# **2017 Annual Report**





**West End Community Centre Association** 



West End Community Centre | Barclay Manor |
Coal Harbour Community Centre



## **Our Mission**

To enhance the quality of life of the West End and Coal Harbour communities by providing recreational, educational and social activities and services, which are accessible and responsive to the changing needs of the communities.

## **Our Mandate**

The name of the Society is West End Community Centre Association. Purposes of WECCA are:

- Maintain a liaison and working relationship with the Vancouver Park Board staff, VSB, VPL and other Community Centres and the West End and Coal Harbour community groups and agencies.
- 2. Provide recreational, educational and athletic facilities and equipment for the residents of the West End and Coal Harbour.
- 3. Promote, encourage, support and assist recreational, cultural, educational, artistic, charitable, sporting and community endeavours.
- 4. Promote, foster and develop community spirit and good citizenship.

In partnership with the Vancouver Board of Parks and Recreation



# ANNUAL GENERAL MEETING & ELECTION OF OFFICERS

Tuesday, January 16, 2018 6:30 pm

#### **AGENDA**

- 1. CALL TO ORDER
  - 1.1 Welcome and Introductions
  - 1.2 Approval of the Agenda
- 2. ROUTINE BUSINESS
  - 2.1 Review Minutes of Annual General Meeting held on February 7<sup>th</sup> , 2016.
- 3. FINANCE REPORT
  - 3.1 Treasurer's Report
  - 3.2 Auditor's Report
  - 3.3 Acceptance of the Audit Financial Statements
  - 3.4 Appointment of Tompkins and Wozny LLC, as the auditors for the Society for 2018
- 4. Societies Act Transition
  - 4.1 Adoption of the revised Constitution to conform with the new Societies Act (BC)
  - 4.2 Adoption of the revised by-laws to conform with the new Societies Act (BC)
  - 4.3 Special Resolution: TRANSITIONING OF THE SOCIETY UNDER THE NEW SOCIETIES ACT (BC)
- 5. RECREATION SUPERVISOR'S REPORT
- 6. PRESIDENT'S REPORT
- 7. NEW BUSINESS
  - 7.1 Acclamation of Directors
- 8. ADJOURNMENT



## MINUTES of ANNUAL GENERAL MEETING & ELECTION OF OFFICERS

Tuesday February 07th, 2017 6:30 pm

Directors Present: Ian Haywood-Farmer (1stVP) Ron Shindler

Bonnie MacKenzie (Treasurer) Linda Johnston (Secretary)

Ross Haleliuk Stephanie Martin Sarah McLean Stacey Freeman Dora Liu Annelies Bertrand

Jennifer Fitzpatrick

Staff Present: Randy Chan Darko Kulic

Darilyn Dennis Patrick McCarthy
Geoff Langan Jayne Loutit
Debbie Coulson (minutes) Jodi Gibson

Guests: Yuki Sugiyama (Auditor) Daisy Chin (Area Manager)

Jane Curry (VPL) Ralph McNight
Spencer Chandra Herbert Anson Siu

Voting Members: Gwen Evison Alan Fetherstonhaugh

Alan Baycroft Loraine Lundquist

Eric Kowalski Anthony Kupferschmidt

Lea Chambers

Regrets: Dave Pasin (Chair) Pamela Leaman

David Scott Shreya Qazi

#### 1. CALL TO ORDER:

The meeting was called to order at 6:30pm. Ian Haywood-Farmer apologized that Dave Pasin (WECCA President) had to send his regrets and that he would Chair the AGM. There being 18 members present Ian Haywood-famer (1stVP), declared a quorum was met.

**1.1 Welcome and Introductions** Ian Haywood-Farmer (1stVP) welcomed everyone, thanking everyone for coming. He introduced Debbie Coulson (WECCA Business Manager) and current Board members Bonnie MacKenzie (Treasurer), Linda Johnston (Secretary), Ron Shindler (Director) and the prospective Directors were welcomed as well and also stated that three of the prospective Directors Pamela Leaman, David Scott and



Shreya Qazi had to send their regrets as well. Casey Crawford (PB Commissioner) and Spencer Chandra Herbert (MLA) were introduced.

