



VANCOUVER
BOARD OF
PARKS AND
RECREATION

December 3, 2018

MEMO TO : Park Board Commissioners

FROM : Malcolm Bromley
General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **VanSplash Advisory Group Recruitment Update**

Dear Commissioners,

I wanted to provide a quick update on the VanSplash advisory group recruitment. I am pleased to report, that as of 9:00am today, seven days into our two-week recruitment period, we have received 141 completed Advisory Group applications.

Delaney + Associates, our facilitator team, is pleased with the strong level of uptake we have had so far. They have been receiving questions, listening, and are responding directly to applicants' questions throughout the process to address any possible challenges.

In a few cases, we have heard from people who are interested in participating but cannot commit to the timeline. The team is working on ways to involve these individuals in the advisory group process e.g. sharing the advisory group meeting minutes and, once the group is established, sharing input from the community with members. We will continue to work on this once the group is established.

Promotion of the Advisory Group application continues until December 9 with posters and postcards at all community and recreation centres, daily Twitter posts and City-wide promotion of the application via Facebook advertisements. To date, our reach on social media has been strong, with more than 17,000 views of our Twitter and Facebook posts and 1,100 webpage views. In addition, an e-blast with link to the application was sent to over 3,000 contacts in our VanSplash database.

Regards,

A handwritten signature in black ink that reads 'Malcolm Bromley'.

Malcolm Bromley
General Manager - Vancouver Board of Parks and Recreation

DH/lt

Copy to: PB Senior Leadership Team
PB Communications