



City of PARKSVILLE

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COMMITTEE OF THE WHOLE AGENDA

MONDAY, JUNE 22, 2009 - 6:00 P.M.

1. ADOPTION OF MINUTES

- a) of the May 11, 2009 minutes of the Committee of the Whole meeting - Pages 1 to 4

2. PUBLIC PRESENTATIONS

- a) Jane Kelly - School District Bussing System - Pages 5 to 10

3. CORRESPONDENCE

4. DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE

5. STAFF PRESENTATIONS

- a) Director of Finance - Amendment to 2009 Requirements for Revenue Policy Disclosure - Pages 11 to 21
The provincial government made changes to the Community Charter with respect to revenue policies and disclosure. The new requirements for 2009 and beyond require explicit objectives and policies in the Financial Plan about the budgeted proportion of City revenue to come from various revenue sources, the distribution of our property tax revenue among the various property classes, and the City's policies with regards to the use of permissive tax exemptions. At the April 22, 2009 Council meeting, council approved the April 15 report of the Director of Finance which outlined the new requirements. Council however, did not discuss or establish their objectives as required, so the objectives and policies have not yet been established. Appendix 1 attached entitled "Objectives and Policies for Revenue Sources, Tax Classes, and Permissive Tax Exemptions" contains a set of objectives and policies for Council to consider and discuss based on past practice and new Council initiatives.

**Recommendation: THAT the report from the Director of Finance dated June 15, 2009 regarding an amendment to the 2009 requirements for revenue policy disclosure be received;
AND THAT Council approve the set of objectives and policies relating to the City of Parkville's sources of revenues, taxation classes, and permissive tax exemptions as detailed in Appendix 1 attached to the report from the Director of Finance dated June 15, 2009 and entitled "Amendment to 2009 Requirements for Revenue Policy Disclosure".**

- b) Manager of Engineering - Information Report on the State of Municipal Infrastructure - Pages 22 to 23

The Engineering and Operations Department would like to inform Council of the 2008 State of Municipal Infrastructure Report prior to publishing it on the City's Web Page.

Recommendation: THAT the report from the Manager of Engineering entitled "State of Municipal Infrastructure - Annual Review" be received by Council for information and published on the City's Web Page.

- c) Communications Officer - Logo Identity and Branding for the City of Parksville - Pages 24 to 30

To replace the existing "P" logo with a new branding identity for the City of Parksville. The new logo would be phased in over the next few months; at which time residents will begin to see the new design and identity on City of Parksville advertisements, print materials, new vehicles, clothing and other graphic identifiers.

**Recommendation: THAT the report from the Communications Officer dated June 16, 2009, regarding logo identity and branding for the City of Parksville be received;
AND THAT Council direct staff to discontinue using the current "P" logo and approve the use of the new City of Parksville logo proposed in the report from the Communications Officer dated June 16, 2009;
AND THAT staff be directed to develop a graphics standards manual and implement graphics standards in the use of the new logo.**

- d) Director of Community Planning - Community Tourism Program Funds - Vehicular Way-Finding Signs - Pages 31 to 73

The goal of this report is to provide Council with information detail respecting the Alberni Highway cultural history plaques project status and the plans for establishing these fixture items along the Alberni Highway.

Recommendation: THAT the report from the Director of Community Planning dated February 20, 2009 regarding design development of downtown revitalization details be received for information.

- e) Director of Community Planning - Consideration of Permitting Business Names on Downtown Banners - Pages 74 to 78

The Downtown Business Association provides banners for use in the downtown core. The cost of the banners is rising and the number of banners required has increased with the increased development in the municipality. In order to continue to provide banners the Downtown Business Association is requesting assistance to supplement their budget.

**Recommendation: THAT the report from the Director of Community Planning dated June 15, 2009 regarding the consideration of permitting business names on downtown banners be received;
AND THAT Council approve the Downtown Business Association's request to enter into a corporate sponsorship with downtown business owners who wish to provide banners and have their name appear on the banners.**

- f) Director of Community Planning - Implementation of an Accessibility Upgrade Incentive Program - Pages 79 to 83
Council has requested that staff develop a program to provide rebates for accessibility upgrades for owners existing or new buildings.

**Recommendation: THAT the report from the Director of Community Planning dated June 11, 2009 regarding the implementation of an accessibility upgrade incentive program be received;
AND THAT the proposed accessibility upgrade incentive program be referred to Parksville's Measuring Up Committee for comment;
AND FURTHER THAT upon receipt of comment that a subsequent Staff report be prepared further advising Council on the implementation of accessibility upgrade incentive program.**

- g) Director of Community Planning - Implementation of Updated Home Based Business Regulations - Pages 84 to 91
Follow-up report on considering 'housekeeping amendments' to the home occupations regulations in order to keep the regulations current and provide greater clarity.

**Recommendation: THAT the report from the Director of Community Planning dated June 11, 2009 regarding the implementation of updating the home occupations regulations be received;
AND THAT staff prepare an amendment bylaw to amend Zoning and Development Bylaw, 1994, No. 2000 in order to update the home occupations regulations.**

- h) Director of Community Planning - Development Permit [1480 Industrial Way] - Pages 92 to 106
On March 25, 2009, the City received a development permit application from Timberlake-Jones Engineering on behalf of the owners of the property. The applicant requests the issuance of a development permit to permit the extension of the storage facility with 16 additional mini storage buildings. The subject property is fronted by Industrial Way to the south and backs onto Island Highway 19A. The balance of land use adjacencies are comprised of both developed industrial properties and vacant land.

**Recommendation: THAT the report from the Director of Community Planning dated June 9, 2009 for the issuance of a Development Permit at 1480 Industrial Way be received;
AND THAT a Development Permit be issued to B.G.R. HOLDINGS INC., (INCORPORATION NO. 329774) to permit 16 additional mini storage buildings and implementation of the overall site plan on Lot 2, Block 564, Nanoose District, Plan 42530 (1480 Industrial Way);
AND FURTHER THAT a landscaping bond in the amount of \$2,740.00 be received prior to the issuance of the permit.**

6. NEW BUSINESS

7. ADJOURNMENT

TO BE ADOPTED

AGENDA
COMMITTEE
JUN 22 2009
DATE

CITY OF PARKSVILLE

May 11, 2009

Minutes of the Committee of the Whole meeting held in the Civic and Technology Centre, 100 E. Jensen Avenue, Parksville, BC, on Monday, May 11, 2009 at 6:00 p.m.

PRESENT: His Worship Mayor E. F. Mayne

Councillors: C. R Burger
A. R. Greir
M. Lefebvre
T. C. Patterson
S. E. Powell
C. J. Powell-Davidson

Staff: F. Manson, Chief Administrative Officer
G. Jackson, Director of Community Planning
L. Butterworth, Director of Finance
A. Metcalf, Manager of Operations
M. Squire, Manager of Engineering
B. Russell, Manager of Current Planning
A. Haywood, Recording Secretary

1. MINUTES

Lefebvre - Powell

THAT the minutes of the Committee of the Whole meeting held April 27, 2009 be adopted.
CARRIED.

