COMMUNITY SERVICES, RECREATION AND CULTURE COMMISSION MEETING, Wednesday, July 2, 2014 at 5:00 PM in the City of Campbell River Committee Room, 301 St. Ann’s Road, Campbell River, BC.

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1. APPROVAL OF THE AGENDA

1.1 Approval/modification of the agenda

THAT the agenda be approved;

AND THAT Items 11.1 and 11.2 be adopted by consent.

2. DELEGATIONS/PRESENTATIONS

2.1 Catherine Temple, GoCampbellRiver.com, regarding mountain biking in Campbell River (see item 3.1).

2.2 Brenda Wagman, Campbell River Community Addictions Dialogue and Action Committee and Linda Nagle, City of Campbell River liaison regarding the Municipal Alcohol Policy (see item 6.2).

3. CORRESPONDENCE

3.1 June 10, 2014 correspondence from Catherine Temple, GoCampbellRiver.com regarding Campbell River Cycling Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis Summary.

4. STAFF REPORTS

5. UNFINISHED BUSINESS

5.1 Potential dog park sites - no new information at this time.

5.2 Proposed Seniors' Charter - draft for review

5.3 Graffiti/tagging policy - no new information at this time.

5.4 Willow Point Hall - progress report from the Willow Point Hall Sub-
Committee.

5.5 Frank James Parks Conceptual Design - no new information at this time.

5.6 Nomination process for Community Builder & Freedom of the City Awards - update from the Nomination Sub-Committee.

5.7 Public Safety Sub-Committee new appointee.

5.8 Community Event Planning Sub-Committee.

6. NEW BUSINESS

6.1 Downtown Facade Improvement Program.

Background:
At its April 29, 2014 meeting Council passed the following resolution:

14-0211
THAT Council endorses the Downtown Facade Improvement Program as set out in the General Manager, Operations' April 9, 2014 report;

AND THAT Council endorses the establishment of an Application Judging Committee comprised of one member from the Chamber of Commerce, one member each from the Advisory Planning and Environment Commission and the Community Services, Recreation and Culture Commission, one member from the Campbell River Art Council and the General Manager of Operations.

6.2 June 13, 2014 draft Campbell River Municipal Alcohol Policy.

Background:
At the June 5, 2013 Community Services, Recreation and Culture Commission meeting, Mary Catherine Belammy Williams presented on behalf of the Campbell River Community Addictions Dialogue and Action Committee (CADAC) regarding BC Healthy Communities grant funding available for work on an updated Municipal Alcohol Policy (MAP).

excerpt from June 5, 2013 CSRCC minutes:
Ms. Bellammy Williams provided an overview of the Campbell River Community Addictions Dialogue and Action Committee's initiatives and explained that BC Healthy Communities has grant funding available for work on an updated Municipal Alcohol Policy (MAP), and asked the Commission to recommend to Council that the City on behalf of CADAC submit the grant application. Individual members of the Commission asked questions.
At the June 11, 2013 meeting Council passed the following resolution:

13-0251
THAT Council support an application by the Community Addictions Dialogue and Action Committee (CADAC) for a BC Healthy Communities Municipal Alcohol Policy (MAP) program grant in the amount of $7,000.

THAT the June 30, 2014 draft Campbell River Municipal Alcohol Policy be received.

7. ITEMS FOR FUTURE DISCUSSION

7.1 Heritage program

8. ADDENDA ITEMS

9. MINUTES

10. NOTICE OF MOTION

11. CONSENT AGENDA

133 - 137 11.1 June 4, 2014 Community Services, Recreation and Culture Commission minutes.

THAT the June 4, 2014 Community Services, Recreation and Culture Commission minutes be adopted.

138 - 140 11.2 Community Services, Recreation and Culture Commission's meeting items status report.

THAT the Community Services, Recreation and Culture Commission’s meeting items status report be received.

12. NEXT MEETING

12.1 September 3, 2014

13. COMMUNITY SERVICES, RECREATION & CULTURE COMMISSION IN-CAMERA MEETING

13.1 Resolution to move In-Camera

THAT the Commission move In-Camera under the authority of the following sections of the Community Charter:
90(1)(b) personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity.

13.2 NOTE: Issues discussed In-Camera are not open to the public.
Introduction & Background

Campbell River's location at the epicenter for Vancouver Island's Adventure corridor effectively positions the city as the gateway to a myriad of outdoor activities. Global economic trends, particularly as they relate to health, fitness and outdoor activity are on the rise at virtually alarming rates which affords positive benefits for Campbell River both in tourism potential and in strong infrastructure development to attract and retain qualified professionals and workers with their families to the region. This in turn provides opportunities to grow healthy communities and set a standard for outdoor activities designed to be accessible to people of all ages and walks of life.

With the growing interest in mountain biking, general cycling and mountain biking tourism overall there has been a great deal of research conducted, which prompted a contingency from Campbell River to participate in the Mountain Biking Tourism Associations 2014 planning session held in Vancouver this past November. *Attendees

The information gathered during this session, together with discussions with stakeholders established that these economic trends also pose significant challenges for the development of any regional cycling community, these included: increased need for a more cohesive industry planning, a strategy to grow the industry in a controlled visionary and viable manner, the creation of regional, national and international marketing packaging, and an assessment of potential impact.

As defined this background information prompted the need for a community based SWOT, to determine on a local level the economic advantages and leverage points that are afforded the community in terms of the health and wellness of the community, its physical location in terms of access and infrastructure and its excellence in its developed current trail systems.

The SWOT’s goal was to identify the opportunities for the community of Campbell River and the region in growing the cycling and mountain biking industry

The Campbell River Cycling Community SWOT Session

This SWOT was accomplished with the input from key community stakeholders, economic development partners, local business owners, trail maintenance supervisors as well as elected officials and senior city staff members on December 7th, 2013 at the Enterprise Centre Boardroom at 900 Alder Street in Campbell River.

Who was invited?
Invitees included local bike shop owners both from Campbell River and Quadra Island as well as representatives from all four local cycling affiliated clubs, city staff members engaged in the promotion of products, representatives of our local economic development commission, city officials, trail stewards and land managers, local bike manufacturers, tenure holders and local tour operators.

21 individuals participated as listed in Appendix A. Additional post event consultation with several bike shops was conducted as they were unable to attend.

**Facilitated by/Supported by:**

The consultation effort was initiated by Catherine Temple of [www.GoCampbellRiver.com](http://www.GoCampbellRiver.com) and was complemented by the facilitation of Amanda Ridgway of Drift Mountain Biking and a member of the board of directors of the Mountain Biking Tourism Association of British Columbia (MBTA). Teresa Davis from Rivercorp, Campbell River Economic Development was instrumental in assisting with the logistics and facilitation.

**Major themes of SWOT Analysis**

- Campbell River and the Discovery Islands have a diverse and growing local biking economy and are widely recognized as a premier location for a variety of outdoor activities. The trail infrastructure is currently in place and supported by community groups, however capacity challenges exist currently for trail maintenance and building.

- The challenges and opportunities for the region in its efforts to sustain economic growth in light of outside pressures and lack of resources. Including a comprehensive and cohesive plan for the marketing and growth of the industry.

**Participants offered that the Campbell River Region’s Strengths include:**

- Campbell River and Region’s current positioning as a hub for the north island investing in increased infrastructure and supportive activities.

- Campbell River and Region’s position as a centre of excellence for all things cycling.

- Diversity of Campbell River and the local region together with a high level of interest and momentum presently provides many opportunities to tie mountain biking to other recreational and tourism activities and additionally to other nearby, established trail localities such as Cumberland and Powell River.

- The opportunity to foster a supportive business and governmental environment surrounding the continued growth and expansion of the industry, to create economic generators within the parameters of the industry.

**Major themes identified that impact the ability of our city to compete at a provincial level and viewed as challenges included:**
• Capacity challenges for volunteer trails groups
• Lack of cohesiveness within the community and long term planning strategy
• Lack of community wide support and resources for essential advocacy and communication activities
• Attracting and retaining workers
• Lack of Governmental support
• The absence of a compelling marketing effort that raises the profile and brand of the industry both regionally, nationally and internationally

SWOT defined

• **Strengths:** (Positive, internal): Positive attributes or assets currently present in the infrastructure and culture of our biking industry particularly in comparison to the region and the province.

• **Weaknesses:** (Positive, internal and external): Areas where the cycling community can remedy its weaknesses (e.g. learning from the others, provincial assistance, strategic initiatives, aggressive marketing or promotion, targeted investment, etc.)

• **Opportunities:** (Positive, internal and external): Areas where the cycling community may take advantage of opportunities (e.g. fostering growth while learning from others, garnering provincial assistance, building strategic initiatives, performing aggressive marketing and promotional tactics, targeting both short and long term investment, etc.)

• **Threats:** (Negative, internal and external): Trends that threaten the future growth of the industry, in attracting new industry form local weaknesses, to provincial and regional shifts in demand and support services.

As Identified through the SWOT Process the following is a summary of participant responses

**Strengths:**

• A number of existing sanctioned trail networks with land use agreements already in place

• Ecology, diversity in landscape and variety of terrain

• Proximity to the Discovery Islands
• Proximity to other currently established MBT areas; ie: Cumberland, Powell River
• Diversity in other complimentary established outdoor recreational activities
• Actively and visibly growing fitness community
• Unique style of riding opportunities, high quality of experience
• Four active, established, well invested and diverse local bike clubs
• Cycling areas are in close proximity to town and amenities
• A myriad of on-road scenic routes available

Weaknesses

• Trail maintenance is all volunteer / low interest = volunteer burnout
• Absence of cohesive plan - no vision
• Divided community - politics
• Need for economic data and branding
• More communication required both between clubs and with the community at large
• Land use issues, regarding trails on multiply managed lands
• Requirement for political buy in
• Need for more education, starting with school kids
• No cell phone coverage in Snowden for emergency purposes
• Unsafe bike transportation infrastructure in town - Dangerous conditions
• Lack of promoted events

Opportunities

• Existing community events - competitions, festivals
• Anticipated Campbell River community economic boom
• Healthy Communities tie in with Island Health (VIHA) strategy
• Media development to promote
• Tie in to sports tourism
• Regional cohesion/program offerings (branding - logo)
• Promotional offers from local business
• Development of low cost MBT friendly accommodation
• Trained guides
• Affordability - great value for money

**Threats**

• Lack of cohesion of resources /funds
• Relationships, communication breakdown
• Political change – municipal election year
• Volunteer burnout
• BC Ferries

**Next Steps**

In an effort to build sustainable and active cycling culture in the Campbell River area, not only with mountain biking but with cycling in general, participants outlined clear objectives to assist movement forward.

**Recommendations included:**

• Developing an umbrella group or steering committee encompassing a diverse range of representation by stakeholders, including clubs, trail developers, the tourism industry, the city and land use administrators.

• Develop a communications plan, between the clubs, special interests groups, the community as a whole and industry stakeholders to build ongoing exchanges of information within the industry and grow a communications strategy.

• Establish a plan to showcase and promote the industry both internally and externally.
• Seek out methods of delivery for the development of a sustainable cycling economy emulating successes showcased in a number of communities across the province.

• To hold another more inclusive open forum encompassing the entire community, in an effort to open a community dialogue establishing needs and exchanging information.

Conclusion

This SWOT provides a useful framework to move forward with a strategy for the development of a sustainable biking culture in and around the Campbell River Region, including our partners on the Discovery Islands. The information contained within can be used as a framework to form the basis of the next steps in the steering group’s decision making process.

It was clearly identified that with the current interest and momentum it is important to continue the process of moving forward with purposeful and smart choices in an effort to position our region as an energy hub to increase local economy centered on cycling, a proven healthy and sustainable industry.

These Goals and objectives included but were not limited to:

• Providing detailed and accurate information both locally and online providing a framework for united messaging.

• Facilitating the development of extended community events providing information exchange

• Growing relationships within the biking community, the business community, the tourism industry and the city.

*Attendees: Amanda Ridway, Catherine Temple, Teresa Davis, Tom Porsborg, Laural Cronk, James Durand, Tanya Allen, Stevii Greschuk, James Headrick, David Lynch, Jeremy Latham, Linda Nagle, Zoie Richards, Dave Brown, Jack Mar, Barbara Phipps, Sam Whittingham, Martin Ready, Geoff Pane, Claire Moglove

2. This Seniors Charter The City of Campbell River recognizes the specific challenges of the aging process and the valuable contribution seniors make to society.

3. The City of Campbell River will support recognizes the value of programs and initiatives that promote the health and well being of seniors.

4. Diverse learning opportunities for seniors will be supported. The City of Campbell River recognizes the value of diverse learning opportunities for seniors.

5. The needs of seniors will be considered in planning initiatives such as land use, transportation, parks and community facilities.

6. Transportation, land use and physical design decisions will support active transportation and recreation opportunities as a means to integrate daily activity and exercise into the lives of residents.

7. The City of Campbell River will support recognizes the value of programming and social gathering spaces for seniors.

8. The needs of seniors will be considered in planning initiatives such as land use, transportation, parks and community facilities.

9. The City will collaborate with the Chamber of Commerce, local socio-economic development organizations, other governments, and others, to support implementation of workforce transition strategies and skill development opportunities.

10. The City of Campbell River recognizes the value of maintaining and enhancing the prominence of high quality educational institutions and opportunities for learning for all ages and stages of life will be encouraged and supported.
Meeting Notes & Policy Review  
Freedom of the City & Community Builder Awards  
May 2014

Below are suggestions for policy revisions, prepared by a Community Advisory Commission ad-hoc subcommittee, consisting of Ron Kerr, Mary Storry, Jeanette Taylor and Erica Chan-Lafrance. This discussion document was created by: jtaylor6@telus.net, May 21, 2014, for the June Commission meeting.

This ad-hoc group met to fulfil Council’s request that the Commission (a) review the policy and make recommendations for updates; (b) consider a process for annual fall recommendations for nominees.

The following facsimile of the existing policy includes highlighted questions and suggested changes, for the Commission’s consideration at their June 2014 meeting.

Below the facsimile of the policy are some general meeting notes and comments.

12.1 Freedom of the City Award (facsimile of the policy; please ignore typos; refer to the policy circulated at the April 2014 mtg)

Section 158 of the Community Charter, provides Council the authority to confer the Freedom of the City upon distinguished persons.

12.1.1 Purpose
To provide criteria for conferring the honour of Freedom of the City to an individual.

The purpose of bestowing the honour of Freedom of the City is to recognize an individual who has created tremendous pride, given exemplary service to, or made an outstanding contribution to the City of Campbell River. This honour shall be restricted to very exceptional cases in order to maintain this award at the high level it deserves, and will require the Council of the day to take a very strict position to reserve the honour for only those particular cases of exceedingly high merit.

12.1.2 Definition
City Council may from time to time honour a distinguished person by unanimous vote, conferring the Freedom of the City on that person. The award shall be called “Freedom of the City.” The recipient becomes a “Freeman”.

12.1.3 Criteria
Criteria for selection will include but is not limited to:
   a) Selfless service to the community;
b) Outstanding achievements in a number of areas within the arts, business, humanities, politics, community service, sports, environment or professional endeavors;
c) The honour cannot be bestowed posthumously;
d) Nomination requests will be accepted but not solicited from the public;
e) Nomination of an ex-Council member [will] not be considered for a minimum of one year [four-year term] after that member's term has ended.

12.1.4 Award
Persons conferred with the honour of Freedom of the City will receive:
   a) An explanation of the reason why they are receiving the award;
   b) An invitation to formal City celebrations;
   c) A professional drafted and framed certificate;
   d) A photo portrait sitting to be displayed at City Hall, as well as a copy to keep.
   e) [A lapel pin with the City's logo and their new title. This may not be the wording for this point, but it provides details to convey our intent.]

This Award will be presented by the Mayor at a significant event. In addition, unless Council revokes the honour; a person given Freedom of the City:
   a) Is deemed to be an elector of the City and is eligible to be registered as such and to vote in an election for Mayor or Councillor, and
   b) Despite any other enactment [what does this mean?], if the person is a Canadian citizen, is deemed to be qualified to be nominated, be elected and hold office on Council.

13.1 COMMUNITY BUILDER AWARD

13.1.1 Purpose
   To provide criteria for conferring the honour of a Community Builder Award to an individual.
   The purpose of the Community Builder Award is to recognize an outstanding individual who has [continuously] provided initiative and leadership in the development of our community.

13.1.2 Definition
   City Council may, from time to time, honour a distinguished person by unanimous vote, conferring a Community Builder Award. The award shall be called "Community Builder Award".

13.1.3 Criteria
   Criteria for selection will include but is not limited to:
   a) Specific service, deeds and activities that have made our community a better place to live;
Nomination requests will be accepted but not solicited from the public; we suggest this clause, as per Freedom of the City, be added.

Outstanding contributions in a particular field or endeavor;
Selfless volunteerism;
Can include posthumous nominees.

13.1.4 Award
Persons conferred with the honour of Community Builder will receive:

a) An explanation of the reason why they are receiving the award;
b) A professionally drafted and framed certificate presented by the Mayor at a community volunteer recognition dinner;[perhaps this should say event?]
c) Their name listed on a Community Builder Wall to be located in a prominent City public place. [Has this process begun and if so what is the location?]

Ad-Hoc Group, Community Advisory Commission, Meeting Notes, May 9, 2014

We discussed the fact that the criteria for Community Builder doesn’t say whether or not they may be eligible to be nominated for Freedom of the City at a later date, and decided this should not be stated in the policy. An extraordinary person may, indeed, some day achieve that additional status, but it doesn’t need to be stated one way or another here, to leave Council free to decide.

At both the Commission and ad-hoc meetings we confirmed that we do not think Council should “advertise” for nominations. Nominees must fit stringent requirements that may not be accurately construed by a general call, leading to disappointment. Rather, we recommend that Council empower the Commission to develop a structure, including a questionnaire, to connect with a wide representation of organizations and associations to make discrete inquiries about possible nominees. The Commission will then make annual recommendations each fall.

