require any recipient of an operating grant to adhere to the following conditions:

- at the time of application or prior to grant consideration, the recipient shall provide a copy of the organization’s most current financial statements to the Commission;
- the recipient agrees to follow reasonable practices to ensure excellent value for money.

AND THAT the Commission require any recipient accepting a capital or project grant to adhere to the following conditions:

- the recipient agrees to follow reasonable practices to ensure excellent value for money;
- the recipient agrees to return any unexpected funds to the grantor;
- the recipient, upon completion of the project, agrees to submit a list of project costs;
- the recipient agrees to provide the grantor with access to financial records associated with the project upon request;
- the recipient agrees to acknowledge the Commission's grant in a reasonable manner, upon request of the Commission.

AND FURTHER THAT in addition to the above conditions, the Commission requires any recipient of a capital or project grant, relating to a City or RDNO owned asset, to adhere to the City's purchasing procedures as outlined in the City's Purchasing Policy.

Shuswap River Watershed Sustainability Plan Implementation – Boating Regulations Partners – Correspondence from RDNO dated August 29, 2014

Moved by Tundra Baird, seconded by Jackie Pearase that the Regional District of North Okanagan be advised that the Commission is interested in partnering with the Regional District in pursuing boating regulations on the Shuswap River.

Carried

Tundra Baird offered to be a representative of the Commission.

Parks, Recreation and Culture Fees Bylaw – memo from Chief Financial Officer dated September 10, 2014

Moved by Jackie Pearase, seconded by Tundra Baird that the Commission recommend that Council enacts the Corporation of the City of Enderby Parks, Recreation, and Culture Fees Imposition Bylaw No. 1553, 2014 as presented.

Carried

Riverside Parks Lions Gazebo Entrance Improvements – Memo from Chief Administrative Officer dated September 10, 2014

Moved by Tundra Baird, seconded by Jackie Pearase that the Commission request that the Riverside Park concept plan be amended to better reflect the name of the park for wayfinding purposes; and

THAT the Commission approves the concept plan for improvements to the Riverside Park Lions Gazebo entrance, subject to the proposed amendment; and

FURTHER THAT the Commission offer to contribute \$2,000 to the project.

Carried

City of Enderby Digital Billboard Policy

Moved by Tundra Baird, seconded by Shelley Verlaan that the policy be received for information.

Carried

There was discussion about how the Area F user groups would fit into the policy. The Recreation Services Manager will be asked to provide a list of possible programming needs from users of the recreation facilities.

PUBLIC QUESTION PERIOD

Stacy Pavlov of the Advertiser queried about the status of the Spray Park. The Chief Administrative Officer reported that there is a meeting scheduled with a landscape architect this morning at 11:00 and she is welcome to attend.

CLOSED MEETING RESOLUTION

Moved by Tundra Baird, seconded by Shelley Verlaan that, pursuant to Section 92 of the *Community Charter*, the regular meeting convene In-Camera to deal with matters deemed closed to the public in accordance with Section 90 (1) (e) and (k) of the *Community Charter*.

Carried

ADJOURNMENT

The regular meeting re-convened at 10:40 a.m.

Moved by Tundra Baird, seconded by Jackie Pearase that the meeting adjourn at 10:40 a.m.

Chair

Chief Administrative Officer

Commission Agenda

VIA EMAIL DATED SEPTEMBER 30 2014

Hi Tate,

A formal pedestrian count survey was not completed, but I did get the regional traffic engineer to review the location during a weekday with me in August to observe conditions. Based on his observations the pedestrian traffic at this location does not warrant a crosswalk under normal circumstances. As we talked during special events we can look at traffic control plans for moving pedestrians and vehicles safely on a case by case basis. If one of the representatives has an event we would be happy to work with them. Let me know if that helps for your meeting or if you need anything else. Thanks,

-Erik Lachmuth

Area Manager, Roads

Ministry of Transportation and Infrastructure, Okanagan Shuswap District

THE CORPORATION OF THE CITY OF ENDERBY

MEMO

To: Tate Bengtson, CAO
From: Jennifer Bellamy, CFO
Date: September 30, 2014
Re: Parks Development Cost Charges - Kingfisher Ball Diamond

Recommendation:

THAT the Commission approves increasing the local assist factor in order to keep the proposed DCCs at \$910 per residential unit;

AND THAT the Commission refers the "Fortune Parks, Recreation and Culture Service Development Cost Charge Bylaw No. 2598, 2013" to the Regional District of North Okanagan for three readings;

AND FURTHER THAT the Commission refers "Fortune Parks, Recreation and Culture Service Development Cost Charge Bylaw No. 2598, 2013" to the Regional District of North Okanagan for adoption, once approval is obtained from the Inspector of Municipalities.

