Township of Langley
Est. 1873

RECREATION, CULTURE, AND PARKS ADVISORY COMMITTEE

May 11, 2022 at 7:00pm
Langley Regional Airport
#300, 5385-216 Street
Langley, BC

MINUTES

Present:
D. Kang, (Community Co-Chair)
Councillor E. Woodward (Council Co-Chair)

A. Bayona, S. Cameron, M. Chang, S. Cook, R. Jhaj, N. Killeen, and R. Thandi

School Board Representative:
D. Tod

Guest:
I. But, Planner and Engagement Specialist, Modus Consulting

Staff:
T. Buckner, Manager, Parks Operations
J. Palframan, Recreation Programmer
K. Stepto, Recording Secretary
R. Stare, Deputy Director, Recreation
N. McGarvey, Assistant Manager, Parks Design and Development

A. APPROVAL AND RECEIPT OF AGENDA ITEMS

1. Recreation, Culture, and Parks Advisory Committee – May 11, 2022

Moved by N. Killeen,
Seconded by S. Cameron,
That the Recreation, Culture, and Parks Advisory Committee approve the agenda and receive the agenda items of the May 11, 2022 meeting.
CARRIED

B. ADOPTION OF MINUTES

1. Recreation, Culture, and Parks Advisory Committee – April 13, 2022

Moved by R. Thandi,
Seconded by M. Chang,
That the Recreation, Culture, and Parks Advisory Committee adopt the Minutes of the April 13, 2022 meeting.
CARRIED

C. DELEGATIONS AND PRESENTATIONS

1. Aldergrove Gateway

Ignatius But, Planner and Engagement Specialist, Modus Consulting, led the committee in an engagement opportunity to provide feedback on the civic space at 27030 Fraser Highway. The session included a discussion on:

- Understanding people's perceptions on Aldergrove's existing assets and gaps; and
- Generating ideas for the best possible uses for the Aldergrove Gateway Site considering Aldergrove's gaps and future conditions (population change, climate change etc.)

D. REPORTS

1. Co-Chairperson's Report

Councillor Woodward provided the following update:

- The Canadian Premier Soccer team, Vancouver 2023, is coming to the Langley Events Centre as their home base in 2023.
- The Canadian Track and Field Championships will take place at McLeod Athletic Park from June 22-26, 2022.
- The 7 Generations Cup, an Indigenous hosted Pro Skateboard Contest, will be held at the Langley Events Centre from June 10-12, 2022.
- Council adopted a Notice of Motion regarding placing a hold on completing playing fields before the parking lots at Yorkson Community Park. Staff will provide a presentation to Council before the summer break.

E. CORRESPONDENCE

F. WORK PROGRAM

1. Seniors Programs and Services

James Palframan, Recreation Programmer, provided a presentation on Seniors Programs and Services in the Township. He provided the following information:

TOL Philosophies:

- Removing barriers where possible;
- Opportunities for skill development;
- Encouraging healthy lifestyles;
- Connecting older adults to community services;
- Older Adult terminology – strive to provide programs to all people, - ask that registrants look at the type of program, the time of day etc.

F. WORK PROGRAM

Pre-pandemic successes:

- The TOL offered a variety of programs and classes that were geared towards older adults on land, water, and ice.

Current and Upcoming Offerings:

- Older Adult pickleball
- Chair Yoga
- Fit for Life – low-impact class
- Aqua Fit – Deep water, Shallow water,
- Athrosize;
- Badminton;
- Fitness Centres;
- Weight Room Orientations;
- Super Senior admission rate (80+) - $1 for drop-in;
- ACUCC Walking track - free.

Seniors Week – June 5 – 11, 2022

- Active opportunities will be available at various facilities;
- Chair yoga, Fit for Life, Badminton, Pickleball, Aquafit, Low-impact aerobics
- Senior Swim Lesson
- Additional activities and costs are dependent on grant availability.

2. Langley Outdoor Sports Advisory Group (LOSAG)

T. Buckner reported that LOSAG will start meeting again in September with the AGM where reps from all the outdoor sporting groups will attend. The group will meet on an as-needed basis following the AGM.

G. COUNCIL REFERRALS

H. OTHER BUSINESS AND ITEMS FOR INFORMATION

1. BCRPA Conference

A. Bayona and S. Cook provided a brief update on the BCRPA Conference that they recently attended. They commented on the struggle that all organizations are having with staffing issues and getting people back to attending recreation centres and gyms.