The Commission will compile a contact list and make discrete inquiries about outstanding citizens, without—if possible—alluding to the purpose. We’ll each compile a biographical sketch of the candidates we propose, with recognition that some details will be vague due to the discrete process at this stage. I believe Erica is considering the wording for the questionnaire? We will not contact group leaders in an official capacity, but talk to our personal contacts. The guise the original Task Force used was that the museum was compiling a biographical sketches of noteworthy citizens... Can we use this ruse again?

City’s Website: We would like the Community Builders page on the website to be updated as soon as possible as it does not accurately represent the intent of the award. The current wording says: The City...established the Community Builder Award in... From artists and model corporate citizens to social and environmental activists, Community Builder honours recognize outstanding individuals who lead and initiate in these fields to improve the
quality of life in our community... I’ve highlighted the words that need to be changed. This sentence might say: From leaders in the arts and recreation to social services and environmental causes, Community Builders....

**Website re Freeman:** Is there a spot on the website re Freeman of the City and does it too need a wording review?

There was some discussion about the desire to have **Community Builders names listed in a prominent local spot.** Perhaps that locale has already been arranged and the current names are listed? If not, some felt Spirit Square might be an appropriate location. Would Freemen’s names be listed there too?

We feel that **awarded individuals should be “leaders.”** CR has so many tireless volunteers who give their time, year after year. It would impossible to recognize them all, based upon length and amount of service. We, therefore, feel it is the initiative and leadership that makes individuals meritorious, as Community Builders and Freemen. This is stated in 13.1.1. Is that sufficient for clarity of intent?

The initial Community Builder & Freeman Task Force made specific recommendations to Council for nominees, having gone through a process of elimination at the committee level. Will the Commission follow this same process?

Is there an upward limit for nominees in each category annually?

We were reminded, as per a report to Council Oct 2008, that the intent of the original Task Force was to recommend selection criteria and to recommend a list of nominees with a historical perspective in mind, to address inaction of previous years.

The original task force was not requested to nominate individuals for the BC Community Achievement Awards or The Order of BC.; this was left to staff and Council.

A member of the initial Task Force was nominated without his knowledge. This was an unusual circumstance. It should probably be policy that Task Force members cannot be considered as nominees so long as they remain on the Commission.

We recognize that some names recommended by the initial Task Force were not selected because of the wealth of choices—and other considerations. Some of these names should come forward for review. We rec’d copies of previous minutes and recommendations but not the biographical sketches of nominees. There is a reference to Peter Wipper having these sketches. Are they still on file?

**Group nominees:** One of the Rotary Clubs was nominated as a Freeman but this did not fit with the Community Charter (see Task Force minutes Dec 13, 2006. Furthermore, the Task Force did not think a group should be selected. Should this be a specified understanding in the policy? It says “individuals” in the policy, but we awarded families and couples as part of the catch up process, in selecting historic figures. Confusion may arise here, for future interpretation?
TO: City Manager
FROM: General Manager, Operations
AUTHORED BY: Manager, Land Use Services
DATE April 9, 2014
SUBJECT: Downtown Facade Improvement Program

Recommendation:
“THAT Council endorses the Downtown Façade Improvement Program as set out in the attachments to the staff report.”

“THAT Council endorses the establishment an “Application Judging Committee” comprised of one member from the Chamber of Commerce, one member each from the APEC and the CSRCC, one member from the Campbell River Arts Council and the General Manager of Operations.

Purpose:
As a next step in downtown revitalization, Council directed funds to a downtown façade improvement program. For Council’s consideration, staff has developed a proposed program structure and operation borrowing from a successful program operating in the Lower Mainland.

Discussion:
One of Council’s strategic priorities is to “plan for continued downtown revitalization”. To date, Council has implemented several strategies to this end which has led to positive change. The most recent initiative Council in this respect is a “Downtown Façade Improvement Program” that would encourage/ incentify façade improvements and improves the overall feel and messaging of this primary business area of the City. The proposed Downtown Façade Improvement Program would apply to commercial storefronts located within a target area of Downtown (see attached map schedule). The proposed program would encourage commercial building owners and/ or tenants to invest in eligible storefront upgrades/ renovations by providing matching grants to cover renovation costs up to a $10,000 maximum amount.

This program is intended to make city streets a more inviting and interesting place to walk and shop, help building owners attract and retain tenants, build civic pride among the local business community, contribute to the quality of life of residents, workers and visitors, and promote the marketability of the local business area.

The model developed for the Façade program is modeled in part from the successful program currently offered in the District of Maple Ridge and developed jointly by their downtown BIA and District. A number of provisions have been adjusted to fit better with the City of Campbell River and to improve efficiency and effectiveness following discussions with the District’s BIA. Staff has discussed this proposed program with the Campbell River Chamber of Commerce and is proposing that consideration be given to the Program operating as a collaborative initiative. It is

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expected that the Proposed Program would be fine tuned as necessary at the conclusion of the first operational year.

**How would the Program work?**

The following provides some brief highlights relating to the administration of the program.

**Eligibility**
- Must be located within the defined map area.
- Improvements cannot be typical “maintenance” items.
- A property owner and/or business owner may apply though only one application per property per five years.

**Administration**
- Funding available to of 50% of the value of improvements to a maximum of $10,000 ($1,500 minimum).
- Applications to be judged by a committee whose structure is defined by Council.
- Renovations to be completed by December 31 year.
- Program does not relieve applicants from complying with all relevant bylaws and required permits (application fees are not eligible).

To assess individual applications, a judging committee would be recommended. There are various options for committee composition. It is recommended that it be comprised of one representative from the Chamber of Commerce, one member each from the APEC and the CSRCC, one member from the Campbell River Arts Council and the General Manager of Operations. This would provide balance and impartial representation. Council could also consider a representative from the Downtown BIA. However, that could have implications for perceived impartiality.

**Financial / Operational Considerations:**

Through the 2014 budget process, Council directed $50 thousand to fund the program for 2014 and $25 thousand in following years. The funds are to come from the Gaming Reserve.

**Options:**
1. Council endorses the Downtown Façade Improvement Program and endorses a judging committee as set out in the staff report.
2. Defer a decision pending receipt of additional information.
3. Do not endorse the proposed Downtown Façade Improvement Program.

**Communications:** A Program roll-out is expected to launch the initiative. This will include a public information session and mail out of application packages to eligible properties.

**Conclusion:** Downtown Revitalization has been a key priority for Council. To date, Council has undertaken a number of initiatives that have led to positive change in the Downtown. The proposed Downtown Façade Improvement Program is a next step in revitalization efforts.
Report prepared by

Ross Blackwell
Manager, Land Use Services

Report endorsed by,

Ron Neufeld
General Manager, Operations

Attachments:
Program Guide
Application Package
SECTION A - DOWNTOWN FACADE IMPROVEMENT PROGRAM

This program is the consequence of the strategic priority for City of Campbell River Council, and desire by the Campbell River & District Chamber of Commerce to revitalize the downtown core.

1. PROGRAM PURPOSE

This program provides financial incentives in the form of grants to property and business owners to renovate, restore or redesign building facades within the program area of downtown Campbell River. The goal of this program is to encourage investment in building upgrades to create a more interesting and appealing streetscape, attracting people and businesses to the area.

This initiative may contribute to:
- Making Downtown Campbell River a more inviting and interesting place to shop, walk, live, and play;
- Promoting the marketability of commercial businesses;
- Helping building owners to attract and retain tenants;
- Contributing to the quality of life of residents, workers and visitors to Campbell River;
- Enhancing civic pride among the business community and the citizens of Campbell River.

2. ELIGIBLE PROPERTIES

Existing buildings located within the Downtown Facade Improvement Program Area as illustrated on the attached map.

3. ELIGIBLE APPLICANTS

To be eligible to apply:
- Applicant must be the property owner or the business owner. If the business owner, the property owner must approve of the application in writing and confirm that all improvements are to be paid for by the applicant;
- All City of Campbell River property taxes pertaining to the property are fully paid and current;
- The improvement project must commence after the application is approved; and
- Grants are limited to one per property per 5 years. Note: Both property owner and business owner are each eligible to apply separately for a grant for the subject property once every 5 years as long as the improvements are paid for by each applicant separately.

4. GRANT AMOUNTS

This program can provide grants of up to 50% of the cost of eligible improvements, up to a maximum of $10,000 per building. The minimum grant application must be for $1,500 per building.
5. ELIGIBLE FACADE IMPROVEMENTS

Projects are required to reflect principles of good design. For this purpose, applicants should review and address the criteria outlined in this Program Guide (see 'General Guidelines' and 'Design Guidelines'). Building facade features eligible to be renovated, restored, or redesigned with grant funds include:

- Exterior architectural details;
- Exterior decorative details;
- Windows and window openings;
- Exterior (architectural) lighting of building and/or signs doors and doorway openings;
- Facade painting;
- Moldings/trim/cornices;
- Signage (excluding pylon signs);
- Patio Areas;
- Awnings;
- Design, Architectural, Engineering Fees;
- Landscaping Elements.

Note: projects normally considered as “maintenance” are not eligible.

6. GRANT APPLICATION, APPROVAL, & REIMBURSEMENT PROCESS

All project proposals are subject to a comprehensive review of the building facade, must meet high quality standards, and must reflect the spirit and intent of the Downtown Facade Improvement Program Guidelines.

Generally, the application, approval, and reimbursement process is as follows:

1) Contact the City of Campbell River to determine if your building is in the Downtown Facade Improvement Program area and to get a Downtown Facade Improvement Program Guide and Application kit;

2) Contact the City of Campbell River to discuss your proposed project;

3) Submit a completed Application to the City of Campbell River before the annual deadline;

4) Program Review Committee reviews the application. Part of the review process could include obtaining approval of the proposed project by the City of Campbell River;

5) Applicant will be advised in writing if the Application has been approved, refused or approved with conditions. All Applications will be reviewed on a timely basis;

6) If approved, a pre-construction site inspection is conducted by the Program Review Committee and “before” pictures will be taken;

7) A "Performance Agreement" is entered into between the successful applicant and the City of Campbell River which will include a detailed description of the project and work to be completed including all relevant attachments included with the Application (including drawings), total cost of the project, anticipated completion date of the project (completion must be before annual Program deadline), and any conditions;

8) Project construction begins;
9) The applicant must provide the following to the City of Campbell River for reimbursement:
    a) A notice of completion from the applicant and the contractor or architect indicating that the work described within the "Performance Agreement" has been fully completed and paid in full;
    b) Copies of all bills pertaining to the project and proof of payment (copies of credit card receipts or cancelled cheques); and
    c) Proof that the improvements have passed final inspection (where required) and meet all City of Campbell River requirements including zoning, and building codes (where required);
10) Project is inspected by the Program Review Committee or their delegated representative to ensure completion of the terms of the "Performance Agreement";
11) Applicant is issued a cheque according to the terms of the "Performance Agreement" and issued a courtesy annual membership with the Campbell River & District Chamber of Commerce.

Note:
- Development, Building, and Sign Permits are required where applicable. If the proposed improvements significantly alter the external building appearance on greater than 25% of the facade of an existing building or building addition, the applicant will be required to submit a Development Permit Application to the City of Campbell River. Should this apply, it is recommended that the Applicant refer to the Form and Character Development Permit Area Guidelines of the Official Community Plan.
- Submitting an Application does not guarantee a grant or a specific grant amount.
SECTION B - GENERAL GUIDELINES

Context

The Downtown Facade Improvement Program is primarily concerned with the physical appearance of buildings and their relationship to the street within a specific area of the downtown. Building facades need to be considered as part of an integrated streetscape – this contributes to the visual vitality necessary for a shopping area. The character and design of the building along with the businesses contained within attract shoppers both for the goods and services they provide and for the experience of walking around an interesting and lively urban space.

Much can be achieved by thinking about what constitutes good building design when carrying out an exterior renovation project. A few general design principles pursued through this program include:

- Creating building facades that add interest, quality, activity and comfort to the street environment;
- Strengthening the architectural integrity and design unity of individual facades; and
- Emphasizing compatibility in design, materials and colours to make adjacent buildings read as a complementary unit.

Purpose

The Guidelines form the starting point of any Application filed under this Grant Program. The challenge under this Program is to improve the character and physical appearance of buildings while allowing building owners and business owners to assert their identity and economic viability.

To this end the Guidelines are intended to:

- Set standards for the types of improvements that will improve the buildings;
- Coordinate individual projects with surrounding buildings and other projects to create a positive, welcoming image and a quality pedestrian environment;
- Serve as the basis for discussion with the City of Campbell River in the development of the application; and
- Act as a guide to the review of the application by the Program Review Committee.
SECTION C - DESIGN GUIDELINES

1 - BUILDING ARCHITECTURE - CONNECTION BETWEEN THE STREET & BUILDING

The starting point in creating a unified block face and in organizing the diversity of architectural styles and details on a given street and on a given building is an understanding of the design framework in which the building exists.

The framework is made up of two major elements: the street level facade (ground plane) and the upper level facade.

The Street Level Facade is defined by the upper facades piers and the sign frieze or fascia that separates the storefront’s display windows from the upper architecture. This lower portion of the facade provides visual and physical access to the business located within and is the area in which the individuality and identity of that business can best be expressed. The main purpose of the storefront is to display goods and to project the image of the business therein. Storefronts also permit window shopping and can contribute to the shopping experience on key street oriented retail streets. Collectively, storefronts combine to project the image of the street and, in the case of key streets, the downtown and region itself.

The Upper Level Facade is that part of the building extending to the roof line. The upper level facade consists of the cornice and the fascia that cap the building front, the building’s upper storeys, the windows that give articulation and interest to the upper architecture, and the piers that extend to ground level and visually support the facade and frame the storefront.

Within this framework there are a range of architectural components and considerations within which various design elements may be incorporated which add interest, complexity, and diversity to the building facade. These can include:

- ✓ Windows
- ✓ Awnings
- ✓ Surface materials
- ✓ Doorways
- ✓ Roofline
- ✓ fascia, cornices and pilasters
- ✓ Signage
- ✓ Access
- ✓ Colours
- ✓ Scale
- ✓ Symmetry
- ✓ Texture
- ✓ Proportion
- ✓ Contrast

It can also include such things as:

- ✓ Colours
- ✓ Scale
- ✓ Symmetry
- ✓ Texture

The design of these various architectural components may be repeated or absent on surrounding buildings. Coordinating facade improvements with neighbouring structures helps to complement the design of the storefront, creating diversity and interest a street level, and unity in building lines.

At a minimum, buildings require general cleaning, repairs, and improved elements of the facade to profile the positive design features.
2 - FORM & CHARACTER DEVELOPMENT PERMIT GUIDELINES

As far as possible, projects should take into consideration the building facade guidelines for awnings, signs, lighting, building materials, green building design, building colours and general form and character, as set out in the Form and Character Development Permit Guidelines in the Official Community Plan (a copy of which can be obtained from the City).

3 - GROUND COVERING MATERIAL

Minimum grade separation between the sidewalk and the built frontage should be provided. Any ground covering materials used in private forecourt space should be durable, non-slippery, and easy to walk on by all users including women with high heels or disabled people with various devices. The finishes of the forecourt (private ground level entry area underfoot) can employ creative materials, color, texture and overall design pattern that complement treatments to the public walk.

4 - CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

The principles of "Crime Prevention through Environmental Design" should, where possible and appropriate, be incorporated into the design/renovation of the buildings.

5 - LIGHTING ON THE BUILDING

The building entrances and facades should be lit to provide for pedestrian safety and security as well as to accentuate the building architectural features. Pedestrians scale lighting can also be incorporated into the building facade. Previously existing fixtures and electrical equipment should be removed.

6 - SIGNAGE

Ground floor business will have individual business identification signs. Signs should comply with the City of Campbell River bylaws.

7 - QUALITY FINISHES INTEGRATED DESIGN & CORNER TREATMENT

The renovated facade of the building should be well integrated, interesting, and in architectural harmony with the style for the whole building. The corners of the building facing two streets should address both streets and should be well detailed for any pedestrian activity. Important building corners should avoid placement of staircases or other non-active functions like storage, mechanical or electrical rooms as those make the corner a dead space.
**City of Campbell River**

301 St. Ann's Road  
Campbell River, BC V9W 4C7  
Phone: 250.286.5725  
Email: planning@campbellriver.ca  
Website: www.campbellriver.ca

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**DOWNTOWN FACADE IMPROVEMENT PROGRAM – APPLICATION FORM**

2014 Application Deadline: June 6, 2014. Applications received after this date may be considered if grant monies are still available

<table>
<thead>
<tr>
<th>Date:</th>
<th>Applicant: □ Property Owner □ Business Owner</th>
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<th>Applicant Name:</th>
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Please attach a detailed description of the proposed improvements. Include supporting materials including a description of the project, photos of the existing building facade, drawings of the proposed improvements (as applicable), two quotes, a detailed line item budget and a project schedule. Please ensure all attachments are clearly labelled.

| Total Cost of Improvements: | $ |
|                            |    |
| Requested:                 | $ |

<table>
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<tr>
<th>Approximate Date of Project Start:</th>
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<th>Required Completion Date: December 31, 2014</th>
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**BUILDING INFORMATION:**

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<th>Number of floors:</th>
<th>Square Feet per Floor:</th>
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<th>Total Square Feet:</th>
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| Total Square Feet Vacant: |
|                          |
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<thead>
<tr>
<th>Current Use: □ Retail □ Restaurant □ Office □ Other Commercial □ Residential □ Mixed use</th>
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I understand that my submission of an application does not constitute a guarantee for funding under the Downtown Facade Improvement Program. I certify that all information is true and accurate to the best of my knowledge and, if approved, work will be completed in accordance with terms and conditions of the Performance Agreement entered into with the City of Campbell River.