OR

THAT the Commission approves increasing the proposed DCCs to \$1,530 per residential unit;

AND THAT the Commission recommends the new rate to Council and recommends that:

- THAT Council refer the "Fortune Parks, Recreation and Culture Service Development Cost Charge Bylaw No. 2598, 2013" to the Regional District of North Okanagan for three readings;
- AND THAT Council refer the "Fortune Parks, Recreation and Culture Service Development Cost Charge Bylaw No. 2598, 2013" to the Regional District of North Okanagan for adoption, once approval is obtained from the Inspector of Municipalities.

Background/Discussion:

Attached is the "Fortune Parks, Recreation and Culture Service Development Cost Charge Bylaw No. 2598, 2013". The bylaw is based on the approved Parks Master Plan and has proposed DCCs of \$910 per residential unit. The bylaw and Parks Master Plan were both approved by the Commission in 2011 and the bylaw rate was previously approved by Council. Currently DCCs are at a rate of \$500 per residential unit per the existing bylaw which was adopted in 1983.

As part of the approval process, the bylaw was forwarded to the Ministry of Community, Sport and Cultural Development for preliminary review. During the review process, Ministry staff have requested

that the unconfirmed grant, in the amount of \$403,200, for the Kingfisher Ball Diamond Acquisition be removed and the DCC amount be recalculated (attached is the Parks Capital Plan which includes the DCC calculation for reference).

By removing the grant, the proposed DCCs would increase from \$910 per residential unit to \$1,530 per residential unit. If the grant is approved in the future, the DCCs can be amended to include the grant and any extra DCCs collected can be applied to other DCC eligible projects.

In order to keep the DCCs at \$910, the assist factor would need to be increased from 1% to 41%. If a grant is obtained, it can be used to offset the increase to the Commissions portion of the project.

Below are the parks DCC rates that are charged to single family dwellings in surrounding communities:

Salmon Arm	\$ 1,056.66
Sicamous	1,683.00
White Valley	500.00 (rate established in 1997)
Greater Vernon	3,644.00

Before this change is made staff requires direction from the Commission as to whether the Commission would want to increase the DCCs to \$1,530 or if the Commission would want to increase the local assist factor to keep the DCCs at \$910. After this decision is made, the bylaw should be ready for Statutory Approval. Once this is done, the bylaw will be forwarded to the RDNO for adoption; however, if the Commission wishes to change the DCC rate the bylaw will first go to Council for approval.


Jennifer Bellamy
Chief Financial Officer

REGIONAL DISTRICT OF NORTH OKANAGAN

BYLAW No. 2598

A bylaw to impose Development Cost Charges for providing and improving park land within the Fortune Parks District Designation Area 4

WHEREAS Section 933 [*Development cost charges generally*] of the *Local Government Act*, authorizes the Board of the Regional District of North Okanagan, by Bylaw, to impose development cost charges for the purpose of providing funds to assist the District to pay the capital cost of providing and improving park land, in order to serve directly or indirectly, the development for which the charges are imposed;

AND WHEREAS by Bylaw No. 1650, being the *Fortune Parks, Recreation and Culture Service Conversion and Service Establishment Bylaw No. 1650, 2000*, the District was authorized to exercise the powers of Section 933 in the member municipalities for the purposes of the Parks and Recreation function;

AND WHEREAS by Bylaw No. 546, the District imposed development costs charges for the purpose of providing and improving park land in the Fortune Parks and Recreation District Designation Area 4 (the "Development Area");

AND WHEREAS the City of Enderby and the Regional District of North Okanagan are desirous of increasing the Development Cost Charges imposed by Bylaw No. 546;

AND WHEREAS the Board has deemed the charges imposed by this Bylaw are related to capital costs attributable to projects included in the Financial Plan for the District;