2. PUBLIC PRESENTATIONS

a) Robert Laframboise spoke to Council requesting to Establish Food Trailer in Industrial Park.

Patterson - Lefebvre

THAT Council refer the request of establishing a food trailer in the Industrial Park to staff for review and recommendation.

CARRIED.

b) Alex Kobelak gave a presentation about the formation of an Engineering Advisory Committee.

3. CORRESPONDENCE - Nil

4. DISCUSSION RELATED TO DELEGATIONS OR CORRESPONDENCE - Nil

5. STAFF PRESENTATIONS

Mayor Mayne noted that all recommendations adopted by the Committee at this meeting will be forwarded to Council for consideration at their May 20, 2009 meeting.

PAGE

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RECOMMENDATIONS:

a) **Director of Finance - Quarterly Budget Report**

Lefebvre - Greir

THAT the "Quarterly Budget Report" for the period January to March 2009 as submitted by the Director of Finance, be received for information.

CARRIED.

b) **Chief Administrative Officer - Quarterly Report (verbal)**

For April, May and June 2009

Lefebvre - Greir

THAT the quarterly report from the Chief Administrative Officer be received for information.

CARRIED.

c) **Manager of Engineering - Quarterly Report (verbal)**

For April, May and June 2009

Lefebvre - Powell-Davidson

THAT the quarterly report from the Chief Administrative Officer be received for information.

CARRIED.

d) **Manager of Operations - Quarterly Report (verbal)**

For April, May and June 2009

Lefebvre - Powell-Davidson

THAT the quarterly report from the Manager of Operations be received for information.

CARRIED.

e) **Manager of Current Planning - Affordable Housing (PowerPoint presentation)**

The Manager of Current Planning gave a PowerPoint presentation with information about Affordable Housing.

f) **Director of Community Planning - Consideration of a City Policy with Respect to Affordable Housing**

Lefebvre - Greir

THAT staff be directed to prepare a policy which permits the waiving of development permit and building permit application fees associated with applications for developments [or that portion thereof] intended to provide affordable housing, that meets the City's definition of affordable housing;

AND THAT staff prepare a bylaw for the purpose of implementing the development cost charge waivers that are permissible under Section 933.1 of the Local Government Act.

CARRIED.

g) Director of Community Planning - Development Permit Amendment and Variance Permit for 500 Corfield Street

Lefebvre - Greir

THAT staff commence the statutory notification process required as Council intends to consider granting a Development Variance Permit to Corfield Glades Development Limited, Inc. No. BC0817974 for the purpose of providing a Zoning Bylaw relaxation which would permit removal of the requirement for indoor recreation space on Parcel A (being a consolidation of Lots 30 and 31, see FB186963), Block 1438, Nanoose District, Plan VIP66125 [500 Corfield Street].

CARRIED.

h) Director of Community Planning - Consideration of City Position for Change of Hours to a "Liquor-Primary" Liquor Licence - 491 Island Highway East

Main Motion:

Greir - Powell-Davidson

THAT having considered the issues and providing an opportunity for public input, a resolution be forwarded to the Liquor Control and Licensing Branch indicating that Council 'does not support' the permanent change to the hours of liquor sales for the Ocean Lounge on Lot B, District Lot 4, Nanoose District, Plan 23567 [491 Island Highway East];

AND THAT having considered the issues and providing an opportunity for public input that a resolution is forwarded to the Liquor Control and Licensing Branch indicating Council's 'support' for a one year temporary change to the hours of liquor sales for the Ocean Lounge as follows:

ONE YEAR TEMPORARY CHANGE OF HOURS

Sunday, Monday, Tuesday and Wednesday - 11:00 AM to 11:00 PM

Thursday, Friday and Saturday - 11:00 AM to 1:00 AM

AND THAT Council's comments on the prescribed Liquor Control and Licensing Branch considerations are as per Schedule 'A' attached to and forming part of the Planner's report dated April 30, 2009;

AND FURTHER THAT the views of the local residents and businesses were solicited through newspaper advertisements, posted signage and delivered notices and that fourteen comments were received as per the attached Schedule 'B'.

Amendment:

Lefebvre - Greir

THAT the hours be changed on Sunday, Monday, Tuesday, and Wednesday from 11:00 AM to 12:00 AM and on Thursday, Friday and Saturday from 11:00 AM to 1:00 AM.

DEFEATED.

Amendment:

Greir - Lefebvre

THAT the hours be changed on Monday, Tuesday, and Wednesday from 11:00 AM to 11:00 PM and on Thursday, Friday, Saturday and Sunday from 11:00 AM to 1:00 AM.

DEFEATED.

Main Motion:

Greir - Powell-Davidson

THAT having considered the issues and providing an opportunity for public input, a resolution be forwarded to the Liquor Control and Licensing Branch indicating that Council 'does not support' the permanent change to the hours of liquor sales for the Ocean Lounge on Lot B, District Lot 4, Nanoose District, Plan 23567 [491 Island Highway East];

AND THAT having considered the issues and providing an opportunity for public input that a resolution is forwarded to the Liquor Control and Licensing Branch indicating Council's 'support' for a one year temporary change to the hours of liquor sales for the Ocean Lounge as follows:

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Sunday, Monday, Tuesday and Wednesday - 11:00 AM to 11:00 PM

Thursday, Friday and Saturday - 11:00 AM to 1:00 AM

AND THAT Council's comments on the prescribed Liquor Control and Licensing Branch considerations are as per Schedule 'A' attached to and forming part of the Planner's report dated April 30, 2009;

AND FURTHER THAT the views of the local residents and businesses were solicited through newspaper advertisements, posted signage and delivered notices and that fourteen comments were received as per the attached Schedule 'B'.

CARRIED.

i) **Director of Community Planning - Consideration of Mandatory Water Catchment Systems**

Lefebvre - Greir

THAT the requirement for all new single family home construction after January 1, 2010 to have water catchment/cistern systems that will allow for the collection of rain water for the watering of lawns, washing of cars and flower gardens be tabled at this time and brought forward for consideration as part of the water conservation program at the appropriate time.

CARRIED.

6. **NEW BUSINESS** - Nil

7. **ADJOURNMENT**

Lefebvre - Powell-Davidson

Rise and Report to Council at their May 20, 2009 meeting.

The meeting ended at 8:20 p.m.