#### 1.2 Approval of the Agenda

**MOTION** Alan Baycroft moved to approve the Agenda.

Gwen Fyison seconded the motion.

**CARRIED** 

#### 1.3 Guest Speaker: Spencer Chandra Herbert (MLA)

Spencer started out thanking the WECCA Board members and reminded everyone that they are in a volunteer role. He said it's a privilege to be the West End MLA and an honour to serve you. He went on to thank the PB Staff and all of the WECCA members. During our cold spell he expressed gratitude to all who stepped up helping people out in a tough situation by offering our Community Centre as a "Warming Centre" and stated that he himself volunteered one of the evenings as well. He said it's going to be a challenge to step forward as more residents come to the West End. How do we improve this Centre with the increasing needs? We need to double the size of King George High School and Coal Harbour is expecting a school, hopefully sooner than later. There are exciting opportunities and we need to work together in a collaborative way. Once again he said it's an honour to serve you and thank you all for your service as well.

#### 2. ROUTINE BUSINESS

**2.1.** Review Minutes of Annual General Meeting held January 19<sup>th</sup>, 2016

MOTION: Loraine Lundquist moved to accept the minutes of the AGM held January 19<sup>th</sup>, 2016. Alan Baycroft seconded the motion.

CARRIED

#### 3. FINANCE REPORT

Bonnie MacKenzie stated that her Treasurer's Report can be read in the Annual Report and stated that WECCA had predicted that the year would end in a deficit and due to the solid effort of our exceptional Parks Board Programmers and our dedicated committees; we had a very good year. Bonnie invited the auditor, Yuki Sugiyama, of Tomkins, Wozny, Miller & Co., to address the auditor's report.

Yuki stated that WECCA did have a very good year and thanked the Association Business Manager and Bookkeeper for the work that was done on the audit. He went over the audited statements, explaining various items on both the Statement of Operations and the Statement of Financial Position. Bonnie thanked Yuki for the work done on the audit.

**MOTION:** Alan Baycroft moved to adopt the Treasurer's Report. Lea Chambers seconded the motion.

CARRIED



<u>MOTION</u>: Alan Baycroft moved that WECCA accept the auditor's 2015/2016 report as presented and to approve the appointment of the auditors Tomkins, Wozny, Miller & Co. for next year. Gwen Evison seconded the motion.

**CARRIED** 

### 4. RECREATION SUPERVISOR'S REPORT – Jayne Loutit

Jayne Loutit thanked everyone who showed up in the snow and attended the meeting. One of the highlights was that happened in 2016 was the 40<sup>th</sup> Anniversary of the West End Community Centre. Success has been seen everywhere this year due to the hard work of our incredible staff. We were successful in providing refuge for the homeless, providing as many as 100 warm beverages and a warm place to sleep. She went on to thank the incredible Youth Crew and mentioned the best part is that everyone here works together as a team to maintain the success of WECCA. Jayne also thanked the outgoing President Dave Pasin and 1<sup>st</sup> VP Ian Haywood-Farmer for all of their dedication and countless hours and volunteer time they put in. The entire team at the West End, Coal Harbour and Barclay Manor look forward to working with WECCA in 2017. We will maintain the achievements of the past year and as always, will continue to strive towards supporting and building a strong community.

#### 5. PRESIDENT'S REPORT

Ian Haywood-Farmer mentioned that the President, Dave Pasin's written report can be read in the WECCA Annual Report. He thanked all the Committee Chairs for their reports. This past year has been a long process of negotiations with the Vancouver Board of Parks and Recreation of which is still ongoing to create a new Joint Operating Agreement.

**MOTION:** Alan Baycroft moved that the membership adopt the reports included in the WECCA Annual Report. Gwen Evison seconded the motion.