AND WHEREAS the Board has taken into consideration the matters set out in section 934(4) of the *Local Government Act* and, in the opinion of the Board, the charges imposed by this Bylaw are consistent and compatible with the matters in section 934(4)(a) through (d) and, in relation to the following matters in section 934(4)(e), the charges:

- (i) are not excessive in relation to the capital cost of prevailing standards of service in the Development Area;
- (ii) will not deter development in the Development Area;
- (iii) will not discourage the construction of reasonably priced housing or the provision of reasonably priced serviced land in the Development Area, or
- (iv) will not discourage development designed to result in a low environmental impact in the Development Area.

NOW THEREFORE, the Board of the Regional District of North Okanagan, in open meeting assembled, hereby ENACTS AS FOLLOWS:

CITATION

1. This bylaw may be cited for all purposes as "*Fortune Parks, Recreation and Culture Service Development Cost Charge Bylaw No. 2598, 2013*".

DEFINITIONS

2. (a) For the purposes of this bylaw and the recitals hereto, words and phrases that are not defined in this bylaw have the meaning assigned to them in the *Local Government Act*.

(b) For the purposes of this bylaw,

“Duplex Housing” means a building designed and constructed exclusively to accommodate two households in separate dwelling units sharing a common party wall. It does not include a secondary suite.

“Multiple Unit Housing” means a building used for duplex, triplex, fourplex, townhome or apartment housing, or manufactured homes within a mobile home park.

“Not-for-Profit Rental Housing” means housing that is owned by a non-profit charity / society or a government organization and is being constructed for the purposes of rental housing.

“Secondary Suite” means a self-contained, accessory dwelling unit that provides living accommodation based on rental periods of one month or greater. The secondary suite is located within a single detached house or accessory building that has its own separate kitchen, sleeping and bathing facilities. A secondary suite does not include townhome, duplex, triplex or fourplex housing, or apartment housing.

“Service Area” is the total area that includes the City of Enderby and Electoral Area “F” of the Regional District of North Okanagan.

“Single Detached Housing” means a detached building containing only one dwelling unit, designed exclusively for occupancy by one household.

“Official Community Plans” means the Official Community Plan of the City of Enderby and the Official Community Plan for Electoral Area “F” of the Regional District of North Okanagan.

“Zoning Bylaws” means the Zoning Bylaw of the City of Enderby and the Zoning Bylaw of Electoral Area “F” of the Regional District of North Okanagan.

PAYMENT OF DEVELOPMENT COST CHARGES

3. (a) A person who obtains the issuance of a building permit, including a permit authorizing the construction, alteration or extension of a building or structure within the boundaries of the Development Area, must pay to the District the Development Cost Charges prescribed in Schedule A, calculated according to the multiplier set out in that schedule for the applicable category of development and approval or permit.

(b) The development Cost charges must be paid at the same time the permit referred to in subsection (a) is issued.

DEVELOPMENT COST CHARGES EXEMPT

4. (a) Section 3 does not apply in any of the circumstances where a person is exempted from payment under section 933 of the Local Government Act.
- (b) Subject to section 933.1 of the Local Government Act, not-for-profit rental housing as defined in this bylaw may have the charges applicable under Section 3 waived.

SCHEDULE AND APPENDIX

5. (a) Schedule A attached to this bylaw is an integral part of and enforceable in the same manner as this bylaw.
- (b) Appendix 1 is attached to this bylaw for the purposes of information and convenience of reference only and is not a part of this bylaw.

REPEAL

6. Bylaw 546, being the "Fortune Parks and Recreation District Development Cost Charge Bylaw No. 546, 1983" is hereby repealed.

Read a First, Second and THIRD Time this day of , 2013.

Approved by the Inspector of Municipalities this day of , 2013.

ADOPTED this day of , 2013

Chair

Corporate Officer

SCHEDULE A

Fortune Parks, Recreation and Culture Service
Development Cost Charge Bylaw No. 2598, 2013

**CALCULATION OF DEVELOPMENT COST CHARGES APPLICABLE TO
CATEGORIES OF DEVELOPMENT (FOR PROVIDING AND IMPROVING PARK LAND)**

1. BUILDING PERMIT – Single Family

Development Cost Charges are calculated by multiplying the sum of \$910.00 by the total number of dwelling units, including secondary suites, to be constructed under the building permit.