A summary of the sessions they attended is included as Attachment A.

N. NEXT MEETING

Date: June 8, 2022
Location: Parks Tour
Time: TBD

O. TERMINATE

Moved by N. Killeen,
Seconded by A. Bayona,
That the meeting terminate at 8:50pm
CARRIED

CERTIFIED CORRECT:

Community Representative Co-Chair

Council Representative Co-Chair

Attachment A

BCRPA Symposium Notes – A. Bayona

Day 1:

Sponsorship 101 by Nancy Owens (Coquitlam) and Mary Morrison (Abbotsford)

What is sponsorship? Effective sponsorship is about people & relationships- not about advertising or sales. And like any successful relationship, sponsorship works best when it's a partnership, and when it's a good "fit". Ensure you are getting the most out of a sponsorship - and not selling out!



Before the event:

- Proposal- mission and vision pairing are **very important**
- Booth & sponsorship plan
- Event plan

During the event

- Engage with the public

After the Event

- Track post event results
- Measure performance
- Content distribution

Building Positive Culture in Your Young Workforce by Nicholas Mansfield (Kelowna) & Vanessa Cumming (Fort St John)

The young workforce cares about financial stability, but they also want a purpose. And that's why building that positive culture is essential. It is important to have a **Culture** that creates a purpose for their work, navigates interaction, and fosters teambuilding for it members. When you have a positive culture you feel pride, happiness, and enjoy being present in your work environment. It provides a positive atmosphere for you and others around you.

Pillars of culture:

1. Trust
2. Autonomy
3. Availability
4. Relationships

Gallup's Employee Engagement Survey was discussed which includes the following 12 questions/statement answers:

1. I know what is expected of me at work.
2. I have the materials and equipment I need to do my work right.
3. At work, I have the opportunity to do what I do best every day.
4. In the last seven days, I have received recognition or praise for doing good work.
5. My supervisor, or someone at work, seems to care about me as a person.
6. There is someone at work who encourages my development.
7. At work, my opinions seem to count.
8. The mission or purpose of my company makes me feel my job is important.
9. My associates or fellow employees are committed to doing quality work.
10. I have a best friend at work.
11. In the last six months, someone at work has talked to me about my progress.
12. This last year, I have had opportunities at work to learn and grow.

This was a conversation starter- If you had answered yes for 11-12 questions, you were considered to be in a position of growth within your company/ organization, so you would be considered engaged. If yes was selected 7-10 times, you were in a teamwork state which means you are engaged but you are wondering if you belong. If yes was selected only 3-6 times, this shows that you are not engaged and are in a state of individual contribution. If you said yes only 1-2 times, this means you are actively disengaged and only doing the bare minimum.

*Survey has been attached in the email as well in case anyone wants to see the rest of the questionnaire.

Public Engagement: Rules & Tools for Community Engagement by Jim Diers

This workshop explored how to engage with communities as a true partner. The key point to this session was – a community is a group of people, not only one person. We must leverage our resources, support each others' priorities and initiatives, and slowly build segments of our community. We worked in groups of two with people we didn't know, and the exercise was to tell the other person your skills, passions, and knowledge. By acknowledging each individuals' strengths, everyone can contribute to their community where they can help the most. Building that community engagement is crucial and for that we must find a **Common Identity**- it relates to feeling pride from where you are from, and what you are doing- community is a manageable scale, it involves relationship building. It allows opportunity for collective action, for place-making, and for building an inclusive community. The accountability and responsibility of each person is important when building a community. It fosters the belief that together we can make a difference when we all do our part.

Day 2:

Solutions to the Challenge of Recruitment and Retention in a Pandemic & Post Pandemic World
Make sure to cultivate a positive workplace. Place suggestion boxes, let people provide you with real feedback, create expression of interests, how they would like to grow within the company/ organization. Listen to them to know what your team wants (have creative meetings- go for walks, instead of virtual or office meetings) Build relationships! Cultivate EDI (Equity, Diversity, Inclusion)

One size Fits None: Tips & Techniques to Attack and Retain Employees by Cissy Pau

One of todays challenges is finding and keeping employees. The great resignation has impacted almost every industry in 2021-2022. While there is no one right answer for this issue, we learned 5 HR trends that are affecting workplaces today and tips on how to tackle those challenges while increasing the success of attracting and retaining great staff.