Mayor



City of PARKSVILLE

REQUEST TO APPEAR AS A DELEGATION

TO BE HELD 22 - June, 2009 AT 6:00 P.M.
Day Date

NAME OF PERSON MAKING PRESENTATION: Jane Kelly
[Please print]

NAME OF APPLICANT IF OTHER THAN ABOVE: _____
[Please print]

NAME OF ORGANIZATION [if applicable]: _____

Mailing address: 421 Sunset Blvd, Parksville, BC V9P 1V4

Phone: _____ 250-951-0045 _____ Fax: _____
[Business] [Home]

DETAILS: [Please provide complete information on the nature of your presentation. If applicable, provide one set of submission documents in letter sized format for photocopying purposes. All requests and documentation must be received by the Administration Department by twelve noon on the Tuesday prior to the meeting date for consideration. Delegation requests that do not meet the criteria of *Delegations and/or Presentations to Council or Committee Policy 2.22* will not be processed.]

Please see attached

NOTE: Any personal information on this form is collected for the purpose of administering the meetings of Council as noted in Section 26(c) of the Freedom of Information and Protection of Privacy Act.

To: Honourable Mayor, Council Members, Transportation Review Committee Members, Ladies and Gentleman

My presentation is to inform Mayor and Council members and the Transportation Review committee that the many parents in School District 69 are unhappy with the notice that was sent to our homes regarding school bussing.

School District 69 has informed families that currently the bussing system is unsustainable.
(Please see attached notice.)

Our concerns are that School District 69 Board has not fully considered the ramifications of the problems this will create. Here are a few issues that we have identified already:

1. French Immersion children will have to leave PES/Springwood/Ballenas because these schools are not available to them other than by the bus. We have identified over 150 children who take the bus to these schools for the French program. PES/Springwood/Ballenas are our neighbourhood French Immersion schools as we have no others available.
2. The safety of our children on our rural roads. In our demographically challenged area, we understand the issue in providing bussing to all students; however students in areas within the walk limits are still limited to unsafe routes to school. In question, walking along Highway 19A, walking along Wembley road (no lighting in winter and no sidewalk, an area prone to speeders - as recognized by the RCMP , in our community) Crossing the Alberni Highway and walking Despard Road on the PES side of the Alberni Highway (no lighting in winter and no sidewalk, a busy road for motorists) Unfortunately our community is not set up for public transit, like most cities. We do not have an alternative of city bussing. Our infrastructure is not fully equipped with sidewalks, lighted and signal crossings.

Is there a plan by the City of Parksville to assist in accommodating the lack of school bus transportation including upgrading of sidewalks and lighting?

How does this plan of dissolving routes support the green initiative in our community with more cars on the road and more trips being made daily?

How will schools handle the traffic flow that will increase at the school sites? Parking and drop off zones are a nightmare already.

How will schools handle supervision on cold winter days when children arrive early because they couldn't walk or bike to school and parents had to drop them off early to go to their jobs?

Will the school be open later for children who have to wait for parents to pick them up?

3. Although we feel all our families of Parksville/Qualicum are reliable to their children, we have many volunteers in our committee both past and present who have worked with children, and we feel the social aspect of this issue is a far greater issue. There will be children who simply won't come to school. If they have to walk 4.8 km each way, they will veer off, hang out, or loiter while waiting for rides from working parents. The bus is the only structure that some families have on the reliability that their children get to school and home safely each day. This issue becomes a community issue that in the end will cost us all.

4. Children safety - although we don't like to talk about it, pedophiles are a real issue in all communities, with 3 attempts on Vancouver Island children alone this year. We as a community cannot put our children on the streets in our rural areas. We recognize the Board's position is (as one member told us) "Children's safety is not their problem, but the parent's problem." Has the board not realized that safety of all children in a community is a community's problem? The Bus and school system have always been the safe zone for school children.

Will the RCMP be included in this information and at what age do they think children are street smart? Has the RCMP been contacted about this issue and the increase of safety required in our community? Are training seminars available from the RCMP for our children to learn about street safety and do they have information on registered pedophiles in our areas?

5. The approximately 75 International Students who reside in our district for the school year (and provide much needed funding to our district) will be also jeopardized, as it is a hard sell to have students come from other countries that have to walk in unsafe environments, or long distances to attend our schools. Also host parents will be more hesitant to take the International students if bussing uncertainties continue.

6. In calling schools to register our children in their designated schools, we are told, they cannot be registered in two schools and that when speaking to a Board member it was clearly stated that parents will not be able to find out if their child can ride the bus until October. And that cross boundary is no longer valid. This leaves parents with a difficult decision as children may be moved out of their school in October, and what will the Board be able to do as classrooms, teachers assignments, classroom sizes, and resources shift?

7. In the School District's correspondence it states that the issue of bussing was identified in 2002, Parents were asked to pay a fee, and all parents did accordingly, why wasn't that money used to budget for more or newer buses? Why wasn't this issue brought to the parents before this crisis? Why hasn't route and user surveys been completed before this decision? Already we have heard that only 21 French Immersion children use the bus for PES, our survey on Friday was 54 French Immersion children use the school bus system.

As you can see this community has a lot of unanswered questions. We want to inform the Parksville City Council and the Transportation Review Committee to be sensitive to the School District 69 plan for bussing and to consider this plan by the school district 69 in the Transportation Planning for the City of Parksville.

I would like to thank you for your consideration and attention in this matter.



SCHOOL DISTRICT No. 69 (QUALICUM)

May 29, 2009

A letter to the parents and guardians of students in School District 69:

I am writing to let you know that there will be significant changes to how the school district provides bussing services next year.

This year the Board has conducted a complete review of our Transportation Services. This review included input from a district committee of partners, a transportation consultant who has conducted similar reviews for other school districts, and a public information meeting.

The current transportation system is not sustainable. The funding that the district receives has been frozen since 2002 and does not cover the costs of the current system. In addition, a minimum of 5 buses must be removed from our current bus fleet, as they have reached the end of their usable life. Although replacement buses have been provided by the Ministry of Education, the old ones have been kept in the route system to address requests from parents for additional bus services.

The basis of all school district transportation systems is identifying who is eligible to ride the bus. Eligibility is based upon the distance from the student's home to the school, and is defined as a "walk limit." Although the Board has a policy with walk limits, it has not been enforced. That will change for the 2009-10 and subsequent school years.

The Board has approved new walk limits to a maximum of:

- 3.2 km for Kindergarten to grade 5
- 4.0 km for Grades 6-8
- 4.8 km for grades 9 -12

Students living within these distances from school are not eligible for transportation with some possible exceptions as noted below.

Students living outside these distances are eligible for transportation.

Please note that these limits are less than the Ministry of Education guidelines and the current Board policy for walk limits.

Now that the Board has established new walk limits, the routes for all available buses will be redesigned this summer. New collection points or stops will be identified. Some of these collection points may be within walk limits to address safety concerns, (for example, where students have to cross a 4-lane highway.)

Courtesy Riders and Cross Boundary Students

Courtesy riders are those living within walk limits of their school.

Cross boundary students are those attending school outside their catchment area and may include French Immersion students. Parents are aware that providing cross boundary transportation is their responsibility. The district has tried to accommodate bussing requests for cross boundary students up to this point. This will change for the 2009-10 school year as there will be fewer buses and fewer routes.