**CARRIED** 

#### **NEW BUSINESS**

#### **6.1 Election of Directors**

The Nomination Committee reports that there are 15 positions available on the WECCA Board of Directors, for the 2017 year there will be 3 Directors who are continuing into the second year of their two-year term. This leaves a potential 12 positions to be filled. By close of nominations 10 applications were received and all have been recommended by the Nominations Committee. The Board endorsed the candidacy of the nominees for the Directors of the WECCA Board.



- Sarah McLean
- Stephanie Martin
- Stacey Freeman
- Ross Haleliuk
- Jennifer Fitzpatrick
- Dora Liu
- Annelies Bertrand
- Shreya Qazi
- David Scott
- Pamela Leaman

The candidates introduced themselves to the membership.

**Sarah McLean**: Has lived in the West End for 11 years. She is a teacher of social studies and wanted to volunteer for her community and looks forward to working for the Board.

**Stephanie Martin**: She is the Community Development Manager of the McCreary Centre Society. She has been a WECCA member since the summer and is on the Children and Youth and the Marketing and Volunteers Committee. She looks forward to this opportunity.

**Stacey Freeman**: She is the Regional Manager of Pacific Autism Family Centre. She has been a member since the summer and is on the Arts and Marketing Committee. She looks forward to being a WECCA Board member.

**Ross Haleliuk**: Ross is a certified Project Management Professional. He has been a proud member of WECCA since 2014. He stated that this has been a humbling experience and would be honoured to serve on the Board.

**Jennifer Fitzpatrick:** She is the Executive Director at Rowing BC and has lived in the West End for 4 years. She looks forward to being on the WECCA Board.

**Dora Liu:** Dora is a Senior Account at KPMG LLP and has been a member of WECCA since the summer. She is a member of the FAAS Committee. She lives in Coal Harbour and looks forward to serving on the Board.

**Annelies Bertrand:** Annelies has lived in Coal Harbour for 22 years and has used the Community Centre for many years. She has boys aged 4, 6 and 8 years old. She looks forward to working with the Children and Youth Committees and serving on the Board.

The three Director's David Scott, Shreya Qazi and David Scott will be sworn in at the next Board Meeting.

Section 5.10 of our bylaws states that "In elections where the number of candidates is equal to or less than the number of vacant positions for Directors, the nominated candidates are



deemed elected by acclamation." Therefore the above candidates are deemed elected to the WECCA Board of Directors.

#### Casey Crawford performed the swearing in of the directors.

Casey mentioned that this has been a very busy time for the Park Board with all kinds of projects going on besides the JOA such as the Dogs and Parks and the implementation of a future Community Centre Association for Creekside Community Recreation Centre to Serve the Residents.

#### 7. ADJOURNMENT – 7:18pm

**MOTION:** Anthony Kupferschmidt moved to adjourn the meeting and Gwen Evison seconded the motion. **CARRIED** 



#### **WECCA President's Annual Report - 2017**

As President of the West End Community Center Association (WECCA) family which comprises the West End Community Centre, Coal Harbour Community Centre and Barclay Manor, I want to take this opportunity to thank our staff, programmers, Board, members and patrons for making 2017 a memorable year. We hope that you enjoyed your experience(s) and will continue to make WECCA programs, services and activities an integral part of your social, physical and exercise lifestyle this year.

2018 promises to be another challenging and exciting year. WECCA continues to evolve as part of its commitment in offering new programs, activities and services that reflect the needs of our ever growing and changing West End - Coal Harbour communities.

WECCA saw its share of challenges in 2017. Primarily amongst these challenges was ensuring a positive fiscal bottom line. Working closely with our Supervisor of Recreation – Ms. Jayne Loutit, our programmers and staff, worked hard to ensure all programs, activities and services that WECCA delivered were fiscally responsible and met the needs of the community.

2017 was yet another year of change for WECCA programs, activities and services, and community demographics. WECCA rose to the challenge with offerings to better serve its patrons and the community. New programs and events continue to be instituted, whilst others have been or will be discontinued and/or revised.