1. Strong Employer Branding- **Critical**

   Employer Brand: It is important to invest in the Employer Brand- this is different than the marketing brand- marketing brand is for the external people, what you want them to see. However the Employer Brand is what your employees see everyday. You have to set your culture right, and you have to ensure that all decisions are based on the company values. You want to show employees why it is a great place to work. It is crucial to portray real people, share employee testimonials, write about what is happening, and incentivize employees to continue the journey with you. Showcase what you have to offer – build strategy to communicate your EVP (Employee Value Proposition). EVP is about defining the essence of your company- how unique it is and what it stands for. It is important to build that brand awareness within your team. This is how you will gain trust and influence the decision-making process, to make sales, to get people joining your team.

   Tip: Check comments on what people think about you as an employer- Indeed, Glassdoor, review, work on those- respond respectfully and claim the account.

2. One Size Fits None- Adapt policies & procedures to match!

   Blanket policies NONO – they don't work anymore. You and your team have to start considering what is fair and consider each persons interests, needs, motivation, and demographics. It is time to create a personalized approach to well-being benefits where the goal is to create a culture of care that meets the needs of all workers.

   Example: Bonus + Appreciation in different ways- An extra vacation week, add to RRSP, add to benefits for the future, "asking is caring".

3. Employee Well-Being Actions and Considerations
   a. Duty to Inquire- Check in with your team if something is off- it is your right as an employer.
   b. Duty to Accommodate- If anything is disclosed during conversations it is your duty to accommodate whatever is needed to ensure their wellbeing.
   c. Demonstrate compassion, empathy, and flexibility – Be there for them and support them - it is their time to heal
   d. Know the resources available- go over those with your HR team to know what options are available
   e. Corrective action after accommodation- If the employee takes time off, have a corrective conversation once the employee returns to work.

4. Creative Hiring Replaces "Post & Pray"

Attracting Talent- employees have a wide variety of opportunities and employers

- Difficult to stand out for the job you are posting
    - Use plain language
    - Ensure Job description matches current responsibilities
    - Review the requirements (is what you are asking too realistic/ needed, keep it real!)
    - Promote career pathways
    - Be inclusive (example use pronouns)
    - Build brand awareness!

Employees don't want the traditional arrangements

A flexible work environment is a top priority for candidates. It is time to create alternative solutions- Hybrid and remote work. Higher wages in lower positions are the expectation nowadays. People believe they are qualified to do the job without proper education or experiences. It is important to manage salary progressions, to customize benefits and perks, increase time off vacation

Look into your benefits & perks

What are other companies in similar industries doing that you could potentially do as well?

5. **Increasing Labour Costs**
    - Increasing minimum wage
    - Higher salary expectations
    - More legislative requirements
    - Higher benefits costs
    - Demands for more perks and fringe benefits.

Management Talent is not as strong as it used to be- it is important to let managers engage their team- remind them to be a leader not a boss.

Learning & Leading in Crisis: Promising Practices in the Pandemic

This one was more of a round table conversation. However, there were a lot of good ideas about different topis worth mentioning:

- If your company/ organization is changing/updating software- create videos and training ambassadors to assist with the transition period
- Well-being priority (HR Initiative), bring experts to have 1:1 counseling giving people the option to ask for help, and have help offered beforehand
- City of Burnaby- invested in Canadian Mental Health Association "Not Myself Today" which was created to reduce stigma around mental health at work. It is an annual subscription that has practical solutions for all employees within the workplace
- As teams are returning to work- make sure to emphasize team building to continue to build that positive culture

- City of Abbotsford, struggling to retain staff as COVID-19 restrictions are lifted and more programs are being offered. As stress levels among staff rise, the solution is to talk to the team, ask for input, ask them what was working before restrictions were lifted, what they want to keep, what they want to change, and then allow the team to be part of the solution, instead of telling them the solution
- City of Richmond created a Buddy System for people to check-in more regularly- this also promotes mental health awareness to make sure no one feels left out or alone.
- Squamish is struggling to find resources- One idea was to share staffing with Whistler. This way part timers can get more hours, and both cities can staff city programs
- City of Abbotsford + City of Vancouver mentioned having a difficult time recruiting new staff, and some suggestions came about that mainly focus on revising how the recruitment process works, understanding why people are not being called for interviews, and coaching applicants on what skills/experiences they would need to become successful applicants.