Transportation for courtesy riders and cross boundary students cannot be guaranteed for 2009/10.

Once new routes have been established, and ridership has been determined, the issue of providing transportation to courtesy or cross-boundary students will be reviewed to see if these students can be accommodated on existing routes. If there are seats available, potential premium fees will be discussed and recommendations brought to the Board in the fall of 2009.

Special Education Students

Service for special education students is being reviewed for unique situations. Special education students transported on the specialized small buses will not change.

Fees

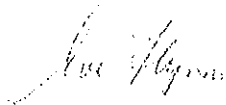
The District currently receives \$1,856,236 to fund transportation. That has not been enough to fund our bussing service. We expect that the shortfall between funding and the cost of service will be less in 2009/10 but the Board is firm in its decision to not redirect funds from educational programs to fund the cost of bussing. That means there may still be a fee for service next year, but it will be substantially less than the amount paid this year.

Between now and next September, parents and guardians can expect to be kept informed about the changes to bussing.

Mid-June	Maps of Walk Limits available	*On the District website [www.sd69.bc.ca] *Through each School Office
	Letters to Parents about bussing changes as well as how and where to access information	Mailed to parents / guardians of School District 69 students
End of July	Letter to parents: <ul style="list-style-type: none"> • how to find information of the new routes • how to register for bus service in 2009-10 • The Board will consider the amount of the transportation fees at its August 25, 2009 Regular Board Meeting 	Mailed to parents / guardians of School District 69 students
Approx. Aug. 21	New routes made public	On District website [www.sd69.bc.ca] In local paper
	Specific information about registering for transportation	On District website [www.sd69.bc.ca] In local paper

As a result of these changes the Board of Education and School District 69 will have a bus transportation system that is sustainable.

Sincerely,



Eve Flynn
Chairperson
Board of Education

June 15, 2009

MEMO TO: FRED MANSON, CHIEF ADMINISTRATIVE OFFICER

FROM: G. LUCKY BUTTERWORTH, DIRECTOR OF FINANCE

SUBJECT: AMENDMENT TO 2009 REQUIREMENTS FOR REVENUE POLICY DISCLOSURE

Issue

New reporting requirements required for attachment to the 2009-2013 Financial Plan

Executive Summary

The provincial government made changes to the Community Charter with respect to revenue policies and disclosure. The new requirements for 2009 and beyond require explicit objectives and policies in the Financial Plan about the budgeted proportion of City revenue to come from various revenue sources, the distribution of our property tax revenue among the various property classes, and the City's policies with regards to the use of permissive tax exemptions. At the April 22, 2009 Council meeting, council approved the April 15 report of the Director of Finance which outlined the new requirements. Council however, did not discuss or establish their objectives as required, so the objectives and policies have not yet been established. Appendix 1 attached entitled "Objectives and Policies for Revenue Sources, Tax Classes, and Permissive Tax Exemptions" contains a set of objectives and policies for Council to consider and discuss based on past practice and new Council initiatives.

References

Ministry of Community Services Circular 09:14 and Sections 165(3.1) and 197(3.1) of the Community Charter.
Appendix A, B and C attached to this report.

Background

Bill 35 added new sections to the Community Charter, requiring more disclosure in our Financial Plans.

New Section 165(3.1) says the financial plan must set out the objectives and policies of the municipality for the planning period in relation to the following:

- (a) for each funding source, the proportion of total revenue that is proposed to come from that funding source;
- (b) the distribution of property value taxes among the property classes that may be subject to the taxes;
- (c) the use of permissive tax exemptions.

In April Council approved a report from the Director of Finance which was for Council to review and establish objectives and policies around our Revenue sources and distribution of tax collections from our Tax classes. Unfortunately, due to an oversight, the objectives and policies

required were not established by Council. Staff has since put together the current objectives and policies that has been used in the past for Council to review, make adjustments and approve. (See Appendix 1).

Appendix 2 is an email from the Ministry of Community Services (MCS) of Circular No. 09-14 which provides background information on the required objectives and policies.

Options

1. Accept the statements in Appendix 1 about the City's objectives and policies surrounding revenue sources, tax distribution, and the use of permissive tax exemptions and approve inclusion in the 2009-13 Financial Plan.
2. Make revisions and additions to the stated objectives and or policies and approve inclusion in the 2009-13 Financial Plan.

Analysis

Option 1: Council has no specific policy surrounding the proportion of total revenue to come from each funding source, but there are individual policies or objectives within each funding source. Establishing a specific proportion of revenues to come from any particular source is problematic as revenues will change at different rates. For example, in 2009 we have no borrowing, so, the % of revenues from all other sources increased, so maintaining the proportions would not be possible. Other sources could also vary significantly depending on what how many DCC projects are done in a particular year. Grants will vary significantly depending on the level of grants awarded or the program of grants that are in place in a particular year.

Maintaining the proportion of tax revenues from each tax class is also problematic when new development happens at different rates. For example, if virtually all the development is in residential as it was in 2009, the only way to maintain the business class at a certain percentage of total revenues would be a proportionately larger tax increase to the business class. Council's policy of increasing the tax revenues of each class (before new construction for the year) by a set percentage ensures one class is not subject to large tax swings because of significant changes to the assessments of another class.

Council's policy relating to permissive tax exemptions is stated in Appendix 1.

Option 2: Council could establish policies regarding how much revenue will be collected from a particular source, or how much tax is collected from a particular class, but that could mean large swings in the fees charged from year to year or large swings in taxes for individual taxpayers.

Financial Implications:

There are no financial implications if we maintain our current objectives, policies, and procedures for funding sources, tax splitting, and permissive tax exemptions.

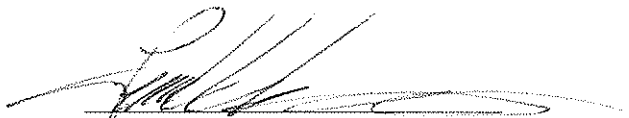
If Council wishes to set specific policies for sources of revenue or the split of revenue from various tax classes, there may be a financial impact. The impact cannot be measured until the specific policies are determined.

Recommendation:

That council approve the set of objectives and policies relating to the City of Parkville's sources of revenues, taxation classes, and permissive tax exemptions as detailed in Appendix 1 attached to the report from the Director of Finance dated June 15, 2009 and entitled "Amendment to 2009 Requirements for Revenue Policy Disclosure" ,


G. Lucky Butterworth, CGA.
Director of Finance

Chief Administrative Officer comments:


Fred Manson, CGA
Chief Administrative Officer

CITY OF PARKSVILLE
2009-2013 Final Financial Plan
Objectives and Policies for Revenue Sources, Tax Classes, and Permissive Tax Exemptions

Amendments to Section 165(3.1) of the Community Charter requires Council to establish objectives and policies relating to each of the following:

1. The proportion of total revenue that is proposed to come from funding sources as defined in 165(7) of the Community Charter (property taxes, parcel taxes, fees, borrowing and other);
2. The distribution of property taxes among the property classes;
3. The use of permissive tax exemptions.