As President of WECCA I am very pleased that our Community Centre Association is seeing a renewed sense of interest in its operations by the community. We have welcomed and will be welcoming several new Board members. Our co-operation with the Vancouver Park Board (VPB) through our VPB Commissioner Liaison – Casey Crawford has been very forthcoming. Commissioner Crawford has been key in keeping WECCA informed of VPB activities and raising our concerns within VPB bureaucracy.

As most are aware the Park Board has been engaged with Community Centre Associations in rewriting the Joint Operating Agreement (JOA) under which the CCA's operate within Community Centres. I am pleased to report that WECCA and the Parks Board have reached an agreement on a Joint Operating Agreement. This JOA was signed by both parties in December, and it ensures the sustainability of the Association and details our role in the community. The JOA will necessitate some change in the process and policies of the Association and will require significant effort by both WECCA and the Parks Board in its implementation. However, with the discussions over, it is now time to look ahead and work together to make our Centre(s) and our programs the best they can be.

As President, I am pleased that WECCA has been able to set aside in excess of \$100,000 to subsidize programs for our youth, seniors and others in need. The Board and our Park Board staff have been exemplary in ensuring our programs meet the needs of those they serve and adapt accordingly to growth and change.

I would encourage all members, users and participants of facilities, programs, services and activities to voice their opinions and have their voices heard. We value your input. Our patrons' feedback is imperative in continually improving our offerings to the community.

All our Board members, WECCA staff, our Parks Board Staff, and all our volunteers deserve special commendation for their dedication, hard work and diligence to ensure our continued success. It was an honour to work with you in 2017.

As this is my last Annual report, I want to take this opportunity to especially thank our Board, staff and community for allowing me the privilege to serve you as President and as a Board Member over the past 6 years.

The West End is a wonderfully unique, special neighbourhood and I am proud that the West End Community Centre plays a central role in the fabric of this community.

Respectfully Submitted,

Bonnie MacKenzie President 870 Denman Street Vancouver, BC Canada, V6G 2L8 604.257.8344

## Fiscal Year 2016 / 2017 Treasurer's Annual Report

The West End Community Centre operates successfully through the joint efforts of the Vancouver Board of Parks and Recreation, the Park Board Programmers, the Recreation Supervisor, the WECCA Board of Directors, the WECCA Business Manager Debbie Coulson, and her assistant Shan Dhanani.

At the end of our fiscal year WECC recorded a positive result of approximately \$23K. This compares to the budget set for this fiscal period which had a net loss of \$14K. Revenues and expenses for WECC during 2016 /2017 were up slightly from budget. Most expense categories were at or below budget with the exception of Parks Board Group One expenses and legal fees as a result of the lengthy and exhaustive JOA discussions. Our balance sheet remained strong with incoming cash flows adequate to meet all cash needs.

During this busy year WECC continued to enhance the facilities at the West End, Coal Harbour and Barclay Manor with Capital Project investments. These investments include equipment and supplies for offered programs as well as facility repairs.

A slightly revised budgeting process has been adopted for the coming fiscal year which more accurately reflects the seasonality of the programs at WECC.

David Scott WECCA Treasurer www.twmca.com

## FINANCIAL STATEMENTS

# WEST END COMMUNITY CENTRE ASSOCIATION

August 31, 2017



## INDEX TO THE FINANCIAL STATEMENTS

August 31, 2017

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#### INDEPENDENT AUDITOR'S REPORT

To the Members of

#### **West End Community Centre Association**

#### **Report on the Financial Statements**

We have audited the accompanying financial statements of West End Community Centre Association, which comprise the statement of financial position as at August 31, 2017, and the statements of changes in net assets, operations and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Association's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### **Opinion**

In our opinion, the financial statements present fairly, in all material respects, the financial position of West End Community Centre Association as at August 31, 2017, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

#### Report on Other Legal and Regulatory Requirements

As required by the British Columbia Societies Act, we report that the accounting principles used in these financial statements have been applied on a basis consistent with that of the preceding year.