**Office Use Only**

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<tr>
<th>Date Rec’d:</th>
<th>Date of Review:</th>
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<th>Application Complete: □ YES □ NO (if no, provide details)</th>
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**PLEASE ATTACH THE FOLLOWING ITEMS:**

- □ Copy of Property Title
- □ Project Description
- □ Photos of the existing building facade
- □ Technical drawings of the proposed improvements, incl. colour scheme
- □ Detailed line item budget
- □ Project schedule (Start and End Date)
- □ Two (2) Contract Quotes
- □ Description of materials
- □ Description of materials

**Note:** Information collected in this application form is confidential & collected for the purpose of administering the Downtown Facade Improvement Program and to maintain communications as considered necessary. Please note that the name & location of the building and facade improvement designs may be released to various organizations, the media, and the public if the applicant receives a grant under the Downtown Facade Improvement Program.
1. GENERAL ELIGIBILITY REQUIREMENTS

- Buildings must be located within the Downtown Facade Improvement Program Area – illustrated on the attached map.
- The applicant must be the property owner or the business owner with the property owner's written consent.
- Grants are only paid upon completion of the pre-approved facade improvement project.
- The maximum grant amount is 50% of the cost of eligible improvements to a maximum of $10,000 per building. The minimum grant application must be for $1,500.
- Only projects which meet the list of eligible improvements or are otherwise deemed eligible upon review by the Program Review Committee may be eligible to receive a grant.

2. ELIGIBLE FACADE IMPROVEMENTS

Facade and storefront features eligible to be renovated, restored, or redesigned with grant funds include:

- Exterior Walls
- Windows
- Exterior Architectural Details
- Landscaping Elements
- Doors
- Storefronts
- Exterior Decorative Details
- Signs (excluding pylons)
- Entranceways
- Awnings
- Design, Architectural, Engineering Fees
- Facade Painting
- Exterior Lighting
- Patio Areas
- Moldings/Trim/Cornices

3. PROCEDURE

a) All applicants are encouraged to consult with the City of Campbell River prior to formally submitting their application to discuss the program process, project design, and eligible improvements.

b) Completed application package submitted to the City of Campbell River.

c) Pre-construction inspection conducted by the City of Campbell River.

d) The Program Review Committee reviews the application and will either approve, approve with conditions or refuse an application at its discretion. Additional information may be requested.

e) A “Performance Agreement” is entered into between the successful applicant, the City of Campbell River which will include a detailed description of the project, total cost of the project, list of eligible project expenses, start and completion dates of the project (completion must occur by December 31, 2014), amount of the grant awarded, and any conditions.

f) Project construction begins.

g) Notice of project completion from the applicant and contractor or architect, copies of all bills pertaining to the project, proof of payment, and proof of final inspection (where required) must be provided to the City of Campbell River.

h) Completed project is inspected by the Program Review Committee.

i) Applicant is issued a cheque according to the terms of the “Performance Agreement” and issued a courtesy annual membership with the Campbell River & District Chamber of Commerce.

DOWNTOWN FACADE IMPROVEMENT PROGRAM APPLICATION FORM
4. GRANT APPROVAL
All project proposals are subject to a comprehensive review of the building facade, must meet high quality standards, and must reflect the spirit and intent of the Downtown Facade Improvement Program Guide.

Note: submission of an application is not a guarantee of funding approval or a specific grant amount.

5. GRANT REIMBURSEMENT PROCESS
The applicant must provide the following to the City of Campbell River for reimbursement:
   a) Notice of project completion from the applicant and contractor or architect;
   b) Copies of all bills pertaining to the project and proof of payment (copies of credit card receipts or cancelled cheques);
   c) Proof that the improvements have passed final inspection (where required) and meet all City of Campbell River requirements including zoning, and building code (where required);
   d) Project inspection completed by Program Review Committee;
   e) Applicant is issued a cheque and issued a courtesy annual membership with the Campbell River & District Chamber of Commerce.

6. OTHER
The Applicant must obtain all necessary development, building and sign permits and is encouraged to consider the additional time required to obtain such permits. If the proposed improvements significantly alter the external building appearance on greater than 25% of the facade of an existing building or building addition, the applicant will be required to submit a Development Permit Application to the City of Campbell River. Should this apply, it is recommended that the Applicant refer to the Form and Character Development Permit Area Guidelines of the Official Community Plan.

Full details of this Program are contained in the Downtown Facade Improvement Program Guide.
What is the purpose of the program?
This is a City initiative to promote downtown revitalization by encouraging investment in building upgrades within the primary shopping area of downtown Campbell River.

What kind of properties are eligible for grant funding?
Existing buildings located within the Downtown Facade Improvement Program Area, as illustrated on the attached map.

What improvements are eligible to receive a grant?
While projects normally considered “maintenance” are not eligible, building facade features that are eligible are those that renovate, restore or re-design, including:

- Exterior architectural details;
- Exterior decorative details
- Windows and window openings
- Exterior (architectural) lighting of building and/or signs doors and doorway openings
- Facade painting
- Moldings/trim/cornices;
- Signage (excluding pylon signs)
- Patio Areas
- Awnings
- Design, Architectural, Engineering Fees
- Landscaping Elements

Who is eligible to apply?
The applicant must be the property owner or the business owner. The property owner must approve the application in writing and confirm that all improvements are to be paid for by the applicant.

How do I apply?
Please bring your completed application to the Land Use Services Department, located at the Campbell River City Hall at 301 St. Ann’s Road.

How often can I apply?
Both property owner and business owner are eligible to apply separately for a grant for the subject property once every 5 years, provided that the improvements are paid for by each applicant separately.

Can I apply for the grant if I have already started construction?
For an improvement project to be eligible to receive a grant the project may only start after the application is approved.

How much funding is available?
This program can provide grants of up to 50 per cent of the cost of eligible improvements, up to a maximum refund amount of $10,000 per building. The minimum grant application is $3,000 per building, which would refund a maximum of $1,500. Please note: submitting an Application does not guarantee a grant or a specific grant amount.

When can I submit my application?
Starting June 2, 2014, applications will be accepted. The deadline to apply is July 18, 2014. Any applications received after this date may be considered if funding is still available. Please note that to be eligible to receive a grant, all construction must be finished by December 31, 2014.

Who decides if funding is approved?
A five-person committee will be established to review and adjudicate applications.

Other highlights:
- Vacant storefront properties are eligible.
- Only physical improvements are covered by the grant.
- The grant does not have to repaid.
- Projects can be of any value beyond $3,000, but the maximum grant amount given will be $10,000.

Questions? Contact Us!
Tel. 250-286-5726
Email: info@campbellriver.ca
www.campbellriver.ca
What is the application process?
1. Determine if your property is in the Downtown Facade Improvement Area (see attached map).
2. Contact the City of Campbell River to discuss your proposed project.
3. Submit a completed application to the City of Campbell River before deadline.
4. Once the application has been reviewed by the Program Review Committee, the applicant will be advised in writing if the request has been approved, refused, or approved with conditions.
5. A Performance Agreement between the applicant and the City of Campbell River, outlining the terms of the improvements and grant funding.
6. Maintain a list of expenses and receipt on form provided.
7. After the improvements are completed, and verified, a cheque is issued as per the Performance Agreement.

When will I know whether my application is approved?
All applications will be reviewed by the review committee on a timely basis, and all applicants will be advised in writing to confirm whether an application has been approved, refused, or approved with conditions.

How long will it take to receive my grant?
A cheque will be issued once all construction has been completed, and all deficiencies (if any) have been resolved.

What are the general design criteria?
General design principles endorsed by this program include:
- Creating building facades that add interest, quality, activity and comfort to the street environment;
- Strengthening the architectural integrity and design unity of individual facades; and
- Emphasizing compatibility in design, materials and colours to make adjacent buildings read as a complementary unit.

Do I need to get design review approval and a building permit for my project, since I’m applying for a grant through the City?
Yes, applicants must still obtain all necessary Development, Building and Sign Permits. When submitting an application, please consider that additional time may be required to obtain these approvals. To confirm whether approvals are required, and timing, please contact the Land Use Services Department at 250-286-5726 before applying.
If the proposed improvements significantly alter the external building appearance on greater than 25 percent of the facade of an existing building or building addition, or the improvements are greater than 55m², the applicant will be required to submit a Development Permit Application to the City of Campbell River.
For more information, please refer to the City of Campbell River’s Building Bylaw No. 3060, 2003 and the Sign Bylaw No. 3309, 2007.

What other programs are available?
The City has a Downtown Revitalization Tax Exemption Bylaw that is intended to promote revitalization of specified areas in the downtown core by providing a tax break for new construction or re-development of existing buildings. Any renovation or new construction of multi-family or commercial projects within the defined areas are eligible for some portion of tax exemption from the municipal portion of taxes.
For more information, please contact the Land Use Services Department at 250-286-5726.

Where does the grant funding come from?
Council has set aside funds through the 2014 budget process.
June 11, 2014

Campbell River Arts Council
2131 Island Hwy South
Campbell River, BC V9W 1C2

TO: Campbell River Arts Council

RE: Downtown Façade Improvement Program – Review Committee Jury Nomination

As a next step in downtown revitalization, the City of Campbell River is implementing a Downtown Façade Improvement Program. A five member jury will be established to judge the entries and grant the financial awards. Council has endorsed the following jury structure:

- 1 member of the Campbell River Arts Council
- 1 member representing the Chamber of Commerce
- 1 member from the Advisory Planning & Environment Commission
- 1 member from the Community Services, Recreation & Culture Commission
- General Manager of Operations for the City

Accordingly, we are inquiring as to whether the Chamber would be interested in nominating one representative to sit on the Downtown Façade Program application jury. The City would greatly appreciate receiving a response by June 24, 2014.

Before the jury will formally convene, an orientation meeting will be hosted to ensure each member is prepared. Façade Applications must be submitted to the City by July 18, 2014. The jury will convene shortly thereafter at a time and for a period agreeable to all members. The jury will then review each application and adjudicate according to the program guidelines.

The Program is available to commercial storefronts located within a special revitalization area of downtown Campbell River (see attached map and application guide), and provides grants to renovate, restore, or redesign commercial building façades. It encourages investment in building upgrades to create a more interesting and appealing streetscape, thereby attracting people and businesses to the Downtown area. For further information, please contact me directly at 250-286-5765.

Yours truly,

[Signature]

Ronald G. Neufeld, P.Eng
Deputy City Manager/General Manager of Operations
Municipal Alcohol Policy Proposed Policy Items

FOR THE

City of Campbell River

Submitted by:

Sonya M. Jenssen, MA

WEDLER ENGINEERING LLP
#211-2459 Cousins Avenue
Courtenay BC V9N 3N6
Background
Alcoholic beverages are a controlled substance in the province of British Columbia through the Liquor Control and Licensing Act, which is currently under review in 2013/2014.

The City of Campbell River provides facilities and parks for which private and public events can be held with the service of alcohol.

A Special Occasion Licence is means a public or private special occasion licence as defined in the provincial Liquor Control and Licensing Act.

Statement of Intent
The Municipal Alcohol Policy (MAP) proposal applies to public and private events on City of Campbell River municipal property where alcohol will be served under the approval of a Special Occasion Licence (SOL). A consistent process for the licensing of Special Occasions would be beneficial to Campbell River’s municipal government, licence holders (the organizing hosts which presently are not-for-profits and private functions), property managers/owners, the Liquor Board, the RCMP, and the general public.

Municipal Alcohol Policy Objectives
To promote the safe distribution and consumption of alcohol on municipal government properties designated for service through a Special Occasion Licence in the City of Campbell River. This policy will:

1. Provide assistance and clear guidelines for individuals applying for SOLs at designated venues in the City of Campbell River. SOL applicants must meet in person with the local approving authority which is the nearest government liquor store.
2. Support the development of a consistent policy for City of Campbell River facilities and property.
3. Encourage and provide harm prevention strategies that reinforce responsible, moderate drinking practices and promote the safety of individuals at Special Occasion events.
4. Increase the general public’s awareness regarding their responsibilities and obligations under the provincial Liquor Control and Licensing Act.
5. Designate facilities/ types of events for alcohol service or not.
6. Provide support to event organizers, venue managers, enforcers and regulators.
7. Suggest enforcement procedures that can be applied upon contraventions of a SOL.
8. Reduce risk to the community during Special Occasion events.

Limitations
This policy must always be in compliance with the provincial Liquor Control and Licensing Act and regulations.
Definitions

In this policy:

“Act” means the Liquor Control and Licensing Act – RSBC 1996 C.267;

“alcohol” means Liquor as defined in the Act;

“City” means the City of Campbell River

“Duty of Care” means the legal responsibility one holds to protect guests from any harm that may result from attendance at an event.

“event” means any specially scheduled assembly of individuals for a common purpose and is not intended to include regular ongoing activities;

“event worker” includes
- All employees, volunteers or other individuals engaged in serving alcohol, monitoring alcohol consumption, or providing security;

“events aimed at youth” or “events attracting youth” include
- ticketed spectator events with different admission prices for families, children or youth
- events where the majority of participants or spectators are youth
- events with promotions specifically directed at youth

“Municipal Alcohol Policy” (MAP) means a public policy that recommends strategies to reduce the public safety risk associated with the consumption of alcohol at events held on municipal property.

“private event” means an event that must limit attendance to invitation only or advance ticket purchase. Private special events include: a dance or social function, family occasions, tastings, and religious events.

“public event” means an event where anyone can attend. An event is considered public if uninvited attendees or members of the general public are allowed to participate. Public special events include: festivals, concerts and beer gardens.

“public space” means any area that is available to rent or frequent by the general public, for example, halls, parks etc.

“regulations” means the Liquor Control and Licensing Act Regulations;

“Serving it Right” means a certification that allows for individuals to serve alcohol responsibly.

“Special Occasion Licence” (SOL) means a licence authorizing a public or private event to serve alcohol as defined in the provincial Liquor Control and Licensing Act;

“Special Occasion Licence holder” means the approved applicant of the SOL. The approved applicant must ensure that Duty of Care has been met in order to protect the safety of event patrons.

“youth” means a person under the age of majority established by the Age of Majority Act – RSBC 1996 C.7.
Designation of Properties and Events

By designating events and facilities as eligible or not eligible for alcohol service, the proposed Municipal Alcohol Policy aims to promote a healthy and balanced perception and use of alcohol in the City of Campbell River. The sale or consumption of alcohol in public spaces is prohibited unless permitted under the authority of a Special Occasion Licence.

The BC Ministry of Justice has clarified that all Special Occasion Licence events will require some form of fencing, for example perimeter fencing, and in order for the whole site to be licensed applicants will need to demonstrate how they will maintain control.

Alcohol consumption at events held in municipal government facilities or parks in the City of Campbell River, and managed either by a public or private agency, is permitted under a Special Occasion Licence and when the SOL application and the event are in compliance with the provincial Act and Regulations and the City’s MAP.

The following facilities are owned and operated by the City of Campbell River and are available for Special Occasion event rentals:
- Community Centre
- Sportsplex
- City Hall

For a list of parks managed by the City of Campbell River see Appendix A.

The following facilities are owned by the City and run by external groups/agencies:
- Campbell River Museum
- Haig Brown House
- Maritime Heritage Centre
- Sybil Andrews Cottage
- Art Gallery
- Visitor centre
- Library
- Enterprise Centre

Whereas the above facilities are designated locales for Special Occasion events, it is proposed that the following activities will not permit the service of alcohol:
- Alcohol consumption is not permitted at public events aimed at youth or at events aimed at attracting youth.
- Alcohol consumption is not permitted at events that are youth-centered.
Designation of Roles

Approval of a Special Occasion Licence requires that the application is first approved by the local government and/or the property manager* where the event will be held, then by the nearest government liquor store and then by the RCMP. Each of these organizations has a different area of responsibility, as noted below.

Step One: Role of rental property manager and/or local government
Approve the rental of the facility for the Special Occasion event and ensure that the Special Occasion applicant has been informed about what is necessary in order to process a Special Occasion application. This includes permits, insurance and any other required paperwork.

Step Two: Role of BC Liquor Store Branch management
Assist the event organizer with the application process and all of the necessary steps, including the need to obtain approval from the RCMP. Provide the BC Liquor Control and Licensing Branch checklist of the required steps. See Appendix B.

Step Three: Role of the RCMP
Liaise with the Special Occasion applicant to discuss community safety issues and seek approval of their Special Occasion Licence application. It must be understood by the applicant that the RCMP has the authority to conduct an inspection of the event at any time, the authority to shut down the event at any time and can place additional restrictions or alter the terms and conditions of a Special Occasion Licence. RCMP approval needs to be on the SOL application or otherwise it will be denied.

The RCMP has the authority to enter and inspect premises while the event is in progress. They may suspend an SOL immediately for reasons of public safety, seize illicit liquor and/or take other measures where a Licence has been contravened including levying fines on the spot and/or after the event for violations.

‘Behind the scenes’: Role of the liquor inspector/ Ministry of Justice
Assist the Liquor Control and Licensing Branch and RCMP in approving the Special Occasion License. They have the authority to enter and inspect premises while the event is in progress. They may suspend an SOL immediately for reasons of public safety, seize illicit liquor and/or take other measures where a Licence has been contravened. The liquor inspector has the authority to levy fines on the spot and/or after the event for violations. As well, any event attendee can report a contravention of the provincial Liquor Act to the liquor inspector, RCMP or local government.

Role of the Special Occasion Licence holder
Apply for the Special Occasion Licence and be responsible for the safety of patrons at the event. The applicant of the Special Occasion Licence can be held liable for injuries and damages arising from breach of agreement with the municipality, the Municipal Alcohol Policy and/or
contravention of the Liquor Control and Licensing Act. The applicant must ensure adherence to the proper purchase and pricing of alcohol, the provision of adequate security and the procedures for identifying minors, posting of required signs, etc. The Special Occasion Licence holder is required to remain at the event or designate someone in their place. In addition, all event workers must be properly informed of the conditions in the MAP and Liquor Control and Licensing Act.

It is the Special Occasion Licence holder’s responsibility to ensure that the following conditions are met:

- The Municipal Alcohol Policy and the Liquor Control and Licensing Act are adhered to.
- All event workers, paid and volunteer, are properly trained and have the required certification.
- All staff volunteer or paid must refrain from alcohol consumption.
- Any incident involving bodily harm, property damage and/or violations to the Municipal Alcohol Policy or Liquor Control and Licensing Act are reported to the RCMP.
- The safety and sobriety of the event attendees must be properly monitored, including patrons who have become too intoxicated and left the premises.
- Access to the premise is controlled at all times.
- Intoxicated individuals are to be prevented from driving and safe transportation options must be provided.
- Police or other emergency services are contacted if necessary.
- Minors will not be served or allowed to consume alcohol.
- Purchase adequate insurance.