1) Funding Sources:

Revenue Source	2009 Proportion of Total Budgeted	2008 Proportion of Total Budgeted
Property taxes (municipal share)	45.76%	38.56%
Parcel taxes	0.53%	0.54%
User fees and charges	20.32%	18.72%
Other sources	33.39%	29.22%
Proceeds from Borrowing	0.00%	12.96%
	100%	100%

Council currently has no specific policy surrounding the proportion of total revenue to come from each funding source. This is because some of the funding sources are beyond Council's control and significant fluctuations can arise between the categories depending on funding used for various projects such as federal and provincial government grants available, DCC reserves, and borrowing. The above table which is a comparison of 2008 and 2009 revenue sources is a timely example of these fluctuations. As shown, the 2009 percentages vary significantly from 2008 simply due to the reduction in the proceeds from borrowing budgeted for the Fire hall expansion and renovation project. Council does however, have individual policies, procedures or objectives relating to some of the funding sources:

Property taxes: Property taxes are the main source of revenue for the City and are the only revenue source that is entirely within the control of the City council. The annual property tax revenues are determined based on the annual Council approved tax increases. The property tax increase is determined in either of two ways; (1) through the annual budget process, where, after all other sources of revenue have been determined, the tax increase is set to ensure adequate resources for budgeted expenditures, or (2) Council sets a rate increase based on the current economic conditions and what they think the taxpayer can afford and then sets budgeted expenditures within those resource limits.

Parcel taxes: Parcel taxes are taxes levied on parcels of land without reference to the value of the land. Parcel taxes will be used when Council determines that they are more appropriate than the assessment based property taxes.

User fees and charges: User fees are charges that the City charges for certain city services such as water, sewer, and garbage services, building inspections and business licenses. These fees are set so that the fee will pay for the goods and service required to provide services supplied without contributions from the property taxpayer. Council's policy relating to the water, sewer, and solid

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waste user fees is that the user fees along with parcel taxes and other sources of funding will cover the expenditures of each of those areas.

Other sources: These revenues include interest income, grants, DCC reserves, statutory reserves and other miscellaneous funding. These revenues are very unpredictable, can vary significantly from year to year and are used whenever they are available. Council has little control over these revenues and the policy is to use grants whenever they are available to fund projects, and to use the DCC reserves to fund eligible capital projects in accordance with the approved DCC capital expenditure program.

Proceeds from Borrowing: Borrowing is minimized when possible and only used where an essential capital project will not go ahead unless debt funds are acquired. Borrowing can either be long term (over 5 years) or short term (5 years or less). Long term borrowing will only be used where the capital project will provide a long term benefit to the taxpayer as the assent of the electorate is required for the use of long term debt. so the use of this source of funding is not entirely within the control of Council. Short term borrowing is limited by provincial legislation and is only used for an essential smaller capital project that will not go ahead without borrowing due to insufficient general revenues.

2) Distribution of property taxes among the property classes

PROPERTY CLASS	2009 % of Property Value Tax	2008 % of Property Value Tax
01 RESIDENTIAL	76.02%	75.38%
02 UTILITY	0.17%	0.18%
03 SUPPORTIVE HOUSING	0.00%	0.00%
04 MAJOR INDUSTRY	0.00%	0.00%
05 LIGHT INDUSTRY	0.46%	0.45%
06 BUSINESS/OTHER	22.74%	23.39%
08 RECREATION/ NON PROFIT	0.60%	0.59%
09 FARM	0.01%	0.01%
TOTAL	100.00%	100.00%

The table above shows the percentage of Municipal property tax revenue collected from the different property classes. The tax collected is a factor of the amount of property assessments in a class (as determined by BC Assessment Authority) and the tax rate set by Council. The City really only has two significant classes of assessments (residential and business) and no policy is set as to what percentage of revenues will come from each class. Council's policy is to apply tax increases (on a percentage basis) so that the total revenue of each tax class grows from the prior year by the approved tax increase (before the affects of new construction are added in). The proportionate relationships among the classes will vary from year to year depending on how much new construction has occurred within a particular class, so maintaining the relative percentages between classes is not considered a priority.

Council's objective over the next five years is to increase the rates of Class 05 and Class 06 relative to Class 01 so that the multiple of those rates over the residential rate is closer to those of the other central Vancouver Island communities.

3) The use of permissive tax exemptions.

Objective:

Provide tax relief to non-profit, charitable/philanthropic, athletic, service club, care facility, or licenced private hospital that further Council's goals of enhancing quality of life and delivering services economically.

Policies:

Council policy is to review the permissive tax exemption requests each year before providing the exemption.

Council has a five year revitalization tax exemption bylaw in place for the downtown core.

Appendix 2

Lucky Butterworth

From: Bentley, Pamela CD:EX [Pamela.Bentley@gov.bc.ca]
Sent: April 9, 2009 14:04
Subject: FW: Circular 09:14 - Full Implementation of New Requirements for Municipal Financial Plans
Attachments: Picture (Metafile); cir0913a.doc

Circular No. 09:14
ARCS File #: 195-20

April 9, 2009

To: All Municipal Financial Administrators

Re: Full Implementation of New Requirements for Municipal Financial Plans

This circular deals with the full implementation of changes to the *Community Charter* in relation to the financial plan (Section 165) and annual property tax bylaw (Section 197).

What are the full revenue and tax policy disclosure requirements?

This year marks the full implementation of requirements for revenue and tax policy disclosure within municipal five-year financial plans. As added by Bill 35 (*Miscellaneous Statutes Amendment Act (No.2) 2007*), Section 165(3.1) of the *Community Charter* now requires all municipal five-year financial plans to include a more explicit form of revenue and tax policy disclosure. In 2009, municipalities are required to include in the five-year financial plan, explicit *objectives* and *policies* regarding *each* of the following:

- the proportion of total revenue that comes from each of the funding sources described in Section 165(7) of the *Community Charter*;
- the distribution of property taxes among the property classes; and
- the use of permissive tax exemptions (such as revitalization tax exemptions).

In addition, before adopting annual property tax rate bylaws, all municipalities must, under Section 197(3.1) of the *Community Charter*, consider the proposed tax rates for each property class in conjunction with the objectives and policies as set out under Section of 165(3.1)(b) [the distribution of property taxes among property classes] of the *Community Charter*.

Parallel legislative requirements in the *Vancouver Charter* also require the City of Vancouver to undertake a more explicit form of revenue and tax policy disclosure.

What is required for 2009 Financial Plans?