Josephine Wogny LLP

Vancouver, Canada December 5, 2017

Chartered Professional Accountants



## STATEMENT OF FINANCIAL POSITION

Reserve	As at August 31		
S   S   S   Current   Cash			
Current   Cash   84,046   173,918   Short-term investments   Inote 4(i)]   457,427   647,841   Accounts receivable   Inote 5]   229,168   168,134   Inventory   2,021   4,083   100,000   20,563   22,554   20,563   22,554   20,563   22,554   20,563   22,554   20,563   22,554   20,563   22,554   20,563   20,563   20,563   20,563   20,563   20,563   20,563   20,563   20,563   20,000   20,00000   20,00000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000   20,0000		2017	2016
Current           Cash         84,046         173,918           Short-term investments [note 4(ii)]         457,427         647,841           Accounts receivable [note 5]         229,168         168,134           Inventory         2,021         4,083           Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Long-term investments [note 4(iii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           Total current liabilities         1,381,586         1,384,676           LIABILITIES AND NET ASSETS         227,804         192,596           Total current liabilities         348,419         373,193           Deferred revenue         227,804         192,596           Total current liabilities         348,419         375,178           Net assets         -         1,985           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           Asset accompanying notes to the financial statements         1,381,586         1,384,676 </th <th></th> <th>\$</th> <th>\$</th>		\$	\$
Cash         84,046         173,918           Short-term investments [note 4(i)]         457,427         647,841           Accounts receivable [note 5]         229,168         168,134           Inventory         2,021         4,083           Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Cong-term investments [note 4(ii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           LIABILITIES AND NET ASSETS         188,361         168,146           Current liabilities         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements         1,381,586         1,384,676	ASSETS		
Short-term investments [note 4(ii)]         457,427         647,841           Accounts receivable [note 5]         168,134           Inventory         2,021         4,083           Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Long-term investments [note 4(ii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           Capital assets [note 6]         188,361         168,146           Current liabilities         348,458         1,384,676           Accounts payable and accruals [note 7]         120,615         180,597           Deferred revenue         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,003,167         1,009,498           Ace accompanying notes to the financial statements           On behalf of the Board:	Current		
Short-term investments [note 4(ii)]         457,427         647,841           Accounts receivable [note 5]         168,134           Inventory         2,021         4,083           Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Long-term investments [note 4(iii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           LiABILITIES AND NET ASSETS         1         120,615         180,597           Deferred revenue         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:	Cash	84,0	<b>46</b> 173,918
Accounts receivable [note 5]         229,168         168,134           Inventory         2,021         4,083           Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Long-term investments [note 4(ii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           LIABILITIES AND NET ASSETS         Total current liabilities         348,419         1334,586           Accounts payable and accruals [note 7]         120,615         180,597         192,596           Total current liabilities         348,419         373,193         192,596           Total current liabilities         348,419         375,178           Net assets         1         1,985           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         1,88,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:	Short-term investments [note 4(i)]	457,4	-
Inventory         2,021         4,083           Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Long-term investments [note 4(ii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           LABILITIES AND NET ASSETS         Current liabilities         348,475           Accounts payable and accruals [note 7]         120,615         180,597           Deferred revenue         27,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         4         1,985           Net assets         844,806         843,337           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         1,033,167         1,009,498           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:	Accounts receivable [note 5]	229,1	-
