

THE CORPORATION OF THE CITY OF PORT COQUITLAM

PARKS AND RECREATION COMMITTEE

A meeting of the Parks & Recreation Committee was held in the Council Chambers on June 20th, 1984 at 4:00 p.m.

In attendance were Alderman Keryluk, Alderman Farnworth and Alderman Stewart

Also in attendance was K. Janna Taylor, Parks and Recreation Director

CONFIRMATION OF MINUTES

That the minutes of the meeting of the Parks & Recreation Committee held on Wednesday, June 13th, 1984 be taken as read and adopted.

Item No. 1 Wilson Centre Extension

Jack Blowers and Jock Munro met with the Committee. Alderman Keryluk indicated that the Committee had reviewed the report on the Wilson Centre and that the Committee would like to have a feasibility study done on the Wilson Centre to find out the future needs, space requirements, growth rate and costs. It would be the intent of the Department to have a consultant work in conjunction with the building committee from the Wilson Centre. Mr. Blowers and Mr. Munro asked for a time commitment from the Committee as to when they could expect the Committee to go to Council with a recommendation. It was agreed that Janna Taylor would contact Mr. Blowers and Mr. Munro in 30 days on the status of the report.

Item No. 2 May Day

Helen Fitch presented the attached report. The Committee went over the report and Helen elaborated on her recommendations. She felt it was important that we seriously look at getting a "store front" office for the months of March, April and May; also that there is a need for a secretary who can be there everyday to answer the telephone and as a public drop in to answer their questions. The Committee congratulated Helen Fitch for the fantastic job that she did as co-ordinator.

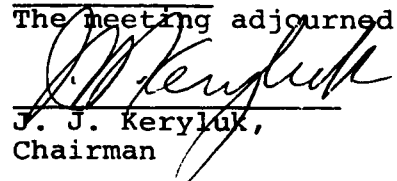
Recommendation:

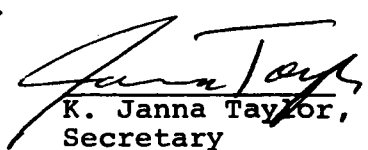
That the report be received as presented.

CARRIED

ADJOURNMENT

The meeting adjourned at 5:30 p.m.

  
J. J. Keryluk,  
Chairman

  
K. Janna Taylor,  
Secretary

Enc.

JUN 20 1984  


1984 PORT COQUITLAM MAY DAY REPORT

respectfully submitted by Helen Fitch  
1984 May Day Co-ordinator

Attention: Parks and Recreation Committee

It is my intent to provide you with a general overview of this year's festivities in terms of it's viability and success. Specific organizational details of various events are available in the existing files and may warrant your perusal if pertinent questions are unanswered in this review.

TRADITIONAL EVENTS:

Parade  
Crowning  
Silver Chord Tea

All events were well-attended and well-organized. The parade attracted 75 entrants. It was obvious that we did not have enough bands. I simply did not show up and one specifically decried the fact that we did not pay enough to make it worth their while. In 1985 one should expend a great deal of effort in the fall to canvas music groups, for without their presence the parade, while enjoyable, is faintly dull. We presently provide \$75.00 honorariums per band. Committee may wish to upgrade this fee.

NEW EVENTS:

Fine Arts Festival  
Penny Carnival  
BMX Demonstrations  
Family Sports  
Pancake Breakfast

Any event held on Saturday was a success in that some semblance of a crowd was virtually guaranteed by the Parade and the Crowning Ceremonies. As such the Craft Faire organizers were more than pleased with the numbers that viewed their presentations. The Coquitlam Fine Arts Council would in fact, be quite willing to host this event in 1985 and should do so as they are most experienced in this field.

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The Festival of the Arts is held only every 3rd year in Port Coquitlam and is not therefore an ongoing May Day event. They would, however, like to avoid similar dates as Saturday's activities diverted the public from their display. The B.M.X. Club demos thrilled the kids, cost us nothing and gave them an opportunity to increase their registrations. It was a sensible and a mutually successful arrangement.