2. BUILDING PERMIT – Multi Family

Development Cost Charges are calculated by multiplying the sum of \$910.00 by the total number of dwelling units to be constructed under the building permit

END of DOCUMENT

APPENDIX 1

Fortune Parks, Recreation and Culture Service
Development Cost Charge Bylaw No. 2598, 2013

PHOTOCOPY OF SECTION 933 OF THE *LOCAL GOVERNMENT ACT*

FOR INFORMATION AND CONVENIENT REFERENCE ONLY

Enderby and Area F Services Parks Capital Plan

Project Name / Description	Capital Cost	Developer Contributions \$/1000 sq ft	Government Grants \$/1000 sq ft	Non-Developer Contributions	Remaining	Benefit to existing %	Benefit to new \$	Emulating New (DCC eligible)	Emulating New (DCC eligible)
SHORT TERM (5-10 yr) Park additions and Improvements									
Brand's Park & Hand Launch - Acquisition	\$5,000.00	\$0.00	\$0.00		\$5,000.00	84%	\$4,200.00	16%	\$800.00
Brand's Park & Hand Launch - Improvements	\$20,000.00	\$0.00	\$0.00		\$20,000.00	84%	\$16,800.00	16%	\$3,200.00
Mara Village Trail - Grant	\$15,000.00	\$0.00	\$0.00		\$15,000.00	100%	\$15,000.00	0%	\$0.00
Twin Lakes Park and Trail Acquisition	\$15,000.00	\$0.00	\$0.00		\$15,000.00	84%	\$12,600.00	16%	\$2,400.00
Reservoir Park Acquisition	\$710,000.00	\$0.00	\$700,000.00		\$10,000.00	100%	\$10,000.00	0%	\$0.00
D.L. 2415, Except Plan 2024 - Crown Land Improvements	\$605,000.00	\$0.00	\$600,000.00		\$5,000.00	84%	\$4,200.00	16%	\$800.00
D.L. 2415, Except Plan 2024 - Crown Land Improvements	\$10,000.00	\$0.00	\$0.00		\$10,000.00	84%	\$8,400.00	16%	\$1,600.00
Elby's Park/River Access Improvements	\$10,000.00	\$0.00	\$0.00		\$10,000.00	84%	\$8,400.00	16%	\$1,600.00
Elby's Park/River Access Improvements	\$10,000.00	\$0.00	\$0.00		\$10,000.00	84%	\$8,400.00	16%	\$1,600.00
Grindon Park - Improvements	\$100,000.00	\$0.00	\$0.00		\$100,000.00	84%	\$84,000.00	16%	\$16,000.00
Riverside Park - Improvements	\$100,000.00	\$0.00	\$0.00		\$100,000.00	84%	\$84,000.00	16%	\$16,000.00
Tuley Park - Improvements	\$35,000.00	\$0.00	\$0.00		\$35,000.00	84%	\$29,400.00	16%	\$5,600.00
Dale River Park and Site - Improvements	\$5,000.00	\$0.00	\$0.00		\$5,000.00	84%	\$4,200.00	16%	\$800.00
Future Park - Enderby Acquisition	\$20,000.00	\$0.00	\$0.00		\$20,000.00	0%	\$0.00	100%	\$20,000.00
Future Park - Enderby Improvements	\$150,000.00	\$0.00	\$0.00		\$150,000.00	0%	\$0.00	100%	\$150,000.00
Demarcation and Signage - Public Accesses	\$10,000.00	\$0.00	\$0.00		\$10,000.00	100%	\$10,000.00	0%	\$0.00
Ashton Creek Park Acquisition - Borrowing	\$0.00	\$0.00	\$0.00		\$0.00	0%	\$0.00	100%	\$0.00
Linear Trail Additions - Enderby OCP Acquisitions	\$110,600.00	\$0.00	\$88,480.00		\$22,120.00	84%	\$18,580.80	16%	\$3,539.20
Linear Trail Additions - Enderby OCP Improvements	\$22,120.00	\$0.00	\$0.00		\$22,120.00	84%	\$18,580.80	16%	\$3,539.20
Short Term Subtotal	\$2,862,720.00	\$328,480.00	\$1,300,000.00	\$125,000.00	\$909,240.00	84%	\$743,664.00	16%	\$165,576.00