Prepaid expenses         20,563         22,554           Total current assets         793,225         1,016,530           Long-term investments [note 4(ii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           LIABILITIES AND NET ASSETS         1381,586         1,384,676           Current liabilities         3         120,615         180,597           Deferred revenue         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets         844,806         843,337           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         1,033,167         1,009,498           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:		· · · · · · · · · · · · · · · · · · ·	*
Total current assets   793,225   1,016,530     Long-term investments [note 4(ii)]   400,000   200,000     Capital assets [note 6]   188,361   168,146     1,381,586   1,384,676     LIABILITIES AND NET ASSETS	·	· · · · · · · · · · · · · · · · · · ·	
Long-term investments [note 4(ii)]         400,000         200,000           Capital assets [note 6]         188,361         168,146           1,381,586         1,381,586         1,384,676           LIABILITIES AND NET ASSETS           Current liabilities           Accounts payable and accruals [note 7]         120,615         180,597           Deferred revenue         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets         —         44,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:		<u> </u>	
Capital assets   Inote 6   Is8,361   168,146   I,381,586   I,384,676   I,381,586   I,381,586   I,381,586   I,384,676   I,384	Long-term investments [note 4(ii)]		
1,381,586   1,384,676	Capital assets [note 6]	188,3	•
Current liabilities         Accounts payable and accruals [note 7]       120,615       180,597         Deferred revenue       227,804       192,596         Total current liabilities       348,419       373,193         Deferred contributions related to capital assets [note 8]       —       1,985         Net assets       Internally restricted [note 9]       844,806       843,337         Invested in capital assets       188,361       166,161         Total net assets       1,033,167       1,009,498         See accompanying notes to the financial statements         On behalf of the Board:		1,381,5	-
Current liabilities         Accounts payable and accruals [note 7]       120,615       180,597         Deferred revenue       227,804       192,596         Total current liabilities       348,419       373,193         Deferred contributions related to capital assets [note 8]       —       1,985         Net assets       Internally restricted [note 9]       844,806       843,337         Invested in capital assets       188,361       166,161         Total net assets       1,033,167       1,009,498         See accompanying notes to the financial statements         On behalf of the Board:	LIADH ITIEC AND NET ACCETO		
Accounts payable and accruals [note 7]         120,615         180,597           Deferred revenue         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets         Internally restricted [note 9]         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:			
Deferred revenue         227,804         192,596           Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         —         1,985           Net assets           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:		120.6	<b>15</b> 100 507
Total current liabilities         348,419         373,193           Deferred contributions related to capital assets [note 8]         — 1,985           348,419         375,178           Net assets           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           1,381,586         1,384,676   See accompanying notes to the financial statements On behalf of the Board:	* *	<i>'</i>	,
Deferred contributions related to capital assets [note 8]		•	-
Net assets           Internally restricted [note 9]         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           1,381,586         1,384,676   See accompanying notes to the financial statements On behalf of the Board:		348,4	•
Net assets         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           1,381,586         1,384,676   See accompanying notes to the financial statements On behalf of the Board:	Deferred contributions related to capital assets [note 8]	240.4	
Internally restricted [note 9]         844,806         843,337           Invested in capital assets         188,361         166,161           Total net assets         1,033,167         1,009,498           See accompanying notes to the financial statements           On behalf of the Board:		348,4	19 3/5,1/8
Invested in capital assets  Total net assets  1,033,167 1,009,498 1,381,586 1,384,676  See accompanying notes to the financial statements  On behalf of the Board:	Net assets		
Total net assets  1,033,167 1,009,498 1,381,586 1,384,676  See accompanying notes to the financial statements  On behalf of the Board:	Internally restricted [note 9]	844,8	<b>06</b> 843,337
See accompanying notes to the financial statements  On behalf of the Board:	Invested in capital assets	188,3	<b>61</b> 166,161
See accompanying notes to the financial statements  On behalf of the Board:	Total net assets	1,033,1	<b>67</b> 1,009,498
On behalf of the Board:		1,381,5	<b>86</b> 1,384,676
On behalf of the Board:			
	See accompanying notes to the financial statements		
Director Director	On behalf of the Board:		
Director Director			
Director Director			
Director Director			
	Director	Director	