In 2008, financial plans were required to include explicit statements about each of the three areas (funding sources, distribution of property taxes, and permissive tax exemptions). In 2009, Councils will need to build on the statements that were developed for 2008 and construct explicit *objectives* and *policies* in each of the three areas. Councils are required to provide more detail about their rationale in making choices on each of the three matters, the direction they are heading and how they are going to get there. Essentially, 2009 is an

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opportunity to develop both a short-term and a long-term vision about revenue and taxation policies. **What is meant by objectives? What is meant by policies?**

There are no legislated definitions for the terms “objective” and “policy”. As a general guideline, an *objective* can be viewed as a specific goal or purpose that one is interested in achieving (if possible, within a specified timeframe), and a *policy*, as a course of action or a set of actions that are to be used to achieve that objective. As there will inevitably be overlap between the two terms, do not be overly concerned with “what is an objective” and “what is a policy”, rather, focus on the content and substance of the objectives and policies, and the process involved in developing them.

How should municipalities go about developing explicit objectives and policies for 2009?

When completing the full revenue and tax policy disclosure requirements for 2009 (and beyond), examine and evaluate existing revenue and taxation policies by reviewing, for example, current bylaws, formal policy documents and past meeting minutes. In addition, undertake discussions with the public, through a process of public engagement. Councils should also look outwards, beyond their own municipality, to understand the context within which their revenue and taxation objectives and policies fit (e.g., relative to other municipalities and the Province of British Columbia (Province) as a whole). Generally, effective objectives and policies can be achieved through a combination of inward and outward reflection and a consideration of short and long-term vision.

What specific questions should municipalities ask themselves when developing objectives and policies? Are there examples of what objectives and policies could look like?

The following provides an overview of some of the specific considerations that should be taken into account when developing objectives and policies in relation to each of the three areas. Some examples of objectives and policies are also provided below. *Note, the policies under each section are not necessarily linked with the objectives in that section – each bullet is a separate example.*

(a) Objectives & Policies: Funding Sources

To develop objectives and policies regarding the proportion of total revenue that comes from each of the funding sources described in Section 165(7) of the *Community Charter*, ask yourself the following types of questions:

- Are we comfortable with the current mix of funding sources?
- In the next 2 years, do we want to maintain the current proportions of funding sources? What about the next 3, 5 or 10 years?
- Are there funding sources that could be developed further to gain more revenue?
- Are the funding sources sustainable in the short and long-term? If not, what is our plan for transitioning to more sustainable funding sources?
- How could additional funding sources be pursued? On what timeline?

Examples of possible *objectives* for this requirement include:

- Over the next five years, increase the total proportion of user fees by 2% above the current levels.

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- o Over time, decrease the municipality's reliance on property taxes and focus instead on increasing our percent of total revenue received from user fees and charges.

Over the next year, increase the amount of revenue received from government grants by at least 1%. Examples of possible *policies* for this requirement include:

- o Mitigate the impact on property taxes by pursuing non-property taxes whenever possible through applying for government grants and charging user fees at appropriate levels
- o Ensure that fees and charges are increased on a regular basis in line with inflation while ensuring that services remain affordable and competitive.
- o Attempt to keep the proportional share of revenue from property taxes at a level similar to the average of comparable municipalities.
- o Pursue cost recovery for water, sewer and other municipal services through appropriate user fees.
- o Hire an additional staff member whose primary responsibility will be to seek out, apply for, and manage provincial and federal government grants.

(b) Objectives & Policies: Distribution of Property Taxes

For the requirement of providing objectives and policies regarding the distribution of property taxes among the property classes, ask yourself the following types of questions:

- o What choices have led us to the current distribution of property tax rates?
- o Why have these choices been made? What impact are our current choices having?
- o Are we happy with the current situation? Is our current situation acceptable? Is it sustainable and resilient, or does it require change?
- o How are our property taxation policies impacting the various groups of taxpayers within our community?
- o What are the property taxation policies of our neighbouring jurisdictions? Similar-sized municipalities? Others throughout the Province?
- o What effects do our property taxation policies have on the property taxation system as a whole? Are these the intended effects and if not, how should we be changing?
- o What is our short and long-term vision for the distribution of property tax rates? How do we want to change and what will this change look like?
- o What principles should we be using when developing objectives and policies around the distributions of property taxes? Fairness? Equity?
- o What level of engagement have we had from the public, the business community, Council, etc., in relation to our current and future policies around the distribution of property taxes?

Examples of possible *objectives* for this requirement include:

- o Reduce the proportion of total property tax paid by non-residential property classes from 35% to 30% over the next four years
- o In the long-term, ensure that business and light industry property tax rates are aligned with those of other competitive municipalities in British Columbia.

Examples of possible *policies* for this requirement include:

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- o Setting property tax rates will take into account factors such as significant new or loss of investment in the community, maintenance of economic initiatives, and the promotion of specific sectors for investment in the community.
- o Set property tax rates that are based on principles of equity and responsiveness to economic goals. City Council recognizes that residential tax payers are the predominant users of municipal services and, therefore, should bear a larger portion of the tax burden.
- o Ensure that property tax rates are in line with the larger community goals and policies, such as those specified within the Official Community Plan and the Regional Growth Strategy.
- o Set-up a property tax commission to review the municipality's distribution of tax rates among the property classes, particularly in relation to business and light industry

(c) Objectives & Policies: Permissive Tax Exemptions

When considering policies and objectives in terms of the use of permissive tax exemptions (such as revitalization tax exemptions), ask yourself the following types of questions:

- o What goals and objectives would Council like to support and encourage in the community through permissive tax exemptions?
- o Is the financial loss of a permissive tax exemption equivalent to the social benefit?
- o Is there evidence of long-term benefit from revitalization tax exemptions?
- o Who will benefit, directly and indirectly, from the permissive tax exemption?
- o Have we reviewed all of the relevant considerations, factors and other advice and information that is available in relation to permissive tax exemptions from the Ministry of Community Development?
- o In the case of revitalization tax exemptions, have we reviewed the Primer on such exemptions?

Examples of possible *objectives* for this requirement include:

- o Over the next five years, the municipality will continue to provide revitalization and heritage tax exemptions for properties located within the downtown core.
- o To encourage development that will meet our *Climate Action Charter* commitments, focus solely on providing revitalization tax exemptions that enhance environmental sustainability.
- o Over the next five years, provide permissive tax exemptions that promote economic development within the community.

Examples of possible *policies* for this requirement include:

- o Permissive tax exemptions will be considered to encourage activities that: (a) are consistent with the quality of life (economic, social, cultural) objectives of the municipality; (b) provide direct access and benefit to the public; and (c) would otherwise be provided by the municipality.
- o Attract new investment to all property classes through coordination of zoning, economic development and revitalization tax exemptions.
- o Revise the municipality's existing economic development plan to determine where opportunities for permissive tax exemptions may be available.

Appendix 2

What resources are available to municipalities in implementing the full requirements for 2009 (and beyond)?

To develop effective and comprehensive revenue and taxation objectives and policies, municipalities can consult the Ministry's "Local Government Statistics" site for a comprehensive and range of municipal statistics, and CivicInfo BC's "Surveys & Statistics" searchable database, for municipal tax rates and other financial indicators.