**Role of the event worker**

Ensure that the Municipal Alcohol Policy and Liquor Control and Licensing Act are adhered to. Event workers must not serve alcohol to minors or intoxicated patrons, and must cooperate with the RCMP, liquor inspector and local government to ensure the overall safety of other event workers and patrons. Any contraventions to policies and regulations must be reported by the event worker to the Special Occasion Licence holder.

**Role of the Security Worker**

Security workers are responsible for preventing the entrance of intoxicated, unruly or disruptive persons and for removing persons who become intoxicated, unruly or disruptive or who present a safety risk to others. Servers, bartenders or other individuals who check identification or count patrons to ensure that the event is not overcrowded but are not expected to perform tasks associated with the security of the event and are not considered to be security workers. This does not absolve event workers from taking responsibility for those present at the event. Individuals providing door security must be licensed under the BC Security Services Act.
Application process

A Special Occasion Licence permits the Special Occasion Licence holder to serve and sell alcohol at the event. Licences are regulated by the Liquor Control and Licensing Branch, Ministry of Justice, and issued by the Liquor Distribution Branch. A checklist of steps is presented in Appendix B.

Under the Liquor Control and Licensing regulations, Section 15 (9) “If an event for which a special occasion licence is to be issued is to be held on lands or premises owned or operated by a local government or first nation or by the Provincial or Federal Government, the applicant must, before issuance of the licence, produce written permission for the event signed by an authorized official of that government or first nation”.

To apply for a Special Occasion Licence, the event organizer needs to:
1. Find a facility and meet all of the conditions to apply to rent it for the event;
2. Apply for a Special Occasion Licence from the nearest government liquor store; and
3. Take the application to the RCMP for the final authorization.

The process for applying for a Special Occasion Licence has been outlined by the City of Campbell River. (See Appendix C).

Licensing eligibility
The applicant must be in good standing with the City, the Liquor Control Branch and the RCMP.

Required components of a Special Occasion Licence are as follows:

Harm prevention plan
The Special Occasion Licence holder needs to have considered safety of their patrons and event workers and must submit a one page form (See Appendix D) explaining how the following will be addressed:
- Provision of non-alcoholic beverages and food/snacks
- Options of safe transportation home
- Display of educational signs about the effects of alcohol

Provision of non-alcoholic beverages and food/snacks
The event organizer must offer alternatives for designated drivers/non-alcohol consumers, for example juice, water and soda pop. In addition to providing non-alcoholic drinks, event organizers should consider providing options of low-alcohol drinks for those who like to drink but do not wish to consume standard alcoholic drinks. A variety of food should be provided; this may include full meals or snacks (sandwiches, pizza, muffins, chips).
Options for safe transportation home
An SOL holder has a Duty of Care towards patrons and is legally responsible for ensuring that guests do not drive while intoxicated and that intoxicated persons arrive home safely. The SOL holder must remain on the premises until all patrons have left the property. A safe transportation home strategy must provide at least one option to safely leave the event and arrive safely at home. Shuttle bus providers and the taxi service numbers can be indicated on the ticket, armband and/ or with signs. Alternatively, a designated driver plan outlining the number of drivers in ratio to the number of guests can be submitted.

Display of Signs
The content of the signs and where they are to be posted are listed below. For some sign examples, see Appendix E.

Required Signs

- Special Occasion Licence: The SOL permit is the responsibility of the event organizer and must be posted in a visible area for the duration of the event.
- SOL accountability: It is the responsibility of the event organizer to post a sign at the front entrance stating who they are and that the event is in compliance with the Municipal Alcohol Policy and the Liquor Control and Licensing Act.
- Safe Ride Home: Signs should be displayed at main areas of congregation (i.e., bathrooms, beside the bar, entrances) with contact information for taxis and shuttles and designated drivers.

Required signage is clearly listed in the SOL’s Major Events Terms and Conditions and the SOL Checklist.

Suggested Signs

- Signs about the health effects of alcohol, for example, Fetal Alcohol Spectrum Disorder: “Alcohol and pregnancy don’t mix”.

Security Plan
Security plans MAY be requested by RCMP or the liquor inspector for events under 500 people. For an event over 500, a security plan is mandatory.

Details of the security plan must include the event layout, name and contact information of the primary security contact/company, and a brief outline of how security concerns will be addressed. Examples of security concerns are rowdy behaviour, intoxicated persons, underage drinking, and emergency or health responses. The security plan is generally dependent on the size and type of event but in particular cases additional security measures may be required by the RCMP or the City.
**Host Insurance**
The City of Campbell River requires Comprehensive General Liability Insurance from the organization requesting use of municipal property for the purpose of a Special Occasion event. The minimum insurance requirements are:

- Comprehensive General Liability Policy of not less than $2,000,000, including Public Liability and Property Damage
- That the City of Campbell River be named as an additional insured
- Cross Liability Clause

Confirmation that the required insurance is currently in force must be submitted to the City’s Recreation & Culture Department a minimum of four weeks prior to the event taking place.

**Serving it Right**
The SOL holder needs their *Serving it Right* certificate and must include a copy in their application for a SOL.

**Event worker training strategy**
The SOL holder is responsible for ensuring that the prescribed number of workers, paid and volunteer, including security, are present and aware of their responsibilities and that their responsibilities are carried out. It is required that, prior to the event, the SOL holder should explain the service rules and safety plan including emergency exits and safe transportation home strategy to event workers.
**Prevention strategies**

Prevention strategies aim to reduce problems related to alcohol as well as promote the responsible consumption of alcohol. Guidelines outlining alcohol service are intended to minimize potential health and safety risks, and assist event organizers to carry out their responsibilities and ‘Duty of Care’.

**Bar rules**

The following guidelines regarding alcohol service must be met:

- The bar is to be located in an area that allows bartenders and security workers to monitor the event.
- Bartenders must not serve more than two drinks at a time to a single patron.
- Alcohol must not be available for self-service.
- All beverages must be served in plastic or non-breakable containers.
- Non-alcoholic drinks must be provided.
- Bartenders and the event organizer must ensure the provision of and encourage the consumption of appropriate food by consumers.
- Bartenders, servers and the event organizer reserve the right to refuse service.
- Underage or unauthorized persons are not to be served or allowed to consume alcohol at the event.
- Two pieces of government issued photo identification may be required for purchase of alcohol.
- There will be no ‘last call’.
- The bar must close at the time designated in the SOL application and all evidence of the sale of alcohol must be removed within 30 minutes of the bar closing.
- There will be zero consumption of alcohol by staff or volunteers while on duty. When off duty and still on the premise, identifying markers of being on duty must be removed (shirts, name tags etc).
- Minimum pricing will be no lower than the purchase price of the alcohol.
Enforcement

A violation of this policy occurs when the SOL holder fails to comply with the conditions of the Liquor Control and Licensing Act or the MAP. Violators of this policy will face a variety of possible consequences, depending on the severity of the infraction. Fines are clearly stated in Appendix 1 of the SOL’s Terms and Conditions.

Procedures for handling infractions
It is the responsibility of the Special Occasion Licence holder and the event workers to report any infractions to the RCMP. Notification must take place within 24 hours of the occurrence.

Penalties
If the MAP is violated, any designated authority may shut down the event and/ or not agree to renew subsequent SOLs.

Intoxicated patrons
The Liquor Control and Licensing Act prohibits the selling or giving of liquor to an intoxicated person. Further, an intoxicated person is not permitted to remain in the licensed area. The Licence holder has a responsibility and right under the Act to forbid a person to enter or request a person to leave the premises “if for any reason he believes the presence of that person in the licensed establishment is ...intoxicated”.

If a person becomes intoxicated, it is the responsibility of the Licence holder to take reasonable steps by demonstrating Duty of Care to ensure that the person does not harm himself/ herself or others upon being escorted from the event and to a safe place.

Under no circumstances will alcohol be served to youth.
Policy Support

Implementation Plan/ Conditions of Application

The Special Occasion Licence holder must sign the SOL agreement form to verify having received, read and understood the SOL’s Major Events Terms and Conditions. The following documentation should be submitted within four weeks in advance of the event.

- Copy of Serving it Right certification and SOL application to Liquor Control and Licensing Branch
- Copy of host insurance, facility rental contract and completed harm prevention form to the City of Campbell River
- Security plan, if required, to the RCMP

The SOL applicant must be in good standing with the City, comply with all of the requirements outlined in the MAP, comply with the regulations of the Liquor Control and Licensing Act and comply with all bylaws that apply to the use of the premises.

Any person or community group that organizes an event where alcohol is being served has a personal and legal responsibility for the safety and well-being of guests and attendees, and neither the Insurance Corporation of BC, the City nor its staff or any local government will assume any obligation or responsibility whatsoever for implementation and/or compliance with this policy. The above conditions must be met in order to be approved for a SOL.

Review and Monitoring

The MAP will be reviewed as required based on changes to the Liquor Control and Licensing Act, local bylaws and/ or other relevant policies. The City of Campbell River will initiate the call for review.

ACCOUNTABILITY

Any breach of contract by the SOL holder may result in the suspension of or rejection of future Special Occasion Licence applications.

A security deposit of $200 is payable to the City of Campbell River.
City of Campbell River parks

- Adams Park
- Hilchey Park
- Barclay Park
- Jaycee Park
- Bowen Park
- Harrogate Park
- Cambridge Park
- Hidden Harbour Park
- Campbellton Park
- Hilchey Park
- Centennial Park
- Ken Forde Park
- Charstate Park
- Larwood Park
- Coronation Park
- Lilelana Park
- Cambridge Park
- McCallum Park
- Ruby Park
- Campbellton Park
- Nunns Creek Park
- Sequoia Park
- Dick Murphy Park
- Penfield West Park
- Simms Park
- Ellis Park
- Pinecrest Park
- Spirit Square
- Frank James Park
- Raven Park
- Twillingate Park
- Gazelle Park
- Robert Ostler Park
- Washington Park
- Harrogate Park
- Robron Park
- Willow Point Park
APPENDIX B: BC LIQUOR CONTROL AND LICENSING BRANCH APPLICATION CHECKLIST (TO BE INSERTED ONCE PUBLICALLY AVAILABLE)
City of Campbell River SOL Application Process 2014

The application process for 2014 requires that you:

- Complete the attached City of Campbell River Special Occasion Licence Application form and return to Linda Nagle by April 11, 2014.
- Read the Provincial guidelines: Special Occasion Licence Major Events Terms and Conditions (Revised October 2013) [http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf](http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf) for hosting a licensed special event. Sign the last page and return with the above application form.

Your application will be reviewed by the Committee to Approve Public Events (CAPE) at the end of April.

- If your application is approved, you will receive a letter from the City of Campbell River indicating approval.
- You can then obtain a Special Occasion Licence Application at the Liquor Distribution Branch (LDB)
- Take the LDB form and the letter from the City to the RCMP for their approval.
- Once you have approval from the RCMP your licence application can be processed at the LDB.

**Note:**

- The City of Campbell River requires insurance at least 2 weeks in advance of your event (details on the City application form). Without insurance you will not be permitted to bring any alcohol or supplies on to City facilities.
- You are required to submit a financial report to the province no later than 60 days after your event [http://www.pssg.gov.bc.ca/lclb/docs-forms/lclb032.pdf](http://www.pssg.gov.bc.ca/lclb/docs-forms/lclb032.pdf).
- Full details on Special Occasion Licences can be found on the provincial website: [http://www.pssg.gov.bc.ca/lclb/apply/special/index.htm](http://www.pssg.gov.bc.ca/lclb/apply/special/index.htm).

The Province of BC is reviewing many aspects of the provincial liquor policy but as of this date there have been no changes to the way that beer gardens and licensed public events will be approved and hosted.

If you have any questions please contact:

Linda Nagle  
250-923-7911  
linda.nagle@campbellriver.ca  
Sportsplex, 1800 South Alder Street, Campbell River.
Dear 

Re: 

Thank you for your application for a Special Occasion Licence. The Committee to Approve Public Events approved your organization’s request for a Special Occasion Licence for the event to be held on .

The procedure to obtain a Special Occasion Licence for your event is as follows:

- Review the Province of BC’s Special Occasion Licence Major Terms & Conditions (revised April 2014). [http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf](http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf) You will be asked to sign the last page when you meet with a representative of the City of Campbell River.
- Go to the Liquor Store to obtain your Special Occasion Licence application. The staff at the liquor store will assist you fill out the form.
- Next you will arrange to meet with Linda Nagle to have the application form signed off by the City of Campbell River representative. You will be required to bring your insurance certificate (minimum value of $2 million comprehensive general liability, the City of Campbell River named as an additional insured and contain proof of a cross liability clause) and a $200 damage deposit.
- You will sign the last page of the Terms & Conditions document as proof that you have read the document.
- You will receive a copy of the SOL Major Terms and Conditions plus an SOL Checklist and a laminated card with instructions for SOL event staff.
- Next, proceed to the RCMP for their approval.
- Following this you can return to the Liquor Store to finalize the application. Please note that in order to finalize your application you will be required to pay the $100 per day licence fee and the PST for the projected liquor sales at your event.

If you have any questions feel free to contact me at 250-923-7911 or linda.nagle@campbellriver.ca.

Yours truly,

Linda Nagle
Programme Coordinator

cc: RCMP
LDB
Diana Bell (Sportsplex admin assistant II)
LIABILITY AND INSURANCE REQUIREMENTS

The City of Campbell River requires Comprehensive General Liability Insurance from the organization requesting use of Municipal Property for events at which alcohol is served. The minimum liability insurance requirements are:

a) Comprehensive General Liability Policy of not less than $2,000,000. Public Liability & Property Damage
b) The City of Campbell River be named as an additional insured
c) Cross Liability Clause

Confirmation that the required insurance is currently in force must be submitted to the Parks, Recreation & Culture Department a minimum of four (4) weeks prior to the event taking place.

I HAVE READ AND FULLY UNDERSTAND THE REGULATIONS AND AGREE TO ABIDE BY SAME. ANY VIOLATIONS WILL RESULT IN THE IMMEDIATE CANCELLATION OF THE PERMIT AND MAY RESULT IN PROSECUTION AND THE REFUSAL OF ALL FUTURE PERMITS TO THAT ORGANIZATION.

Signature: __________________________ Date of Application: __________________________

Note: Person(s) completing an application form must also complete a Permit for Use Form at the same time.
Office only:

Insurance Required:____________ Facility Permit Received:__________ Security Deposit Received:______________

Final Approval:_________________________ Date:____________________________________

S:\General Office \ Forms \ Special Occasion License Application \ March 2014
<table>
<thead>
<tr>
<th>Name of event organizer</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact information (email &amp; phone)</td>
<td></td>
</tr>
<tr>
<td>Type of event</td>
<td></td>
</tr>
<tr>
<td>Location of event</td>
<td></td>
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<tr>
<td>Anticipated number of attendees</td>
<td></td>
</tr>
<tr>
<td>Date and time of event</td>
<td></td>
</tr>
<tr>
<td>Provision of non-alcoholic beverages and snacks (quantity and type)</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>What options will there be for a safe ride home? (designated drivers, shuttles etc)</td>
<td></td>
</tr>
<tr>
<td>Will you be displaying signs about harm prevention?</td>
<td></td>
</tr>
</tbody>
</table>

Confirmed read and signed by: _____________________________________________

(Approving authority)
The hours of service for alcohol are:

___ to ___
INTOXICATED PERSONS

WILL BE REMOVED

FROM THE PREMISES
NO DRINKS BEYOND THIS POINT
No Minors

2 pieces of ID required
TWO DRINK MAXIMUM PER SERVE
Municipal Alcohol Policy Proposal

FOR THE

City of Campbell River

Prepared by:

Sonya M. Jenssen, MA

WEDLER ENGINEERING LLP
#211-2459 Cousins Avenue
Courtenay BC V9N 3N6

Submitted on June 30, 2014 to BC Healthy Communities
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1.0 Project background/Preamble

Alcoholic beverages are a controlled substance in the province of British Columbia through the Liquor Control and Licensing Act, which is currently under review in 2013/2014. While the Act includes responsibilities for First Nation’s communities and regional districts, this discussion paper is specific to the City of Campbell River’s municipal facilities and properties. Therefore the paper’s considerations and recommendations do not include facilities and properties available for rent by the general public where alcohol will be served on First Nations territories or the rental is with the Strathcona Regional District.

The consumption of alcohol is restricted to designated locales, either ones that are permanent establishments where alcohol is served, or an area that has been temporarily licensed for the legal service of alcohol. The temporary designation to serve (and consume) alcohol is permitted through a Special Occasion Licence (SOL) that has been issued by the BC government liquor store in the geographic area where the event is set to occur. As per current regulations, one SOL is good for one day or less. A two day event will require two SOLs. The licence must be approved by the local government owning the facility where the event will be held, the nearest government liquor control and licensing branch, and the RCMP. These three authorities have the right to inspect the event and have jurisdiction to levy fines and/or shut down an event.

The role of alcohol in society is not only used in leisure; it is also a substance known to cause harm to individuals, families and society. It is for this reason, that harm prevention and reduction strategies are appearing as recommendations in policies and regulations to attempt to mitigate these societal ills.

One such program in place is the development of Municipal Alcohol Policies (MAP) with a focus on Special Occasion Licences with the support of funding by BC Healthy Communities. BC Healthy Communities has a broad mandate to support sustainable projects that promote healthy living in communities across the province. One form of support is the administration of grant funds from the provincial government to local governments and non-profit organizations, and provision of expertise and resource materials. The MAP grants from BC Healthy Communities are to assist local governments with developing or improving their municipal alcohol policies in order to promote moderation in alcohol use, and reduce injuries, violence, vandalism and other health and social costs.

The Campbell River Community Addictions Dialogue and Action Committee (CADAC) were instrumental in bringing the municipal alcohol project to the community and applied for the grant with support from the City of Campbell River.