MEDIUM TERM (5-10 yr) Park Additions and Improvements

Kingsfisher Ball Diamond - Acquisition	\$80,000.00	\$0.00	\$403,200.00		\$76,800.00	0%	\$0.00	100%	\$76,800.00
Kingsfisher Ball Diamond - Improvements	\$30,000.00	\$0.00	\$0.00		\$30,000.00	84%	\$25,200.00	16%	\$4,800.00
Riverwalk Trail Improvements	\$50,000.00	\$0.00	\$0.00		\$50,000.00	84%	\$42,000.00	16%	\$8,000.00
Riverbend Park/ River Access - Acquisition	\$5,000.00	\$0.00	\$0.00		\$5,000.00	84%	\$4,200.00	16%	\$800.00
Rails to Trails - Initiative to support	\$0.00	\$0.00	\$0.00		\$0.00	84%	\$0.00	16%	\$0.00
Kingsfisher Park/Trail Addition	\$25,000.00	\$0.00	\$0.00		\$25,000.00	84%	\$21,000.00	16%	\$4,000.00
Kingsfisher Park/Trail Improvements	\$25,000.00	\$0.00	\$0.00		\$25,000.00	84%	\$21,000.00	16%	\$4,000.00
Trinity Bridge Swimming Hole - Acquisition	\$20,000.00	\$0.00	\$0.00		\$20,000.00	84%	\$16,800.00	16%	\$3,200.00
Trinity Bridge Swimming Hole - Improvements	\$25,000.00	\$0.00	\$0.00		\$25,000.00	84%	\$21,000.00	16%	\$4,000.00
Rosemund Lake Rec Site #22 Acquisition	\$25,000.00	\$0.00	\$0.00		\$25,000.00	84%	\$21,000.00	16%	\$4,000.00
Rosemund Lake Wildlife Viewing Opportunity #23	\$10,000.00	\$0.00	\$0.00	\$4,000.00	\$6,000.00	84%	\$5,040.00	16%	\$960.00
Grandview Bench Property Acquisition - Grant	\$20,000.00	\$0.00	\$0.00		\$20,000.00	100%	\$20,000.00	0%	\$0.00
Linear Trail Additions - Enderby OCP Acquisitions	\$23,000.00	\$18,400.00	\$0.00		\$4,600.00	84%	\$3,884.00	16%	\$736.00
Linear Trail Additions - Enderby OCP Improvements	\$4,800.00	\$0.00	\$0.00		\$4,800.00	84%	\$3,984.00	16%	\$736.00
Trail System - Kingsfisher	\$50,000.00	\$0.00	\$0.00		\$50,000.00	100%	\$50,000.00	0%	\$0.00
Medium Term Subtotal	\$792,600.00	\$18,400.00	\$403,200.00	\$4,000.00	\$397,000.00	84%	\$325,488.00	16%	\$71,512.00

LONG TERM (10-20 yr) Park Additions and Improvements

	\$50,000.00	\$0.00	\$0.00	\$0.00	\$50,000.00	100%	\$50,000.00	0%	\$0.00
Public Park Bar/stand									
Rosemund Lake Trail	\$25,000.00	\$0.00	\$0.00	\$0.00	\$25,000.00	64%	\$21,000.00	16%	\$4,000.00
Foxwood Road Park/River Access Acquisition	\$65,000.00	\$58,000.00	\$0.00	\$0.00	\$7,000.00	64%	\$3,890.00	16%	\$1,120.00
Foxwood Road Park/River Access Improvements	\$23,000.00	\$0.00	\$0.00	\$0.00	\$20,000.00	64%	\$16,800.00	16%	\$3,200.00
Linear Trail Additions - Elderly OCP Acquisitions	\$375,500.00	\$300,400.00	\$0.00	\$0.00	\$75,100.00	64%	\$63,084.00	16%	\$12,016.00
Linear Trail Additions - Elderly OCP Improvements	\$75,100.00	\$0.00	\$0.00	\$0.00	\$75,100.00	64%	\$63,084.00	16%	\$12,016.00
Long Term Subtotal	\$613,600.00	\$358,400.00	\$0.00	\$0.00	\$3,000.00		\$219,848.00		\$17,136.00