Previous circulars also provide more information on the revenue and tax policy disclosure requirements - see Circular No.07:14 and Circular No. 08:10.

Also attached, is a sample financial bylaw of a fictitious municipality which illustrates the full implementation of the revenue and tax policy disclosure requirements.

Original signed by:

Talitha Soldera
Director
Local Government Finance

Attachment

<<cir0913a.doc>>

Pamela Bentley

Administrative Assistant

Local Government Infrastructure and Finance Division

Ministry of Community Development

Phone: 250 387-7930 Fax: 250 356-1873

E-mail: Pamela.Bentley@gov.bc.ca

Internet: <http://www.cserv.gov.bc.ca/lgd>

May 26, 2009

MEMO TO: FRED MANSON, CHIEF ADMINISTRATIVE OFFICER

FROM: MIKE SQUIRE, MANAGER OF ENGINEERING

SUBJECT: 2008 STATE OF MUNICIPAL INFRASTRUCTURE INFORMATION REPORT
OUR FILE: 5210-01-INF

ISSUE:

The Engineering and Operations Department would like to inform Council of the 2008 State of Municipal Infrastructure Report prior to publishing it on the City's Web Page.

BACKGROUND:

Recent studies on the state of Canadian municipal infrastructure reveal there is a growing infrastructure investment deficit across the nation. An infrastructure deficit is the cost of deferred maintenance. Historically municipalities have managed infrastructure assets reactively and had not planned for or saved money for the eventual time of replacement. It is estimated that the total replacement cost of all City owned infrastructure (i.e. Arrowsmith Dam, water facilities, watermain, sanitary sewers, storm drains, roads, streetlights, etc.) is \$289 million. It has been determined through this annual review that the current annual infrastructure deficit is \$7.6 million. With additional future infrastructure condition assessments and a fairly aggressive Capital infrastructure replacement program, it is expected that this number will significantly decrease.

In 2006 the Public Services Accounting Board (PSAB) approved important changes for municipal accounting with the issuance of Tangible Capital Assets reporting standard PS3150. The PS3150 reporting standard is officially required for 2009. The primary difference in the reporting method is going from a 'modified accrual accounting' to a 'full expense' method. PS3150 requires that local governments recognize all tangible capital assets on annual financial statements, and addresses the need to include information about the stock and use of tangible capital assets supporting government service. PS3150 is often associated with Asset Management but in reality PS3150 only addresses some of the items covered by the more inclusive subject of Asset Management. The City of Parksville is in the process of formalizing an asset management system.

Asset Management is a strategic and integrated approach to managing public facilities, infrastructure and equipment in a comprehensive and business-like manner involving planning, engineering and finance. It considers the long-range perspective of assets, ensuring sustainability over the life cycle. It is an approach that is driven by community goals, objectives and expectations, rather than engineering standards and criteria only. The ultimate goal of asset management is sustainable infrastructure.

In order to provide the necessary information for the Finance Department to meet the PS3150 reporting standard the Engineering and Operations Department undertook the effort to answer the following questions;

- What do you own and where is it?
- What is it worth?
- What is deferred?
- What is the condition?
- What is the remaining service life?

The State of Municipal Infrastructure report is the first time the City of Parksville has attempted to answer these questions in a formal report. The report represents a summary of the current methodology and approach used by the Engineering and Operations Department to provide a basic level of understanding of the state of municipal infrastructure assets.

The report was created through examining available data and formulating equations using industry standard service lives for the different materials used. The results are based on data and knowledge currently available from which analysis was undertaken and conclusions were drawn. This effort will provide greater detail on the City's municipal infrastructure (tangible capital assets), and improve our ability to meet PS3150 financial reporting requirements. It also provides a snapshot in time, or benchmark, as to our understanding of the City's infrastructure asset inventory for future reference, and aids in the decision when prioritizing Capital infrastructure projects. This annual report will be informative to Staff and Council, as well as the general public, to better understand the state of municipal infrastructure and the need to continue maintenance and capital upgrading in the future.

RECOMMENDATION:

THAT the report from the Manager of Engineering entitled "State of Municipal Infrastructure – Annual Review" be received by Council for information and published on the City's Web Page.



MIKE SQUIRE
Manager of Engineering

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:



FRED MANSON
Chief Administrative Officer

COMMITTEE OF THE WHOLE REPORT

June 16, 2009

REPORT TO: F C MANSON, CHIEF ADMINISTRATIVE OFFICER

FROM: DEBBIE TARDIFF, COMMUNICATIONS OFFICER

SUBJECT: LOGO IDENTITY AND BRANDING FOR THE CITY OF PARKSVILLE

ISSUE

New logo identity and branding for the City of Parksville.

EXECUTIVE SUMMARY

To replace the existing "P" logo with a new branding identity for the City of Parksville. The new logo would be phased in over the next few months; at which time residents will begin to see the new design and identity on City of Parksville advertisements, print materials, new vehicles, clothing and other graphic identifiers.

BACKGROUND

In the fall of 2008, the City launched a new updated website. When the website was being redesigned, it became apparent that the existing City logo (the "P") would not work. There was no original artwork for the scene in the centre of the "P" and the colours could not be applied to the new website. For purposes of the website, the City of Parksville was branded as "City of Parksville". The sand dollar was added to the website as a separate graphic element that helps to identify the City, chosen to emphasize our connection to the Parksville Beach.

Over the past six months, we have successfully applied this same branding as a stylized wordmark to both internal and external communications.

City of
Parksville

The "P" logo does not fit with the overall branding and image development which is being used for City of Parksville signage and internal presentation standards which are a modern iconic logo based approach. There are many issues with the existing "P" logo such as:

- It is unrefined, outdated and cluttered
- The number of colours and complexity of the logo make it expensive to reproduce
- It is illegible at a reduced scale
- It does not read well when printed in black and white or greyscale



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June 16, 2009

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Logo Identity and Branding

To continue the identity branding of the City of Parksville, a logo has been developed that combines the wordmark and sand dollar. This logo can be used as a visual identifier that will build brand for the City of Parksville. Through the website, advertising, publications, vehicles, correspondence, etc, the brand will become a symbol of the City's identity to everyone who comes in contact with it. Brand-building evolves over time and the City's logo is perhaps the strongest single visual identifier for the City.



The City should have a professionally designed logo that takes into consideration graphics standards and the requirement for camera ready artwork. A successful logo should not just be creative or clever. Creating a logo for an organization is not the same as developing a nice piece of art. A logo is intended to be a visual 'identifier' of that organization - no matter where it's applied.

Unfortunately, with logo design, everyone is an expert and all have passionate opinions. The suggested new City of Parksville logo is a simple evolution/redesign - incorporating the Parksville wordmark with a simple graphic element - very much like the sand dollar design in its simplicity. This modern icon based approach builds on our community branding efforts which began with the development of the downtown revitalization logo, which has been applied throughout the core area. The icon based approach has also spun-off into park signage and interpretive materials.