Why are SOLs important?
Special Occasion Licensed events play a role in fundraising for charities and providing liquor service at private functions such as weddings. Special Occasion Licensed events provide a valued service for the community in the form of music, theatre and other events. With the provincial government’s new recommendations to change the Liquor Control and Licensing Act,
SOLs will no longer be restricted to non-profits and private functions as SOL applicants. Event promoters, businesses and hobby brewers will all be able to apply for a Special Occasion Licence once the provincial recommendations have been implemented. For more on the proposed changes, see: *Liquor and Licensing Control Act Final Report*.

The intention of the Campbell River Municipal Alcohol Policy (MAP) project is to propose a policy that could be adopted by the City of Campbell River to update the City’s current policy. The City of Campbell River owns and operates facilities where the consumption of alcohol may be permitted under the authority of a Special Occasion Licence and has a Committee to Approve Public Events with the purpose of deciding when to issue Special Occasion Licences. A City Council member sits on the Committee.
2.0 Statement of Intent

The Municipal Alcohol Policy (MAP) proposal applies to public and private events on City of Campbell River municipal property where alcohol will be served under the approval of a Special Occasion Licence (SOL). A consistent process for the licensing of Special Occasions would be beneficial to Campbell River’s municipal government, licence holders (the organizing hosts which presently are not-for-profits and private functions), property managers/owners, the Liquor Board, the RCMP, and the general public.

Municipal Alcohol Policy Objectives

To promote the safe distribution and consumption of alcohol on municipal government properties designated for service of alcohol through a Special Occasion Licence in the City of Campbell River. This proposed policy will:

1. Provide assistance and clear guidelines for individuals applying for SOLs at designated City-owned venues. SOL applicants must meet in person with the local approving authority which is the nearest government liquor store.
2. Support the development of a consistent policy for City of Campbell River facilities and property.
3. Encourage and provide harm prevention strategies that reinforce responsible, moderate drinking practices and promote the safety of individuals at Special Occasion events.
4. Increase the general public’s awareness regarding their responsibilities and obligations under the provincial Liquor Control and Licensing Act.
5. Designate facilities/ types of events for alcohol service or not.
6. Provide support to event organizers, venue managers, enforcers and regulators.
7. Suggest enforcement procedures that can be applied upon contraventions of a SOL.
8. Reduce risk to the community during Special Occasion events.

Deliverables

Proposed policy to be presented to the City of Campbell River
Examples of signage (Appendix A)

Limitations

This proposal has been composed during the review process for the provincial Liquor Control and Licensing Act. Some of the proposed changes to the Act are in the process of implementation at the time of preparing this paper, with full implementation expected by the end of 2015.
3.0 Glossary of terms and definitions

In this policy:

“Act” means the Liquor Control and Licensing Act – RSBC 1996 C.267;

“alcohol” means Liquor as defined in the Act;

“City” means the City of Campbell River

“Duty of Care” means the legal responsibility one holds to protect guests from any harm that may result from attendance at an event.

“event” means any specially scheduled assembly of individuals for a common purpose and is not intended to include regular ongoing activities;

“event worker” includes
  • All employees, volunteers or other individuals engaged in serving alcohol, monitoring alcohol consumption, or providing security;

“events aimed at youth” or “events attracting youth” include
  • ticketed spectator events with different admission prices for families, children or youth
  • events where the majority of participants or spectators are youth
  • events with promotions specifically directed at youth

“Municipal Alcohol Policy” (MAP) means a public policy that recommends strategies to reduce the public safety risk associated with the consumption of alcohol at events held on municipal property.

“private event” means an event that must limit attendance to invitation only or advance ticket purchase. Private special events include: a dance or social function, family occasions, tastings, and religious events.

“public event” means an event where anyone can attend. An event is considered public if uninvited attendees or members of the general public are allowed to participate. Public special events include: festivals, concerts and beer gardens.

“public space” means any area that is available to rent or frequent by the general public, for example, halls, parks etc.

“regulations” means the Liquor Control and Licensing Act Regulations;

“Serving it Right” means a certification that allows for individuals to serve alcohol responsibly.

“Special Occasion Licence” (SOL) means a licence authorizing a public or private event to serve alcohol as defined in the provincial Liquor Control and Licensing Act;

“Special Occasion Licence holder” means the approved applicant of the SOL. The approved applicant must ensure that Duty of Care has been met in order to protect the safety of event patrons.

“youth” means a person under the age of majority established by the Age of Majority Act – RSBC 1996 C.7.
4.0 Methodology

The process of creating the MAP proposal has been a network building exercise and has brought together a diverse representation of those organizations and businesses affected by the aspects in SOLs: the enforcement, provision or consumption of alcohol in the City of Campbell River on their properties and in their facilities.

A steering committee has overseen the policy proposal development. This committee was comprised of representation from the City of Campbell River, The John Howard Society of North Island, the Campbell River Seniors’ Centre Society, the Rotary Club, the Royal Canadian Mounted Police, the Liquor Control and Licensing Branch, and the Campbell River Community Addictions Dialogue and Action Committee. The steering committee had three official meetings to discuss the project progress, a planning meeting for the community forum for those who were involved in the organizing and a review session of the draft policy proposal for those who could attend. Official minutes are attached (See Appendix B).

To engage the wider community, a press release (See Appendix C) was distributed to media channels via the City of Campbell River informing residents about the project and inviting new members to join the steering committee. Also, a community survey was available for public input for two months. The number of completed surveys meant the results were not statistically significant but the general feedback from respondents was support for the development of a municipal alcohol policy. (See Appendix D). Finally, a community forum was held where representatives from organizations that host Special Occasion events had the opportunity to listen to panel experts speak to the specifics of Special Occasion Licensing and ask questions. (See Appendix E).
5.0 Designation of Properties and Events

By designating events and facilities as eligible or not eligible for alcohol service, the proposed Municipal Alcohol Policy aims to promote a healthy and balanced perception and use of alcohol in the City of Campbell River. The sale or consumption of alcohol in public spaces is prohibited unless permitted under the authority of a Special Occasion Licence.

The review of the BC Liquor Control and Licensing Act has led to the recommendation for whole site licensing to be allowed for SOL events. The BC Ministry of Justice has clarified that all Special Occasion Licence events will require some form of fencing, for example perimeter fencing, and in order for the whole site to be licensed applicants will need to demonstrate how they will maintain control.

Alcohol consumption at events held in municipal government facilities or parks in the City of Campbell River, and managed either by a public or private agency, is permitted under a Special Occasion Licence and when the SOL application and the event are in compliance with the provincial Act and Regulations and the City’s MAP.

The following facilities are owned and operated by the City of Campbell River and are available for Special Occasion event rentals:
  - Community Centre
  - Sportsplex
  - City Hall

For a list of parks managed by the City of Campbell River see Appendix F.

The following facilities and parks (under review) are owned by the City and run by external groups/agencies:
  - Campbell River Museum
  - Haig Brown House
  - Maritime Heritage Centre
  - Sybil Andrews Cottage
  - Art Gallery
  - Visitor centre
  - Library
  - Enterprise Centre

Whereas the above facilities are designated locales for Special Occasion events, it is proposed that the MAP not permit the service of alcohol for the following activities:
  - Alcohol consumption is not permitted at public events aimed at youth or at events aimed at attracting youth.
  - Alcohol consumption is not permitted at events that are youth-centered.
6.0 Designation of Roles

Approval of a Special Occasion Licence requires that the application is first approved by the local government and/or the property manager* where the event will be held, then by the nearest government liquor store and then by the RCMP. Each of these organizations has a different area of responsibility, as noted below.

Step One: Role of rental property manager and/or local government
Approve the rental of the facility for the Special Occasion event and ensure that the Special Occasion applicant has been informed about what is necessary in order to process a Special Occasion application. This includes permits, insurance and any other required paperwork.

Step Two: Role of BC Liquor Store Branch management
Assist the event organizer with the application process and all of the necessary steps, including the need to obtain approval from the RCMP. Provide the BC Liquor Control and Licensing Branch checklist of the required steps. See Appendix F.

Step Three: Role of the RCMP
Liaise with the Special Occasion applicant to discuss community safety issues and seek approval of their Special Occasion Licence application. It must be understood by the applicant that the RCMP has the authority to conduct an inspection of the event at any time, the authority to shut down the event at any time and can place additional restrictions or alter the terms and conditions of a Special Occasion Licence. RCMP approval needs to be on the SOL application or otherwise it will be denied.

The RCMP has the authority to enter and inspect premises while the event is in progress. They may suspend an SOL immediately for reasons of public safety, seize illicit liquor and/or take other measures where a Licence has been contravened including levying fines on the spot and/or after the event for violations.

‘Behind the scenes’: Role of the liquor inspector/ Ministry of Justice
Assist the Liquor Control and Licensing Branch and RCMP in approving the Special Occasion License. They have the authority to enter and inspect premises while the event is in progress. They may suspend an SOL immediately for reasons of public safety, seize illicit liquor and/or take other measures where a Licence has been contravened. The liquor inspector has the authority to levy fines on the spot and/or after the event for violations. As well, any event attendee can report a contravention of the provincial Liquor Act to the liquor inspector, RCMP or local government.

Role of the Special Occasion Licence holder
Apply for the Special Occasion Licence and be responsible for the safety of patrons at the event. The applicant of the Special Occasion Licence can be held liable for injuries and damages arising from breach of agreement with the municipality, the Municipal Alcohol Policy and/or contravention of the Liquor Control and Licensing Act. The applicant must ensure adherence to the proper purchase and pricing of alcohol, the provision of adequate security and the procedures for identifying minors, posting of required signs, etc. The Special Occasion Licence

7
holder is required to remain at the event for the whole time period of the event or designate someone in their place. In addition, all event workers must be properly informed of the conditions in the MAP and Liquor Control and Licensing Act.

It is the Special Occasion Licence holder’s responsibility to ensure that the following conditions are met:

- The Municipal Alcohol Policy and the Liquor Control and Licensing Act are adhered to.
- All event workers, paid and volunteer, are properly trained and have the required certification.
- All staff, whether volunteers or paid, must refrain from alcohol consumption
- Any incident involving bodily harm, property damage and/or violations to the Municipal Alcohol Policy or Liquor Control and Licensing Act are reported to the RCMP.
- The safety and sobriety of the event attendees must be properly monitored, including patrons who have become too intoxicated and left the premises.
- Access to the premises is controlled at all times.
- Intoxicated individuals are to be prevented from driving and safe transportation options must be provided.
- Police or other emergency services are contacted if necessary.
- Minors will not be served or allowed to consume alcohol.
- Adequate insurance has been purchased.

Role of the event worker

Ensure that the Municipal Alcohol Policy and Liquor Control and Licensing Act are adhered to. Event workers must not serve alcohol to minors or intoxicated patrons, and must cooperate with the RCMP, liquor inspector and local government to ensure the overall safety of other event workers and patrons. Any contraventions to policies and regulations must be reported by the event worker to the Special Occasion Licence holder.

Role of the Security Worker

Security workers are responsible for preventing the entrance of intoxicated, unruly or disruptive persons and for removing persons who become intoxicated, unruly or disruptive or who present a safety risk to others. Servers, bartenders or other individuals who check identification or count patrons to ensure that the event is not overcrowded, and are not expected to perform tasks associated with the security of the event, are not considered to be security workers. This does not absolve event workers from taking responsibility for those present at the event. Individuals providing door security must be licensed under the BC Security Services Act.
7.0 Application process

A Special Occasion Licence permits the Special Occasion Licence holder to serve and sell alcohol at the event. Licences are regulated by the Liquor Control and Licensing Branch, Ministry of Justice, and issued by the Liquor Distribution Branch. A checklist of steps is presented in Appendix G.

Under the Liquor Control and Licensing regulations, Section 15 (9) “If an event for which a special occasion licence is to be issued is to be held on lands or premises owned or operated by a local government or first nation or by the Provincial or Federal Government, the applicant must, before issuance of the licence, produce written permission for the event signed by an authorized official of that government or first nation”.

To apply for a Special Occasion Licence, the event organizer needs to:
1. Find a facility and meet all of the conditions to apply to rent it for the event;
2. Apply for a Special Occasion Licence from the nearest government liquor store; and
3. Take the application to the RCMP for the final authorization.

The process for applying for a Special Occasion Licence has been outlined by the City of Campbell River. (See Appendix H).

Licensing eligibility
The applicant must be in good standing with the City, the Liquor Control Branch and the RCMP.

Required components of a Special Occasion Licence are as follows:

Harm prevention plan
The Special Occasion Licence holder needs to have considered safety of their patrons and event workers and must submit a one page form (See Appendix I) explaining how the following will be addressed:
- Provision of non-alcoholic beverages and food/snacks
- Options of safe transportation home
- Display of educational signs about the effects of alcohol

Provision of non-alcoholic beverages and food/snacks
The event organizer must offer alternatives for designated drivers/non-alcohol consumers, for example juice, water and soda pop. In addition to providing non-alcoholic drinks, event organizers should consider providing options of low-alcohol drinks for those who like to drink but do not wish to consume standard alcoholic drinks. A variety of food should be provided; this may include full meals or snacks (sandwiches, pizza, muffins, chips).

Options for safe transportation home
A SOL holder has a Duty of Care towards patrons and is legally responsible for ensuring that guests do not drive while intoxicated and that intoxicated persons arrive at a safe location. The SOL holder must remain on the premises until all patrons have left the property. A safe transportation home strategy must provide at least one option to safely leave the event and
arrive safely at home. Shuttle bus providers and the taxi service numbers can be indicated on the ticket, armband and/ or with signs. Alternatively, a designated driver plan outlining the number of drivers in ratio to the number of guests can be submitted.

**Display of Signs**
The content of the signs and where they are to be posted are listed below. For some sign examples, see Appendix A.

**Required Signs**
- Special Occasion Licence: The SOL permit is the responsibility of the event organizer and must be posted in a visible area for the duration of the event.
- SOL accountability: It is the responsibility of the event organizer to post a sign at the front entrance stating who they are and that the event is in compliance with the Municipal Alcohol Policy and the Liquor Control and Licensing Act.
- Safe Ride Home: Signs should be displayed at main areas of congregation (i.e., bathrooms, beside the bar, entrances) with contact information for taxis and shuttles and designated drivers.

Required signage is clearly listed in the SOL’s Major Events Terms and Conditions and the SOL Checklist.

**Suggested Signs**
- Signs about the health effects of alcohol, for example, Fetal Alcohol Spectrum Disorder: “Alcohol and pregnancy don’t mix”.

**Security Plan**
Security plans MAY be requested by RCMP or the liquor inspector for events under 500 people. For an event over 500, a security plan is mandatory.

Details of the security plan must include the event layout, name and contact information of the primary security contact/company, and a brief outline of how security concerns will be addressed. Examples of security concerns are rowdy behaviour, intoxicated persons, underage drinking, and emergency or health responses. The security plan is generally dependent on the size and type of event but in particular cases additional security measures may be required by the RCMP or the City.

**Host Insurance**
The City of Campbell River requires Comprehensive General Liability Insurance from the organization requesting use of municipal property for the purpose of a Special Occasion event. The minimum insurance requirements are:
- Comprehensive General Liability Policy of not less than $2,000,000, including Public Liability and Property Damage
- That the City of Campbell River be named as an additional insured
- Cross Liability Clause
Confirmation that the required insurance is currently in force must be submitted to the City’s Recreation and Culture Department a minimum of four weeks prior to the event taking place.

**Serving it Right**
The SOL holder needs their *Serving it Right* certificate and must include a copy in their application for a SOL.

**Event worker training strategy**
The SOL holder is responsible for ensuring that the prescribed number of workers, paid and volunteer, including security, are present and aware of their responsibilities and that their responsibilities are carried out. It is required that, prior to the event, the SOL holder should explain the service rules and safety plan including emergency exits and safe transportation home strategy to event workers.
8.0 Management practices

Decisions regarding Special Occasion Licenses on City property are made by the Committee to Approve Public Events (CAPE). The CAPE is comprised of representatives from the RCMP, the Liquor Control Board, the City’s Recreation Department, and City Council or one of the City Commissions, and a representative from the hospitality industry.

In accordance with the MAP, conditions for issuing a SOL include:

- the harm prevention plan (See Appendix I) must be submitted to the City along with the insurance documents
- if required, the security plan must be submitted along with the application
- the event organizer must comply with the MAP and the Liquor Control and Licensing Act

This means that:

- The Special Occasion Licence holder must have a Serving it Right certificate.
- Security workers are required to be licensed under the BC Security Act.
- The Special Occasion Licence holder, or their designate, must be in attendance throughout the duration of the event.
- The building owner will have free access to the event in order to conduct spot checks.
- The RCMP, the City or liquor inspector can immediately shut down the event for any contravention to the terms and conditions of the Licence.
9.0 Prevention strategies

Prevention strategies aim to reduce problems related to alcohol as well as promote the responsible consumption of alcohol. Guidelines outlining alcohol service are intended to minimize potential health and safety risks, and assist event organizers to carry out their responsibilities and ‘Duty of Care’.

Bar rules

The following guidelines regarding alcohol service must be met:

- The bar is to be located in an area that allows bartenders and security workers to monitor the event.
- Bartenders must not serve more than two drinks at a time to a single patron.
- Alcohol must not be available for self-service.
- All beverages must be served in plastic or non-breakable containers.
- Non-alcoholic drinks must be provided.
- Bartenders and the event organizer must ensure the provision of and encourage the consumption of appropriate food by consumers.
- Bartenders, servers and the event organizer reserve the right to refuse service.
- Underage or unauthorized persons are not to be served or allowed to consume alcohol at the event.
- Two pieces of government issued photo identification may be required for purchase of alcohol.
- There will be no ‘last call’.
- The bar must close at the time designated in the SOL application and all evidence of the sale of alcohol must be removed within 30 minutes of the bar closing.
- There will be zero consumption of alcohol by staff or volunteers while on duty. When off duty and still on the premise, identifying markers of being on duty must be removed (shirts, name tags etc).
- Minimum pricing will be no lower than the purchase price of the alcohol.
10.0 Enforcement and Review

A violation of this policy occurs when the SOL holder fails to comply with the conditions of the Liquor Control and Licensing Act or the MAP. Violators of this policy will face a variety of possible consequences, depending on the severity of the infraction. Fines are clearly stated in Appendix 1 of the SOL’s Terms and Conditions.