In retrospect our Sunday events were subject to cynicism in that Mother's Day prevailed. But it must be noted that the Penny Carnival organized by the Parks & Recreation Department was extremely successful - well attended and certainly well organized. Depending on the 1985 internal commitment of this department I highly recommend this event as a natural family oriented occasion. Comments were ongoing after the fact; parents sincerely enjoyed taking their children to this Carnival - it was bright, fun and economical.

SPECIAL EVENTS:

VIP Champagne Breakfast  
B.C. Highland Dancing  
Fashion Show  
Adult Dance

Unequivocal success

Fashion Show was sold out. Beyond that, the show was a marvellous display of talent and organizational ability. People will look for it in 1985.

B.C. Highland Dance Association again creates it's own clientele, although they do take up a lot of space (arena #2)

Adult Dance can only succeed if the entertainment can draw a crowd. It was difficult this year but if Gillian Campbell is re-booked I feel sure all tickets would easily be presold.

RECOMMENDATIONS:

- Designate dates for May Day Festivities as soon as possible in fall
- Office should be more accessible to public, creating a public profile that acquaints people with the concept.
- I will reiterate Jean Day's request for a full-time secretary hired by the City.
- Maintain Fashion Show as a "kick-off" event.
- More dialogue with local area merchants re their involvement.
- Make every effort to create a May Day Logo

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FUTHER NOTES:

Float

I cannot say too much nor too little about your dilemma in regard to the state of; the size of; the calibre of an annual City Float. It is an understatement to point out that finding volunteers to erect such a project is very problematic. Depending on the prevailing political expectations of any council - the float is of either a high or a low priority. Please then consider these points;

- it is for your children to ride on
- volunteers question the justice of city workers getting paid to work on a float when their time is donated
- where and in what context do you want your City float seen?
- the vehicle that pulls the float is an integral part of the design but must be in a reasonable state of repair and cleanliness
- Fort Langley had their float professionally built for approximately \$15,000.00 The vehicular motor structure is enclosed thus it is self-propelled. The float is stored year round in an enclosed, dry warehouse. The life expectancy of this float according to one source is 3 years after which the City solicits a new design. I mention this matter only to acquaint you with what some other municipalities do. Where festivals are society operated committees are charged with responsibilities to build and finance said floats.

FINAL COMMENTS:

Somewhere, somehow, Council must seriously debate the intrinsic value of a May Day Festival and come to realize what exactly it represents to the community. I congratulate the Committee this year for clearly outlining Council's expectations in that crass commercialism was unacceptable and family entertainment was of prime importance. What you have now is the structure for one day that centers on the involvement of children - Princesses, Flower Girls, Lancers and 120 MayPole Dancers. It is simplicity itself - a Craft Faire, Dancing, tea at the Wilson Centre culminating with a City Banquet and Dance. May I respectfully point out that you cannot afford much more.

Briefly stated, from \$20,000 subtract:

6,000 City Labour Costs
4,500 Co-ordinator
1,500 City Banquet

\$12,000 is spent before consideration of printing, advertising, floral and float costs. In the spirit of restraint every effort

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was made to stay within budget, yet provide some esthetic sense of quality to the affair. The Champagne Breakfast is a case in point - the Champagne was donated, the breakfast catered at \$2.50 per person - not crepes or Eggs Benedict but sausages et al. I would have liked to have seen our streets festooned with our own unique banners proclaiming May Day - I would like to have had more paid advertising - yet, in retrospect, participants seemed to have a good time. Improvements can always be made and you can continue to be guardians of a beautiful tradition that will be lost without your stewardship. Ask your citizens to organize a society to protect your May Day or persevere. It is your business not mine but a decision must be made for expediency's sake.

KUDOS:

I cannot and will not complete this report without commenting on the quality of the Parks & Recreation Branch. The co-operation and support given me by every member of that department was overwhelming. It was a rare experience enhanced by similar kindness displayed by all City employees I encountered. The enthusiasm displayed by the Mayor's office was refreshing and most appreciated. And to members of the Committee, I cannot thank you all enough for your confidence and the freedom you gave me to attempt the novel.

Thank you all again for the privilege of your association and friendship.

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