The wordmark and sand dollar is a strong representation of the character of the City; a modern, progressive community that embraces its natural beauty. The colour palette was chosen to reflect Parksville's intimate connection to the beach, water and open blue skies. The sand dollar is symbolic of the community's most dominant feature, the beach. The blue colour was applied as a metaphor for the blue skies, clear rivers and the infinite ocean that surround us. The logo should embody the community's values as an:

".. authentic expression of the best that we can be, a place of true comfort and repose; a place at peace with itself and nature; an expression of striking ideas gracefully done - a place of enduring beauty."
Frank Lloyd Wright

The logo is designed to be easily recognizable and is a valuable asset in communicating with the public - residents, businesses and visitors. This logo will assist the public to identify personnel, City property, printed materials and all forms of communication for the City. Visual consistency will create recognition and will differentiate the City of Parksville from other municipalities and organizations. The consistent use of one distinctive logo will communicate who we are, with one unified voice. All physical representations of the City's image that the public is aware of, whether it is a letter on City stationery, an email, a report, public notice in the newspaper or vehicle identity will provide an opportunity to communicate our excellent service.

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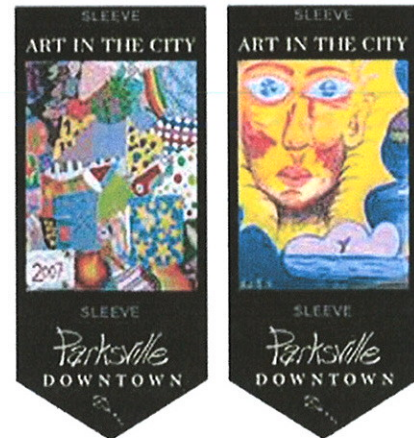
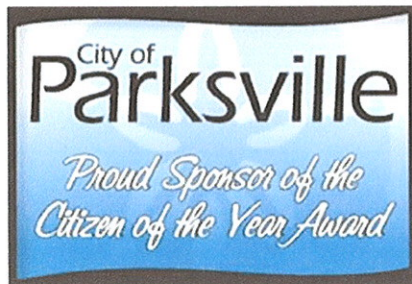
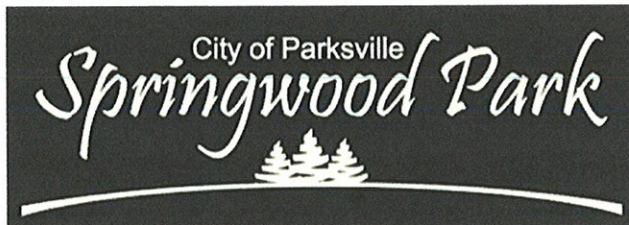
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Brand standards will need to be developed for the City of Parkville. Because of the significant impact of the brand, how the logo is used is important both internally and externally. Any use of the logo in a project, presentation or collateral materials is a direct reflection on the City of Parkville. It is essential that the logo is used correctly whenever and wherever it is used. A graphics standards manual would be produced and maintained by the communications office and would provide the usage information for the City's logo. The use of standards will assist citizen recognition of the City's logo by presenting it consistently and uniformly.

All materials, such as advertisements, reports, brochures and forms, produced by each department will carry the logo. There are situations when the logo along with the department name may be used. When the department name is used with the logo the name must be consistently applied in relation to the logo. The logo is a visual link among departments within the City of Parkville.



Some samples of existing signage within the City:



Coat of Arms - Almost all municipalities use a branding logo for outreach and identity. Should Council adopt the use of a crest, it is recommended that the crest be the official seal of the City of Parkville. This would represent the heritage of Parkville and would symbolize the incorporation of Parkville as a city. This crest would be used only for official purposes.

Logo contests - are almost always problematic. Entries are received by well-intentioned folk who do not understand graphics usage or standards for professional logo/identification. So often, a choice is made from the best of the worst. Contests seldom result in a professional quality logo and take considerable time to administer. The result would still require work by a graphic artist to generate a print-ready product.

OPTIONS

Council may:

1. Direct staff to discontinue using the current "P" logo and approve the use of the new City of Parksville logo proposed in the report from the Communications Officer dated June 16. If approved, staff be directed to develop a graphics standards manual and implement graphics standards in the use of the new logo.
2. Request additional information from staff.
3. Maintain the status quo.

ANALYSIS

1. Staff will proceed to use the new City of Parksville logo. A graphics standards manual will be developed which will outline appropriate use of the new logo for both internal and external applications.
2. Request additional information from staff.
3. Maintaining the status quo will continue the use of the "P" logo and the wordmark on limited applications.

FINANCIAL IMPLICATIONS

The graphics standards manual can be developed in-house within existing resources. It is not expected that there will be additional costs associated with the change to the new logo. The new logo will replace the "P" logo only when it becomes necessary to reorder those items branded with the City identity (such as printed materials, stationery, flags, vehicles, signs, banners, clothing and other graphic identifiers).

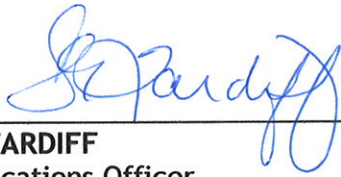
RECOMMENDATION

THAT the report from the Communications Officer dated June 16, 2009, regarding logo identity and branding for the City of Parksville be received;

AND THAT Council direct staff to discontinue using the current "P" logo and approve the use of the new City of Parksville logo proposed in the report from the Communications Officer dated June 16.

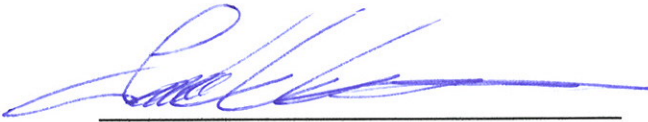
AND THAT staff be directed to develop a graphics standards manual and implement graphics standards in the use of the new logo.

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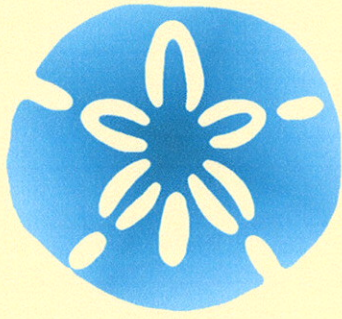
DEBBIE TARDIFF
Communications Officer

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:



FRED MANSON
Chief Administrative Officer

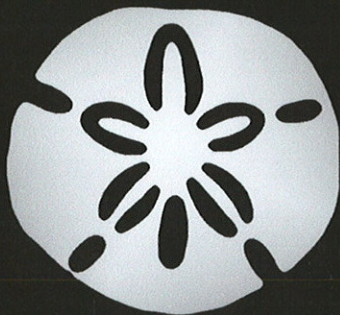
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