Procedures for handling infractions
It is the responsibility of the Special Occasion Licence holder and the event workers to report any infractions to the RCMP. Notification must take place within 24 hours of the occurrence.

Penalties
If the MAP is violated, any designated authority may shut down the event and/ or not agree to renew subsequent SOLs.

Intoxicated patrons
The Liquor Control and Licensing Act prohibits the selling or giving of liquor to an intoxicated person. Further, an intoxicated person is not permitted to remain in the licensed area. The Licence holder has a responsibility and right under the Act to forbid a person to enter or request a person to leave the premises “if for any reason he believes the presence of that person in the licensed establishment is ...intoxicated”.

If a person becomes intoxicated, it is the responsibility of the Licence holder to take reasonable steps by demonstrating Duty of Care to ensure that the person does not harm himself/ herself or others upon being escorted from the event and to a safe place.

Under no circumstances will alcohol be served to youth.
11.0 Policy Support

*Implementation Plan/ Conditions of Application*

The Special Occasion Licence holder must sign the SOL agreement form to verify having received, read and understood the SOL’s Major Events Terms and Conditions. The following documentation should be submitted within four weeks in advance of the event, if possible.

- Copy of *Serving it Right* certification and SOL application to Liquor Control and Licensing Branch
- Copy of host insurance, facility rental contract and completed harm prevention form to the City of Campbell River
- Security plan, if required, to the RCMP

The SOL applicant must be in good standing with the City, comply with all of the requirements outlined in the MAP, comply with the regulations of the Liquor Control and Licensing Act and comply with all bylaws that apply to the use of the premises.

Any person or community group that organizes an event where alcohol is being served has a personal and legal responsibility for the safety and well-being of guests and attendees, and neither the Insurance Corporation of BC, the City nor its staff or any local government will assume any obligation or responsibility whatsoever for implementation and/or compliance with this policy. The above conditions must be met in order to be approved for a SOL.

*Review and Monitoring*

The MAP will be reviewed as required based on changes to the Liquor Control and Licensing Act, local bylaws and/or other relevant policies. The City of Campbell River will initiate the call for review.

*Accountability*

Any breach of contract by the SOL holder may result in the suspension of or rejection of future Special Occasion Licence applications.

A security deposit of $200 is payable to the City of Campbell River.
The hours of service for alcohol are:

to
INTOXICATED PERSONS

WILL BE REMOVED

FROM THE PREMISES
NO DRINKS
BEYOND
THIS POINT
No Minors

2 pieces of ID required
TWO DRINK
MAXIMUM
PER SERVE
Minutes of the meeting of the Municipal Alcohol Policy steering committee held on December 16, 2013 at the Campbell River Community Centre located at 401 11th Avenue, Campbell River, commencing at 2:30 pm.

PRESENT:
Jenny McLeod    Campbell River and District Association for Community Living Society
Sterling Campbell    Senior's Community Centre
Doug Sloan     LCLDB
Linda Nagle     City of Campbell River
Brenda Wagman    Brenda Wagman Consulting
Mary Catherine Williams   John Howard Society
Sonya Jenssen    Wedler Engineering, project consultant

Roundtable introductions
All present introduced themselves. More steering committee members will be recruited, including legal drinking age youth, suggested from the Youth Advisory Committee. Service clubs, the RCMP and VIHA are of particular interest.

What is MAP
The relationship between the Community Addictions Dialogue and Action Committee (CADAC), the City of Campbell River (the ‘City’) and the John Howard Society North Island (JHSNI) were explained. In June 2013, CADAC approached the City to partner in applying for funding from BC Healthy Communities to complete a Municipal Alcohol Policy (MAP project). City Council gave approval to apply and City staff will oversee the disbursement of the project funds to JHSNI on behalf of CADAC. The City will also contribute meeting space, assistance with communications, and posting project information on their website, newspaper announcements. Strathcona Gardens has been invited to sit on the MAP Committee to discuss their policies and related experiences noting that the project scope is limited to the City of Campbell River.

Both the Strathcona Regional District and the City have policies and bylaws in place relating to Special Occasion events.

BC Healthy Communities has a broad mandate to support sustainable projects that promote healthy living in communities across the province. They administer grant funds from the provincial government to local governments and non-profit organizations, and provide expertise and resource materials. The MAP grants from BC Healthy Communities are to assist local governments with developing or improving their municipal alcohol policies in order to promote moderation in alcohol use, and reduce injuries, violence, vandalism and other health and social costs.

The MAP process in the Comox Valley was summarized. The project began in July 2013 with endorsement from the Town of Comox. The steering committee is comprised of local government representatives who work at recreation facilities, the Comox Valley Regional District, VIHA, the RCMP, two sports clubs, the Liquor store manager, Labatt’s Brewery,
festival organizer, CFB Comox, and the K’ómoks First Nation. The committee met once a month and will review the policy prior to the draft submission and the final submission.

Community consultation in the Comox Valley consisted of press releases to the Comox Valley Record and the Comox Valley Echo with a link to a survey about experiences and suggestions regarding Special Occasion Licencing. An electronic and paper copy of the survey ran for a month, with three prizes drawn just for responding. A Lunch ‘n’ Learn where the liquor inspector, a trainer for Serving it Right, and an insurance agent presented information as it relates to SOLs to venue managers, event organizers, service clubs, catering companies and liquor store managers. This highly successful event drew over 50 people.

Project Deliverables

The scope of the MAP project needs to better defined. How do First Nations and the Strathcona Regional District play a role in MAP? All halls in the area have been venues for Special Occasion Events yet are outside of the jurisdiction of the City. The Thunderbird and Quinsam halls are some of the largest facilities in Campbell River and managed by First Nations.

Shared liability needs to be clarified as well. The City requires the SOL applicant to be named in third party insurance but a private property owner does so at their own discretion.

The list of deliverables was reviewed.
- Designation of facilities will be reviewed by Sonya with support from Linda and the RCMP.
- Alcohol management and prevention strategies will be defined through the consultation process and with input from the steering committee.
- Enforcement practices (fines) are well detailed in the provincial Act yet a violation can be other contraventions, such as, lack of security, lack of signs etc.

Education and community awareness will be a large part of this project.

Committee commitments

The committee agreed to:
- Personally invite members of the community to sit on the MAP steering committee
- Draft ideas for the community consultation process
- Review the BC Healthy Communities workbook
- Attend approximately five steering committee meetings between January to June, 2014
- Advise and support the consultant

The upcoming task for the consultant is to:
- Draft a press release announcing the project initiation for distribution January 8th, 2014
Key dates in 2014
March 31: Submit draft to BC Healthy Communities
June 30: Final submission to BC Healthy Communities

Next meeting
January 20, 2014 at 2:30pm.

Termination
The meeting terminated at 4:00pm.

Recorded by: 
S. Jenssen

Certified correct: 
M.C. Williams
Minutes of the meeting of the Municipal Alcohol Policy steering committee held on January 20, 2014 at the Campbell River Community Centre located at 401-11th Avenue, Campbell River, commencing at 2:35 pm.

PRESENT:
Sterling Campbell
Anne House
Linda Nagle
Brenda Wagman
Mary Catherine Williams
Josie Rohne
Dr. Charmaine Enns
Sonya Jenssen

Senior’s Community Centre
RCMP
City of Campbell River
Brenda Wagman Consulting
North Island John Howard Society (NIJHS)
Facility manager, Strathcona Gardens (SRD)
Island Health (VIHA)
Wedler Engineering, project consultant

ABSENT
Doug Sloan
Liquor Control and Licensing Distribution Branch

Roundtable introductions

Both Anne and Charmaine have their work coverage spanning from the Comox Valley to Port Hardy. Areas where the committee has focus are with drug addiction, health, crime, ageing (35% of population in CR are seniors). Sterling will report back to the Rotary service club as well as being a representative for the Senior’s Community Centre.

Brenda works as a consultant, one of her current projects is the ‘Better at Home’ program that helps seniors to stay in their home. Strathcona Regional District has an interest in MAP and sitting on the committee for two reasons. Josie informed the committee that there is a zero tolerance policy in the dressing rooms at Strathcona Gardens Complex with a ‘three-strikes you’re out’ penalty system. Certain parts of the building are SOL-designated. It is a ‘yearly chore’ to send memos to user groups reminding them of this policy. There is no interest in changing this policy as the is a family facility. Another overlap between the Strathcona Regional District and the MAP is the promotion of healthy living through the Life program in partnership with the City. This is an offer for low income passes for ice-skating and swimming.

Linda issues SOLs for outdoors and sits on CAPE committee. The indoor application process is more simple because it doesn’t involve beer gardens.

Additional comments during the roundtable
What is the process and potential buy-in from the City?
Community Addictions and Dialogue Action Committee presented to the parks, recreation and culture commission in June to endorse the application to BC Healthy Communities for Municipal Alcohol Policy funding. The grant was granted to the City and the JHS disburses the funds. Ron
Kerr, is the new chair of the commission. The commission should be invited to a MAP steering committee meeting in order to maintain dialogue and further the potential for the policy to be adopted.

Anne plays women’s hockey and is exposed to locker room politics. She provided an example of an enforcement policy from Prince George that beer cans in garbage cans was enough for the team’s expulsion for the remainder of the hockey season.

What is the liability at stake?
Who is responsible for enforcing permitting and unpermitted use in parks, forests etc. It should be noted that with the provincial review of the Liquor Act drinking in previously undesignated public spaces may be allowed.

Can this policy supercede the Act?
It would need to become a bylaw, yet, this requires a bylaw enforcement officer and there is only one currently employed with the City.

Who else should be invited to sit on the committee?
- Ron Shelrud, RCMP SOL approvals
- Chamber of Commerce
- Larger sport groups, slo-pitch, men’s hockey
- Aquaculture society. “Positive aquaculture awareness” event
- Kristie Cross, ball tournaments, *gold standard* according to BCLCDB
- First Nations band councils
- Other businesses, ie, caterers

**Review of minutes December 16, 2013**

Brenda would like more context on the first page and will send comments to the group.

Does BC Healthy Communities designate communities? Sonya to ask Krissi from BC Healthy Communities.

**Steering committee ‘homework’ comments**

The scope of project still needs clarification and may aware confusing to the public as there is a lot of interest in the provincial review currently.

Ideas around community consultation processes
What is the evaluation going to involve? Community consultation: what do we want to come away with? Who - broader community? How and where? Where do we need to improve and how do we make that change?
Use the MAP workbook provided by BC Healthy Communities- did we raise public awareness and discussion? What evidence exists for commenting on this list? Refer to these specifics: Imparting information and gathering input, page 22. Identifying problems, page 15.

Additional comments
Will this new policy lead to new bylaws? The RCMP can’t enforce a policy but can enforce a bylaw and then the money goes back into the community. There is confusion around jurisdictions which is frustrating. Every jurisdiction is different but the best is to keep it simple, which also makes it easier for the community to accept. With loopholes and exceptions to the ‘rule’ there is confusion around ‘what the law is’. A MAP needs to be tailored to OUR community.

A challenge to this project is the review of the provincial act has already released proposed recommendations and will lead the general public to believe that is what is being proposed has already been passed. The MAP is very specific to the permitting process for special events in that particular community. The distinction needs to be made between the provincial review and the MAP and that there can be discrepancies. The 77 proposed changes to the Act have yet to made public.

It was noted that the MAP project has provided a workbook as a resource for ensuring that the project covers our bases and provides a checklist for what to consider in the policy development process. Are we starting from scratch? What is our starting point? We need to ensure that we have been thorough.

A helpful item would be a checklist and cheat sheet of the relevant bylaws to be sent to the RCMP.

This policy development process has an opportunity to be evidence-based. “We can raise the bar”. An example, is that under provincial guidelines maximum pricing is the one of the control mechanisms in place for access. Rather, it should be minimum pricing based on the alcohol content. This is a no-cost initiative.

The level of enforcement appears to be minimal. Where is the liquor inspection?

Next steps

The consensus is that this policy should be evidence-based and include best practices, utilize different perspectives and include a focus on harm prevention. An additional note that signage around around Fetal Alcohol Syndrome would be of interest.
Three tools engagement were agreed upon.

1. Online Survey
Arenas of distribution:
Survey monkey (Julie at the City)
Drug Awareness site
Go Campbell River
The River
The Eagle
Schools - YAC committee, PAC committees connected to graduations (Strathcona Gardens)

2. Press Release
In conjunction with the survey.

3. Panel presentation in the evening
‘Speed dating model’ with speakers placed strategically at tables
Invite halls, clubs, community groups
Speakers- Charmaine evidence based practices/raising the bar: advertising, access, and availability, liquor inspector, insurance agent, RCMP, facility manager(s) etc.

Next meeting
February 24, 2014 at 2:30pm.

Termination
The meeting terminated at 4:00pm

Recorded by:  Certified correct:
S. Jenssen     M.C. Williams
Minutes of the meeting of the Municipal Alcohol Policy steering committee held on March 24, 2014 at the Campbell River Community Centre located at 401 11th Avenue, Campbell River, commencing at 2:30 pm.

PRESENT:
Sterling Campbell                                          Senior’s Community Centre
Linda Nagle                                                  City of Campbell River
Chad Brathwarte     CR Slopitch                            Larry Samson      City of Campbell River
Ian Bailkie      CR Fire Department                        Brenda Wagman                                          Brenda Wagman Consulting
Sonya Jenssen                                            Wedler Engineering, project consultant

Roundtable introductions
New committee members presented themselves.

Review of minutes January 20, 2014
Approved.

Next steps
Overview of process in the Comox Valley explained again.

Q: Any way to have a consistent process across the Island?
A: Each community will be different.

Q: City project?
A: Yes, project only applies to City properties. Updating bylaws already in place. Highly likely that the SRD will adopt the same policy.

Grocery store regulations and local wine sales in farmer's markets have stalled the implementation of the recommendations to the liquor act.

Q: Make sense to hold a community forum?
A: Yes, it was very successful.

Signs a part of public education and is a very important goal of BC Healthy Communities.

Q: Media release and survey - plans for release?
A: Paper copy to all sports facilities, email promotion to all sports clubs (Linda), sub-committee safety committee (Larry) and two other committees - City commission on culture and recreation and community partnerships, Young Professionals (Linda), social media, senior (Sterlin), North Island College and school district #72 and Christian school (Tom Longry main contact), Chamber and Downtown, Peer Street, Willowpoint, Campbellton Business Association

1. Community Forum

Goal: to disseminate information and gather input

- Timeframe: Last week of April, early May. Linda will look into the room. 6:30pm
• Speakers: Ask Doug Sloan (Sonya), Liquor Store manager, also about how to approach liquor inspector (new changes), RCMP (Sonya) how and what to enforce the SOL, who can answer questions? Insurance agent (Judy Scheply: Sterlin will ask), able to respond to questions: liability lawyer, Charmaine Enns, audience to raise issues
• Moderator: Sterlin, Sonya mic help
• Time: weeknight
• Forum panel: each speaker mic-ed, mics on the floor, question
• Invitation to go out, ask for questions ahead of time, RSVP
• Sign in sheet and suggestion box/single sheet with ‘feedback and suggestions’ to everyone
• Distribution: Julie

2. Draft policy
• Submission can be a list if what we have accomplished to date.
• Stick to the dates as close as possible.
• Survey and media distribution. See attachment.
• Draft submission due end of April 2014. Include survey results.
• Community forum.

Next meeting
To discuss details of the community forum. April 21, 2014 @ 3:00 - 4:00pm
March 19, 2014

Campbell River Municipal Alcohol Policy Review Seeks Community Input

Have you attended a community or private event where alcohol was served and wondered who is responsible for making sure that rules are followed and everyone is safe?

The Campbell River Community Addictions Dialogue and Action Committee is conducting a review and update of the municipal alcohol policy and invites public input.

The City of Campbell River’s current municipal alcohol policy will be updated with community input to ensure special occasion licences and procedures for hosting a special occasion event on City property maintain municipal standards for health and safety at events where beer, wine or liquor will be served.

Take a moment to complete an online survey on how this policy could best serve the community. The survey is available here: [https://www.surveymonkey.com/s/MunicipalAlcoholPolicyCityofCampbellRiver](https://www.surveymonkey.com/s/MunicipalAlcoholPolicyCityofCampbellRiver)

The municipal alcohol policy update is separate from the recent provincial review of BC’s Liquor Control and Licensing Act; it applies only to special occasion licences in the City of Campbell River.

Anyone interested in joining the steering committee for this project is invited to the next meeting on Monday, March 24 from 2:30 to 4 p.m. at the Campbell River Community Centre, Room 2. For more details and to register your attendance, please contact Sonya Jenssen by email: sjenssen@wedler.com or by telephone at 250-334-3263.

This project has been funded by BC Healthy Communities, a province-wide, not-for-profit organization that facilitates the ongoing development of healthy, thriving communities – partly by providing grants to develop municipal alcohol policies in British Columbia communities. These policies focus on requirements for obtaining a special occasion licence for events held on municipal government property, and streamlining the licence application process. Each community proposes terms and conditions relevant to their municipality and consistent with provincial legislation.

**Fast Facts on Special Occasion Licences and Municipal Alcohol Policies**

- Applying for and purchasing a special occasion licence is necessary to sell alcohol in beer gardens, at weddings, birthday parties, community celebrations and other events in otherwise unlicensed locations such as parks and community halls.

- The applicant for the licence is responsible for the event and must be either an individual or a designated representative from a sports club, service club or other non-profit group or organization.

- More than 25,000 special occasion licences are issued in BC every year.

- A municipal alcohol policy addresses public health and safety concerns while raising awareness of the roles and responsibilities for alcohol provision and consumption. Conditions can include a requirement to have a safe ride home plan for event participants and procedures for the prevention of underage drinking. The City of Campbell River policy outlines guidelines and conditions for events where alcohol is served in City facilities or on City property.