	\$ 4,068,920.00	\$ 705,280.00	\$ 1,703,200.00	\$ 1,322,000.00	\$ 1,528,440.00
Grand Totals					

Assist Factor	\$ 714,977.60	\$ 217,851.20	\$ 595,811.20
Non DCC Eligible Imp	\$ 132,000.00		
Total Non-DCC Funding	\$ 852,972.22		
Per year over 20 yrs	\$ 42,648.61		

Existing DCC balance	\$ 100,000.00	\$ 114,000.00	\$ 214,000.00
Net	\$ 117,851.20	\$ 487,811.20	\$ 599,462.40
Assist Factor 1%	\$ 1,178.51	\$ 4,818.11	\$ 5,994.62
Net	\$ 116,472.69	\$ 476,993.09	\$ 593,467.78
Protected housing units	650	650	650
DCC's per housing unit	\$ 179.19	\$ 733.84	\$ 913.03

rounded to \$910

	Distance	\$/m
Short Term		
Linear trail additions	1108	100
Linear trail improvements	1108	20
Medium Term		
Linear trail additions	230	100
Linear trail improvements	230	20
Long Term		
Linear trail additions	3755	100
Linear trail improvements	3755	20

Summary Funding Sources

Developer 941	\$ 705,280.00
Grants	\$ 1,703,200.00
Existing - Non DCC Eligible	\$ 132,000.00
Existing - DCC Eligible	\$ 714,977.60
Existing - Assist Factor	\$ 5,994.62
DCC Improvements	\$ 116,472.69
DCC Acquisition	\$ 476,993.09
Existing DCC Balance	\$ 214,000.00
Total	\$ 4,068,920.00

THE CORPORATION OF THE CITY OF ENDERBY

MEMO

To: Enderby & District Services Commission
From: Tate Bengtson, CAO
Date: October 3, 2014
Subject: Digital Billboard Usage Policy

RECOMMENDATION

THAT the Commission requests that Council amend its Digital Billboard Policy to allow for a bulk discount of 75% for marketing of user-pay programs delivered by Recreation Services on behalf of the Commission;

AND THAT the Commission submits a sponsorship request to Council for marketing of recreation programming delivered by Recreation Services on behalf of the Commission for which no user fee is charged;

AND FURTHER THAT the Commission refers further consideration of how it may wish to use the Digital Billboard to budget.

BACKGROUND

Staff are seeking direction from the Commission with respect to usage of the digital billboard. The Commission may wish to consider and differentiate its direction based on the following types of use:

- 1) Marketing for recreation programming delivered by Recreation Services for which there is a user fee. This would be programming for which the Commission enjoys a direct revenue benefit through fees charged for participation; and
- 2) Marketing for recreation programming delivered by Recreation Services for which there is no user fee. This would be programming for which the Commission does not enjoy a direct revenue benefit but for which there is a participation benefit in terms of usage of facilities; and
- 3) Announcements that fall within the Commission's mandate, but are not delivered by Recreation Services.

Obtaining Commission direction with respect to the first item is most time-sensitive; as a marketing tool, the exposure provided by the digital billboard will positively affect program participation, and thus Commission revenues. Staff recommend that the internal programming needs are funded within the existing budget; for the purposes of the budget transfer, and in light

of the fact that the existing weekly value was contemplated primarily as an in-kind value, staff propose a bulk discount of 75%. This discount would need to be approved by Council, which would result in an amendment to the Digital Billboard Policy.

With respect to the second item, as the Commission does not derive direct revenue but rather benefits from improving the usage of its facilities (which has an indirect revenue benefit in terms of fostering a *habit of use* that will create more long-term customers over time), Staff recommend that the Commission directs Recreation Services to make a sponsorship request to Council, consistent with the existing Policy.

Regarding the third item, as this is not time sensitive in terms of revenues or usage of Commission-owned facilities, the Commission may wish to refer this matter to budget to provide an opportunity for additional consideration, stakeholder dialogue, and analysis relative to the current year's expenses.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Tate Bengtson', with a long horizontal line extending to the right.

Tate Bengtson
Chief Administrative Officer