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**Media contacts**

Mary Catherine Williams, The John Howard Society of North Island
250-286-0611 Email: maryc@jhsni.bc.ca

Sonya Jenssen, Administration
250-334-3263 Email:sjenssen@wedler.com

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For details on this and other City of Campbell River services, events and information, Please visit our website at [www.campbellriver.ca](http://www.campbellriver.ca)
Q1 What is your age?

Answered: 118  Skipped: 2

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Total 118
Q2 What is your gender?

Answered: 118    Skipped: 2

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Q3 Do you reside in the City of Campbell River?

Answered: 118  Skipped: 2

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<tr>
<td>Yes</td>
<td>94.92%</td>
</tr>
<tr>
<td>No</td>
<td>5.08%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q4 In the past year, have you attended a Special Occasion event at a City of Campbell River facility (Willow Point Park, Nunns Creek Park, Sportsplex, Community Centre) where you had the option to buy alcohol? Please choose all of those that apply.

Answered: 115  Skipped: 5

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer garden</td>
<td>44.35%</td>
</tr>
<tr>
<td>Dance</td>
<td>26.96%</td>
</tr>
<tr>
<td>Fundraiser</td>
<td>51.30%</td>
</tr>
<tr>
<td>Private event, for example, wedding</td>
<td>20.87%</td>
</tr>
<tr>
<td>None of the above</td>
<td>22.61%</td>
</tr>
</tbody>
</table>

Total Respondents: 115
Q5 Thinking back to your attendance at an event(s) in a City of Campbell River facility, did you observe any of the following? Please check all that apply.

Answered: 98  Skipped: 22

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs indicating liquor regulations</td>
<td>48.98%</td>
</tr>
<tr>
<td>Visible security at the event</td>
<td>66.33%</td>
</tr>
<tr>
<td>Fights/yelling/verbal abuse</td>
<td>7.14%</td>
</tr>
<tr>
<td>Underage drinking</td>
<td>4.08%</td>
</tr>
<tr>
<td>Vandalism</td>
<td>2.04%</td>
</tr>
<tr>
<td>Litter</td>
<td>20.41%</td>
</tr>
<tr>
<td>Alcohol consumption outside of the designated area</td>
<td>11.22%</td>
</tr>
<tr>
<td>Alcohol smuggled into the designated area</td>
<td>8.16%</td>
</tr>
<tr>
<td>Safe options for transportation home</td>
<td>56.12%</td>
</tr>
<tr>
<td>Provision of food/snacks and non-alcoholic beverages</td>
<td>82.65%</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td><strong>Total Respondents:</strong> 98</td>
<td></td>
</tr>
</tbody>
</table>
Q6 A special occasion licence is required in order to serve alcohol at non-licenced venues, for example, in parks, community halls etc. Have you ever applied for a Special Occasion licence? Note: The licence holder assumes ‘Duty of Care’ and is legally responsible for the safety of their guests.

Answered: 117  Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>30.77%</td>
</tr>
<tr>
<td>No, skip to question 9</td>
<td>69.23%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q7 When you applied for a special occasion licence how did you find the process in dealing with the following:

Answered: 36  Skipped: 84

<table>
<thead>
<tr>
<th></th>
<th>Easy to follow</th>
<th>Slightly confusing</th>
<th>Difficult</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>City of Campbell</strong></td>
<td>63.33%</td>
<td>33.33%</td>
<td>3.33%</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>19</td>
<td>10</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Liquor Store</strong></td>
<td>61.11%</td>
<td>36.11%</td>
<td>2.78%</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>13</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>RCMP</strong></td>
<td>62.50%</td>
<td>28.13%</td>
<td>9.38%</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>9</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
Q8 How could the application process be improved?
Answered: 17 Skipped: 103

- 1 stop licensing.
- Shorter application not so detailed
- One stop shop
- One stop.
- Lots of running around for signatures, especially when doing the exemption & license - Unclear on whether we needed security plan - it wasn’t stated outright that if under X amount of people that you didn’t need one - application should be online, not have to go get it at liquor store - Odd to apply for exemption before license, should just be combined part of form.
- On line/email application - too much travel for the application (rcmp x 2, Liquor store x 2)
- It went very smoothly, I would leave it the same
- Easy clear steps online "how" to obtain. Lots of info re:requirements online, but no simple steps to follow.
- Police work with ppl instead of trying to make it to hard to get a license
- Employees at the liquor store seem confused about procedures. They should know all the rules but don’t seem to
- Applications could be dealt with in a more timely manner. Approval is received from RCMP too close to scheduled event and creates difficulties in planning events.
- The present process seems to be working well.
- Stadium licenses at sports venues
Q9 Do you support the development of a municipal alcohol policy with targets for improved public safety and greater awareness of the licensing application process? * A municipal alcohol policy cannot supersede the Liquor Control and Licensing Act but can supplement the Act with relevant local terms and conditions.

Answered: 114  Skipped: 6

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42.98%</td>
</tr>
<tr>
<td>Maybe</td>
<td>27.19%</td>
</tr>
<tr>
<td>No</td>
<td>10.53%</td>
</tr>
<tr>
<td>Don't know</td>
<td>19.30%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q10 In your opinion, what is important in a municipal alcohol policy for special occasion events? (beer gardens, weddings, birthdays). Please check all that apply.

Answered: 116   Skipped: 4

- Visibility of security at...
- Provision of non-alcoholi...
- Ensuring safe options for...
Signs indicating...

Procedure to removes...

Qualified staff and...
### Municipal Alcohol Policy Community Survey

**Hours of operation**

<table>
<thead>
<tr>
<th>Importance</th>
<th>Not important</th>
<th>Slightly important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very Important</th>
<th>N/A</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visibility of security at the event</td>
<td>3.54% 4</td>
<td>15.04% 17</td>
<td>15.04% 17</td>
<td>34.51% 39</td>
<td>29.20% 33</td>
<td>2.65% 3</td>
<td>113</td>
</tr>
<tr>
<td>Provision of non-alcoholic beverages and food/snacks</td>
<td>3.48% 4</td>
<td>2.61% 3</td>
<td>9.57% 11</td>
<td>34.78% 40</td>
<td>47.83% 55</td>
<td>1.74% 2</td>
<td>115</td>
</tr>
<tr>
<td>Ensuring safe options for transportation home</td>
<td>1.72% 2</td>
<td>1.72% 2</td>
<td>12.93% 15</td>
<td>21.55% 25</td>
<td>60.34% 70</td>
<td>1.72% 2</td>
<td>116</td>
</tr>
<tr>
<td>Signs indicating liquor regulations</td>
<td>13.27% 15</td>
<td>8.85% 10</td>
<td>25.66% 29</td>
<td>30.09% 34</td>
<td>21.24% 24</td>
<td>0.88% 1</td>
<td>113</td>
</tr>
<tr>
<td>Procedure to removes intoxicated/under-aged persons</td>
<td>1.75% 2</td>
<td>4.39% 5</td>
<td>7.89% 9</td>
<td>40.35% 46</td>
<td>42.98% 49</td>
<td>2.63% 3</td>
<td>114</td>
</tr>
<tr>
<td>Qualified staff and volunteers</td>
<td>1.74% 2</td>
<td>5.22% 6</td>
<td>15.65% 18</td>
<td>31.30% 36</td>
<td>41.74% 48</td>
<td>4.35% 5</td>
<td>115</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>5.36% 6</td>
<td>8.04% 9</td>
<td>25.89% 29</td>
<td>34.82% 39</td>
<td>23.21% 26</td>
<td>2.68% 3</td>
<td>112</td>
</tr>
</tbody>
</table>
Q11 Are there any locations or types of events where you would NOT like to see alcohol served in the City of Campbell River?

- No
- Any Event where both Adults and Children can attend
- MADD or AA Meetings.
- Parks
- Canada Day!
- There should continue to be some family orientated events.
- No
- At children's sports events or any events specifically intended for children.
- Family festivals
- No. I have no problem with a responsible alcohol event.
- No as long people acting in a considerate and responsible manner - remove anyone who is starting to become belligerent or intoxicated immediately
- Anywhere where minors are present.
- Where there are lots of kids
- No
- Sports events, because as the intensity of the sporting event escalates, so do intoxicated supporters.
- No
- City Parks where children are present Ie. Willow Pt. Park near playground, splash park, skate park etc.
• No

• Parks & public areas where children and underage teens are in attendance.

• No

• No

• An event centred on children

• No

• No.

• No

• Schools

• Events, with the main focus on youth,

• Theatre at the Tidemark
Q12 Do you have any additional suggestions for how to improve special occasion events in the City of Campbell River? (beer gardens, fundraisers, private events)
Answered: 29 Skipped: 91

- No
- I have seen children inside a beer garden during ball tourneys. Regulation is clear about not allowing underage people inside the tents but this does happen as no one from the city or liquor branch periodically check in,
- Restaurants and bars should have access to open sidewalk space. This is good for all business and tourism. Think Europe
- I think we would do well to educate our citizens about how to enjoy various forms of alcohol without having to binge drink to have a good time.
- I would not want to see public drunkenness encouraged or see excessive drinking due to any new changes. Any events serving liquor need to be well policed.
- No
- There have been no issues requiring improvement at events I have attended.
- No
- Beer gardens at wpp should be allowed to be on the upper and lower fields! Abiding by the regs will encourage less disruptive, unruly behaviour
- Beer Gardens should be eliminated, period!
- I don’t feel the need for too much regulation or it stifles the event. Beer gardens are a little more touchy, but private events or fundraisers are usually a non issue.
- Allow the service groups to serve the bars and not limit their license ability. Not allow family or friends to serve bars at their own events even if they have serving it right.
- The last event held at the Community Center forbid alcohol outside of the gym. There were a few security guards visible to police this policy and all in all this was
one of the best events to date. I believe there were also rides home but I am not positive about that one. The event was great for guests, volunteers and staff.

- Email/online application process

- No

- Do a police check in, ensuring all occupants are legally able to drink. Would keep underage minors out of areas more effectively.

- Anything to normalize safe social consumption.

- No

- It seems like the requirements are a little over the top. I like the new rules the province has in place.

- Make the process more user friendly. The people who put on these events just want a smooth process not the inquisition.

- The onus should be on individual patrons of events. The liquor laws put all responsibility on the license applicant. The process itself and guidelines are not an issue if followed and patrons are aware of them on signage.

- At beer gardens, there should be at least 1 professional security person during operating hours to supervise security and instruct the volunteers. Professionals have the training to handle a situation if it should arise.

- Have Wp 1 and 3 dugouts/stands apart of the beer garden.

- Indicate the turnaround time on an application so the folks planning the event can ensure that they complete it well in advance of the event date.
Meeting Notes
Campbell River Municipal Alcohol Policy (MAP) Project
Community Forum on Special Occasion Licences (SOLs)

Wednesday, April 30, 2014, 6:30 pm – 7:50 pm Gym 1, Campbell River Community Centre
401-11th Avenue, Campbell River, BC V9W 4G2

The forum discussion was moderated by Michele Babchuk, Chair of School District 72 Board of Education. Michele opened the forum by welcoming everyone and introducing herself and the five panel members:

- Denise De Pape, Director, Alcohol Harm Reduction, Communicable Disease Prevention, Harm Reduction and Mental Health Promotion, BC Ministry of Health
- Krissi Spinoza, Program Coordinator with BC Healthy Communities
- Doug Sloan, Senior Manager, BC Liquor Distribution Branch
- Shawna Lussier, Commercial Insurance Broker, Vancouver Island Insurance Centres
- Cpl. Ron Shelrud, Campbell River RCMP

Michele also introduced Sonya Jenssen, Campbell River MAP Project Coordinator, and Linda Nagle, City of Campbell River Parks, Recreation and Culture, and thanked them for their work in organizing the forum.

Krissi opened the discussion by noting the MAP project pertains to reviewing and updating municipal government policies concerning alcohol use on municipal property, and is separate from the revision of the BC Liquor Control and Licensing Act that currently is underway. She provided a brief overview of BC Healthy Communities’ mandate and activities which currently include providing grants and oversight for MAP projects across BC. Krissi highlighted that the Campbell River MAP project presents an opportunity to gather local input for tailoring provincial Liquor Act requirements to meet our community’s priorities and needs.
Michele explained that there would be a round of responses by the members of the panel to questions that had been submitted by community members in advance of the forum, and then the floor would be open for participants to ask the panel questions and add comments to the discussion.

**Question 1 for Krissi Spinoza and Denise De Pape:** How can communities be healthier in terms of alcohol consumption and provision? For example, what have you seen other communities do successfully to mitigate the negative impacts of alcohol.

Denise: Alcohol use is costing the province a lot of money – not only from drunk driving but also because of the risk alcohol adds for chronic disease, heart disease and many cancers. Education is not enough and a variety of sectors need to be involved. Success achieved with reducing tobacco use involved a range of strategies including social marketing, bylaws, and messages on packages. The province’s costs related to tobacco use have gone down while the costs related to alcohol have gone up.

Krissi: Other communities have a requirement for designated drivers in their policy. Entrances and exits are monitored. Sometimes soft drinks are provided for free. The focus is on what is going to work here to keep people safe.

**Question 2 for Doug Sloan:** Under what jurisdiction do the Quinsam and Thunderbird Halls fall under? Are they required to have Special Occasion Licences (SOL)?

Both halls are public places and required to have a Special Occasion Licence, which is the case for public places regardless of whether on First Nations territory or municipal land.

There are two categories of SOLs; public (e.g., fundraising events) and private (e.g., family weddings and birthday parties). “Serving It Right” training is required for SOLs for public events but not for private events. *Note: Recommended changes to the provincial liquor act include an expanded Serving it Right program with a “focused, abridged and less expensive’ version for SOL applicants and workers.*

The SOL applicant is responsible for the purchase of the alcohol and is legally responsible for the service of the alcohol including, to some degree, if there are
related accidents. Sometimes for weddings, the applicant is the bride or groom who may leave the event before it ends but remain responsible for the service of alcohol in their absence.

For large events, the RCMP can require all serves to take the “Serving It Right” course. For charitable events hosted by a charitable organization, the applicant must be a member of the organization.

For the latest information, refer to:

**Question 3 for Shawna Lussier:** Can you explain Duty of Care and the liability attached to a Special Occasion Licence?

Duty of Care is the provision of reasonable care of participants, in this case, at a special occasion event. For more information, refer to:
http://www.servingitright.com/alcohol_and_law_learn_4.html

It is possible to get special event insurance that will cover the time spanning your event. Under the [Occupiers Liability Act](http://www.servingitright.com/alcohol_and_law_learn_4.html), the property owner may also be liable for any damages or contraventions.

**Question 4 for Ron Shelrud:** What is needed for a municipal alcohol policy to be effective and enforceable from a policing perspective? Where do you see the need for improvements?

For a policy to be enforceable, it has to be a statute and legislated by the municipal, provincial or federal government. It is not enforceable unless it has been legislated.

For a municipal alcohol policy to be effective, it requires four components.

1. Participation: buy-in from all partners – everyone involved wants it to work
2. Community acceptance
3. Rules and responsibilities: policy needs to be followed as intended by event organizers
4. Social responsibility: everyone needs to accept it
Areas for improvements include:

1. User awareness of the rules and their roles and responsibilities – turnover of the people involved can be a problem
2. Template for repeat events to minimize ‘re-inventing the wheel’
3. Transparency of financial reporting by event organizers

Doug added: Organizations holding an event can benefit from having their own security licensed under the Securities Division. Even the person or organization that rents space for an event can be named in a lawsuit.

Krissi added: The municipal alcohol policy can include requirements that help reduce issues and liabilities in venues and on property where the policy applies.

Denise added: It is not possible to avoid all problems but there is a need to demonstrate all reasonable actions were taken.

**Question 5 for Shawna Lussier:** How can host insurance protect guests and event organizers?

Host insurance covers from the start to end of the event; the level of risk will determine the premium; and in a lawsuit the defendant(s) need to show adequate Duty of Care. Liability for home events where alcohol is served come under the homeowner policy. It is the insurance company’s role to defend the policy holder.

Krissi: BC Healthy Communities’ Municipal Alcohol Policy Workbook provides best practices to reduce risk.

**Question 6 for Krissi Spinoza:** What impacts can alcohol have on a community, specifically on children and the development of the fetus?

The consumption of alcohol during pregnancy affects the growth of the fetus and the child’s development. Rates of teenage drinking have decreased but there has been an increase in the speed of consumption (pounding) and in binge drinking amongst teens that are drinking. Some impacts are poor decision making, absenteeism, and FASD.
**Question 7 for Doug Sloan:** What challenges has the liquor store faced in processing special occasion licences?

In terms of processing SOLs challenges, there have been none. The challenges are with the awareness and education about how to behave at the events. Public place is any space but your home unless you choose to sell alcohol at home which would require a SOL.

The floor was then opened up for questions. The following points were made:

- Everyone who is involved in an event can be held liable. Negligence/Duty of Care: you must be able to evidence what you have done to reduce any risks or possibilities of risks.
- A municipal alcohol policy can help direct aspects like a requirement for additional security if visibility from the bar is limited. The policy also can require fencing of where liquor will be served once no longer required by the province’s legislation. MAPs are meant to make things easier for good events and more difficult for bad events.
- **Best** to have control of the room before the event!
- Evidence-based interventions targeted to youth are: decrease in advertising, increase in pricing correlated with amount of alcohol content (higher alcohol content = more expensive), and a decrease in accessibility.

**Additional resources**

Special Events policy manual:
[http://www.pssg.gov.bc.ca/lclb/docs-forms/lclb208-policy-specialoccasion.pdf](http://www.pssg.gov.bc.ca/lclb/docs-forms/lclb208-policy-specialoccasion.pdf)

Liquor Control and Licensing Act:

Provincial recommendations and revisions the Liquor Control and Licensing Act:

Serving it Right on-line course:

Safer Bars program (Ontario):
[http://www.camh.ca/en/education/about/camh_publications/Pages/safer_bars_program.aspx](http://www.camh.ca/en/education/about/camh_publications/Pages/safer_bars_program.aspx)
City of Campbell River parks

- Adams Park
- Hilchey Park
- Barclay Park
- Jaycee Park
- Bowen Park
- Harrogate Park
- Cambridge Park
- Hidden Harbour Park
- Campbellton Park
- Hilchey Park
- Centennial Park
- Ken Forde Park
- Charstate Park
- Larwood Park
- Coronation Park
- Lilelana Park
- Cambridge Park
- McCallum Park
- Ruby Park
- Campbellton Park
- Nunns Creek Park
- Sequoia Park
- Dick Murphy Park
- Penfield West Park
- Simms Park
- Ellis Park
- Pinecrest Park
- Spirit Square
- Frank James Park
- Raven Park
- Twillingate Park
- Gazelle Park
- Robert Ostler Park
- Washington Park
- Harrogate Park
- Robron Park
- Willow Point Park
APPENDIX G: BC LIQUOR CONTROL AND LICENSING BRANCH APPLICATION CHECKLIST (TO BE INSERTED ONCE PUBLICALLY AVAILABLE)
LIABILITY AND INSURANCE REQUIREMENTS

The City of Campbell River requires Comprehensive General Liability Insurance from the organization requesting use of Municipal Property for events at which alcohol is served. The minimum liability insurance requirements are:

a) Comprehensive General Liability Policy of not less than $2,000,000. Public Liability & Property Damage
b) The City of Campbell River be named as an additional insured
c) Cross Liability Clause

Confirmation that the required insurance is currently in force must be submitted to the Parks, Recreation & Culture Department a minimum of four (4) weeks prior to the event taking place.

I HAVE READ AND FULLY UNDERSTAND THE REGULATIONS AND Agree TO ABIDE BY SAME. ANY VIOLATIONS WILL RESULT IN THE IMMEDIATE CANCELLATION OF THE PERMIT AND MAY RESULT IN PROSECUTION AND THE REFUSAL OF ALL FUTURE PERMITS TO THAT ORGANIZATION.

Signature:________________________________________ Date of Application:________________________________

Note: Person(s) completing an application form must also complete a Permit for Use Form at the same time.
Dear [Name]:

Re: Thank you for your application for a Special Occasion Licence. The Committee to Approve Public Events approved your organization’s request for a Special Occasion Licence for the [event details] to be held on [date].

The procedure to obtain a Special Occasion Licence for your event is as follows:

- Review the Province of BC’s Special Occasion Licence Major Terms & Conditions (revised April 2014). [http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf](http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf) You will be asked to sign the last page when you meet with a representative of the City of Campbell River.

- Go to the Liquor Store to obtain your Special Occasion Licence application. The staff at the liquor store will assist you fill out the form.

- Next you will arrange to meet with Linda Nagle to have the application form signed off by the City of Campbell River representative. You will be required to bring your insurance certificate (minimum value of $2 million comprehensive general liability, the City of Campbell River named as an additional insured and contain proof of a cross liability clause) and a $200 damage deposit.

- You will sign the last page of the Terms & Conditions document as proof that you have read the document.

- You will receive a copy of the SOL Major Terms and Conditions plus an SOL Checklist and a laminated card with instructions for SOL event staff.

- Next, proceed to the RCMP for their approval.

- Following this you can return to the Liquor Store to finalize the application. Please note that in order to finalize your application you will be required to pay the $100 per day licence fee and the PST for the projected liquor sales at your event.

If you have any questions feel free to contact me at 250-923-7911 or linda.nagle@campbellriver.ca.

Yours truly,

Linda Nagle
Programme Coordinator

cc: RCMP
LDB
Diana Bell (Sportsplex admin assistant II)
City of Campbell River SOL Application Process 2014

The application process for 2014 requires that you:

- Complete the attached City of Campbell River Special Occasion Licence Application form and return to Linda Nagle by April 11, 2014.
- Read the Provincial guidelines: Special Occasion Licence Major Events Terms and Conditions (Revised October 2013) http://www.pssg.gov.bc.ca/lclb/docs-forms/guides-sol-major-events.pdf for hosting a licensed special event. Sign the last page and return with the above application form.

Your application will be reviewed by the Committee to Approve Public Events (CAPE) at the end of April.

- If your application is approved, you will receive a letter from the City of Campbell River indicating approval.
- You can then obtain a Special Occasion Licence Application at the Liquor Distribution Branch (LDB)
- Take the LDB form and the letter from the City to the RCMP for their approval.
- Once you have approval from the RCMP your licence application can be processed at the LDB.

Note:
- The City of Campbell River requires insurance at least 2 weeks in advance of your event (details on the City application form). Without insurance you will not be permitted to bring any alcohol or supplies on to City facilities.
- You are required to submit a financial report to the province no later than 60 days after your event http://www.pssg.gov.bc.ca/lclb/docs-forms/lclb032.pdf.
- Full details on Special Occasion Licences can be found on the provincial website: http://www.pssg.gov.bc.ca/lclb/apply/special/index.htm.

The Province of BC is reviewing many aspects of the provincial liquor policy but as of this date there have been no changes to the way that beer gardens and licensed public events will be approved and hosted.

If you have any questions please contact:
Linda Nagle
250-923-7911
linda.nagle@campbellriver.ca
Sportsplex, 1800 South Alder Street, Campbell River.
<table>
<thead>
<tr>
<th>Harm Prevention Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of event organizer</td>
</tr>
<tr>
<td>Contact information (email &amp; phone)</td>
</tr>
<tr>
<td>Type of event</td>
</tr>
<tr>
<td>Location of event</td>
</tr>
<tr>
<td>Anticipated number of attendees</td>
</tr>
<tr>
<td>Date and time of event</td>
</tr>
<tr>
<td>Provision of non-alcoholic beverages and snacks (quantity and type)</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>What options will there be for a safe ride home? (designated drivers, shuttles etc)</td>
</tr>
<tr>
<td>Will you be displaying signs about harm prevention?</td>
</tr>
</tbody>
</table>

Confirmed read and signed by: ________________________________

(Approving authority)
COMMUNITY SERVICES, RECREATION AND CULTURE COMMISSION
MEETING, WEDNESDAY, JUNE 4, 2014 at 5:05 PM in the City Hall Committee Room, 301 St. Ann's Road, Campbell River.

PRESENT: Chair - Councillor R. Kerr; Councillor L. Samson, S. Baikie, E. Chan-Lafrance, C. Grunerud, W. Harle, S. Shook, R. Milnthorp - General Manager, Parks, Recreation and Culture, H. Ross - Recording Secretary, L. Wark - Recreation and Culture Manager, E. Brovold - Property Manager.

REGRETS: Councillor M. Storry, C. Massey, J. Taylor, S. Larson

ABSENT: K. Stevens

1. **APPROVAL OF THE AGENDA**
   1.1 Approval/modification of the agenda

   Grunerud/Chan-Lafrance

   THAT the agenda be approved with the following additions:

   - New member for Public Safety Sub-Committee
   - Community Events Calendar

   AND THAT Items 11.1, 11.2, 11.3 and 11.4 be adopted by consent.  
   CARRIED

2. **DELEGATIONS/PRESENTATIONS**
   2.1 Ken Blackburn, Public Program Coordinator, Museum at Campbell River, regarding art in the new hospital.

   Mr. Blackburn introduced Helen Whitaker, retired nurse, Kathleen McFadden, family doctor and Heather Gordon-Murphy, choreographer/producer for Raincoast Productions.
Mr. Blackburn provided a PowerPoint presentation regarding their initiative to install art in the Campbell River hospital and answered questions from the Commission.

Mr. Blackburn, Ms. Whitaker, Dr. McFadden and Ms. Gordon-Murphy left the meeting at 5:40 p.m.

3. **CORRESPONDENCE**

4. **STAFF REPORTS**
4.1 Recreation & Culture Manager's verbal report regarding Recreation Review.

L. Wark introduced Laurel Sliskovic, The Sociable Scientists Inc. and provided a PowerPoint presentation on the recreation review and the public consultation results and answered questions from the Commission.

Ms. Wark and Ms. Sliskovic left the meeting at 6:20 p.m.

5. **NEW BUSINESS**
5.1 Councillor Samson, Chair, Public Safety Sub-Committee's May 26, 2014 letter of support for Campbell River Family Services' proposed Sobering Assessment Centre.

Councillor Samson gave a brief summary of the proposed Sobering Assessment Centre.

Samson/Grunerud

*THAT the Public Safety Sub-Committee's May 26, 2014 letter of support for Campbell River Family Services' proposed Sobering Assessment Centre be received.*

CARRIED

Samson/Baikie

*THAT Council supports the establishment of a fully functioning Sobering Assessment Centre in the location of last year’s temporary homeless shelter on Dogwood Street.*

CARRIED
5.2 Public Safety Sub-Committee new appointee

Councillor Samson updated the Commission that Shannon Baikie has had to step down as a member of the Public Safety Sub-Committee. He asked the Commission members if anyone is interested in filling the vacant spot and advised an email will be sent out to all Commission members, who can then respond to the Chair if they are interested.

5.3 Hospital Art Initiative

The Commission discussed the presentation by Ken Blackburn regarding the installation of art in the hospital and agreed to endorse the initiative.

Grunerud/Shook

THAT the Community Services, Recreation and Culture Commission endorses the initiative to install community art in the existing hospital as a trial;

AND RECOMMENDS THAT Council refers the Hospital Art Initiative to the Public Art Committee.

CARRIED

5.4 Community Events Calendar.

Councillor Samson pointed out that the City website's community events calendar does not reflect all civic events and suggested a sub-committee be formed to address community event planning. The Commission discussed the issue and agreed an email will be sent to the Commission members to form the sub-committee.

6. UNFINISHED BUSINESS
6.1 Potential dog park sites - no new information at this time.

6.2 Proposed Seniors' Charter - progress report from the Seniors' Charter Sub-Committee.

Councillor Kerr distributed a draft Seniors' Charter for review and input and the Commission recommended changes.

6.3 Graffiti/tagging policy - no new information at this time.
6.4 Willow Point Hall - progress report from the Willow Point Hall Sub-Committee.

Councillor Samson advised the Commission that the Willow Point Lions Club have applied for a grant with an engineer consultant, who will also advise costs for repairs to the building.

6.5 Frank James Park Conceptual Design - No new information at this time.

7. **ITEMS FOR FUTURE DISCUSSION**

7.1 1. Heritage program
     2. Indoor play structure (March 5, 2013)

Samson/Grunerud

*THAT item 2, Indoor play structure be removed from future discussions.*

CARRIED

8. **ADDENDA ITEMS**

9. **MINUTES**

10. **NOTICE OF MOTION**

11. **CONSENT AGENDA**

11.1 May 7, 2014 Community Services, Recreation and Culture Commission minutes.

*THAT the May 7, 2014 Community Services, Recreation and Culture Commission minutes be adopted.*

ADOPTED BY CONSENT

11.2 April 15, 2014 Public Safety Sub-Committee meeting minutes.

*THAT the April 15, 2014 Public Safety Sub-Committee meeting minutes be received.*

ADOPTED BY CONSENT

11.3 May 20, 2014 Public Safety Sub-Committee minutes.

*THAT the May 20, 2014 Public Safety Sub-Committee minutes be received.*

ADOPTED BY CONSENT
11.4 Community Services, Recreation and Culture Commission's meeting items status report.

*THAT the Community Services, Recreation and Culture Commission’s meeting items status report be received.*

ADOPTED BY CONSENT

12. **NEXT MEETING**

12.1 Summer hiatus.

The Commission will continue with the July 2, 2014 meeting. The August meeting has been cancelled.

13. **ADJOURNMENT**

13.1 Adjournment

Grunerud/Baikie

*THAT the meeting adjourn.*

CARRIED

The meeting adjourned at 7:11 p.m.

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Councillor R. Kerr, CHAIR
<table>
<thead>
<tr>
<th>Priority</th>
<th>Item</th>
<th>Description of item or resolution</th>
<th>Action Required</th>
<th>Staff Responsible</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Heritage Program</td>
<td>Referred by Staff – Mar 6-13 CSRCC agenda</td>
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<tr>
<td></td>
<td>Willow Point Hall</td>
<td>Sub-Committee created by Commission on Mar 5-14.</td>
<td>Recommend options for the Willow Point Hall</td>
<td>General Manager, Parks, Recreation and Culture</td>
<td>In progress</td>
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<tr>
<td></td>
<td>Frank James Park Conceptual Design</td>
<td>Referred to CSRCC from Jan 15-13 Regular C.O.W. meeting - for the Commission’s comment and consideration</td>
<td>For the Commission’s comment and consideration</td>
<td>General Manager, Parks, Recreation and Culture</td>
<td>In progress</td>
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<td>Nomination process for Community Builder &amp; Freedom of the City Awards</td>
<td>Sub-Committee created by Commission on Mar 5-14</td>
<td>Review policy and make recommendations for nomination</td>
<td>General Manager, Parks, Recreation and Culture</td>
<td>In progress</td>
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<td></td>
<td>Dog parks</td>
<td>Staff to identify 3-4 potential sites</td>
<td>Staff report with potential areas for second dog park</td>
<td>General Manager, Parks, Recreation and Culture</td>
<td>In progress</td>
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<td></td>
<td>CR Seniors’ Center Society proposed Charter</td>
<td>Sub Committee created by Commission on Nov 6-13</td>
<td>Review CR Seniors’ Centre Society Proposed Charter</td>
<td></td>
<td>In progress</td>
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<td></td>
<td>Tagging</td>
<td>Referred by Public Safety Sub-Committee. Report sent to Council, Dec 3-13 meeting.</td>
<td>Recommendations for graffiti/tagging policy. Waiting for staff report</td>
<td></td>
<td>In progress</td>
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<td></td>
<td>Public Nuisance Bylaw</td>
<td>Referred to CSRCC from March 4, 2014 Regular Council meeting, for the Commission’s input.</td>
<td>Council received report at May 27, 2014 meeting</td>
<td>General Manager, Parks, Recreation and Culture</td>
<td>Completed</td>
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<td></td>
<td>Indoor Play Structure</td>
<td>Referred to CSRCC from Mar 5-13 Regular Council meeting.</td>
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<td>Removed on June 4th meeting</td>
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### Community Services, Recreation and Culture Commission
#### 2014 Meeting Items Status Report

**Priority** | **Item** | **Description of item or resolution** | **Action Required** | **Staff Responsible** | **Status**
---|---|---|---|---|---
Public Art Committee | That Council direct staff to establish a Public Art Committee by the end of Sept 2014 | Council received report at May 27th meeting. | General Manager, Parks, Recreation and Culture | Completed
Future of Waterfront Development Task Force | That Council does not establish a Future of Waterfront Development Task Force | Council received report at May 27th meeting. | | Completed
CR Seniors’ Centre Facility | Seniors’ Centre Society delegates spoke to Commission on May 7, 2014 | City staff dealing with the issue | | Completed
Tidemark Theatre fee structure | Referred by Councillor Samson – Dec 4-13 CSRCC meeting | For the Commission’s comment and consideration | General Manager, Parks, Recreation and Culture | Concluded see Apr 2/14 minutes
Public Art Policy | Review of Public Art Policy. Adopted on Dec 17-13 excluding the funding formula in section 2.2 | Council approved the policy in principle & directed staff to bring back a range of finance options for the 2015 budget. | General Manager, Parks, Recreation and Culture | Completed
Shipping Container Zoning Amendment Bylaw No. 3517, 2013 | Referred to CSRCC from Aug 13-13 Regular Council meeting. Shipping Container Zoning Amendment Bylaw No. 3517, 2013 to restrict the use of shipping containers, To define and regulate the use of shipping containers | Report for Council | General Manager, Parks, Recreation and Culture | Completed
Youth Action Committee | Youth Action Committee memo and report requesting the CSRCC recommend that Council allocate staff resources to develop a business case for the development of a youth Centre. | Report sent to Council’s Dec 17-13 meeting | General Manager Parks, Recreation and Culture | Completed
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<td>Community Garden Policy</td>
<td>Review policy adopted by Council on March 5-13</td>
<td>Report sent to Council's Dec 3-13 meeting</td>
<td>General Manager Parks, Recreation and Culture</td>
<td>Completed</td>
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<td>Legacy Landmarks Policy</td>
<td>Letter being drafted to current bench holders to state the problems and the commission's proposed solution.</td>
<td>Letter to be drafted and sent to current policy holders</td>
<td>Recreation and Culture Manager</td>
<td>Completed</td>
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<td>Street Entertainer Bylaw</td>
<td>Bylaw wording changed by several separate resolutions.</td>
<td>Bylaw Adopted June 11-13</td>
<td>Legislative Services/Bylaw Enforcement</td>
<td>Completed</td>
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<td>Campbell River Addictions Dialogue and Action Network (CADAC) Request for City help with Grant Funding application</td>
<td>THAT the CSCRCC supports an application, by the City for the BC Healthy Communities Municipal Alcohol Policy (MAP) Program grant to create a MAP for the City of Campbell River.</td>
<td>Report sent to Council's June 11-13 meeting</td>
<td>General Manager Parks, Recreation and Culture</td>
<td>Completed</td>
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<td>CIB request to revert back to former Committee &amp; develop volunteer program</td>
<td>THAT the CSRCC recommend the CIB revert back to the former Community Beautification Committee. AND THAT the CSRCC recommend staff develop a formal Community Beautification Volunteer Program</td>
<td>Report sent to Council's Oct 8-13 meeting</td>
<td>General Manager Parks, Recreation and Culture</td>
<td>Completed</td>
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<td></td>
<td>Public Safety Subcommittee</td>
<td>CSRCC recommendations to Council regarding staff support, recording secretary &amp; CAO’s recommendations.</td>
<td>Report sent to Council's Oct 22-13 meeting</td>
<td>General Manager Parks, Recreation and Culture</td>
<td>Completed</td>
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<td>Elk Falls Cemetery Clean Up Plan</td>
<td>Referred to CSRCC from Sept 23-13 Regular Council meeting.</td>
<td>Report sent to Council's Oct 22-13 meeting</td>
<td>General Manager Parks, Recreation and Culture</td>
<td>Completed</td>
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