## STATEMENT OF CHANGES IN NET ASSETS

Year ended August 31

	Onomoting	Internally	Invested in Capital Assets	Total
	Operating \$	Restricted \$	Assets \$	10tai \$
2017	Ψ	[note 9]	Ψ	Ψ
Balance, beginning of year	_	843,337	166,161	1,009,498
Revenue over (under) expenses for the year	70,241	_	(46,572)	23,669
Acquisition of capital assets	_	(68,772)	68,772	
Interfund transfers	(70,241)	70,241	_	
Balance, end of year	_	844,806	188,361	1,033,167
2016				
Balance, beginning of year	_	776,204	140,811	917,015
Revenue over (under) expenses for the year	133,621	_	(41,138)	92,483
Acquisition of capital assets	_	(66,488)	66,488	_
Interfund transfers	(133,621)	133,621	_	
Balance, end of year	_	843,337	166,161	1,009,498

See accompanying notes to the financial statements



## STATEMENT OF OPERATIONS

Year ended August 31

	2017	2016
	\$	\$
REVENUE		
Adult programs	181,181	190,823
Arena and adult sports programs	124,398	112,389
Art programs	55,837	53,605
Child and youth programs	846,016	880,696
Fitness programs	126,619	124,294
Marketing and memberships	5,474	4,790
Pottery programs	76,181	62,560
Projects and property	57,491	87,242
Seniors and volunteers	59,876	56,021
Interest and other	30,003	25,253
	1,563,076	1,597,673
EXPENSES		
Administrative	53,439	47,271
Advertising and publicity	39,789	41,169
Contract services	521,243	522,357
Operating [note 11]	353,440	319,533
Wages and benefits	524,924	533,722
	1,492,835	1,464,052
Revenue over expenses before other items	70,241	133,621
OTHER ITEMS		
Amortization of deferred contributions related to capital assets	1,985	2,167
Amortization of capital assets	(48,557)	(43,305)
	(46,572)	(41,138)
Revenue over expenses for the year	23,669	92,483

See accompanying notes to the financial statements



## STATEMENT OF CASH FLOWS

Year ended August 31

	2017 \$	<b>2016</b> \$
OPERATING ACTIVITIES		
Revenue over expenses for the year	23,669	92,483
Items not affecting cash	ŕ	ŕ
Amortization of capital assets	48,557	43,305
Amortization of deferred contributions related to capital assets	(1,985)	(2,167)
Changes in non-cash working capital items		, ,
Accounts receivable	(61,034)	(103,244)
Inventory	2,062	(2,357)
Prepaid expenses	1,991	(3,434)
Accounts payable and accruals	(59,982)	40,200
Deferred revenue	35,208	18,105
Cash provided by (used in) operating activities	(11,514)	82,891
INVESTING ACTIVITIES		
Sale of investments (net)	(9,586)	33,694
Acquisition of capital assets	(68,772)	(66,488)
Cash used in investing activities	(78,358)	(32,794)
Increase (decrease) in cash for the year	(89,872)	50,097
Cash, beginning of year	173,918	123,821
Cash, end of year	84,046	173,918

See accompanying notes to the financial statements



#### NOTES TO FINANCIAL STATEMENTS

August 31, 2017

#### 1. PURPOSE OF THE ASSOCIATION

The West End Community Centre Association (the "Association") was incorporated in 1970 pursuant to the British Columbia Societies Act and became a registered charitable organization in 1985 for income tax purposes who is exempt from income taxes. The objective and mission of the Association is to enhance the quality of life of the West End and Coal Harbour communities by providing recreational, educational, and social activities and services that are accessible and responsive to the changing needs of the community.

#### 2. GOVERNANCE

The Association carries out the above objectives through the operations of the West End Community Centre, Coal Harbour Community Centre and Barclay Manor pursuant to a Joint Operating Agreement ("JOA") with the City of Vancouver Board of Parks and Recreation ("Park Board").

For several years, the Association, along with other community associations, have been attempting to negotiate a new JOA with the Park Board.

Currently, negotiations with the Park Board are ongoing and the community associations and the Park Board are hopeful of being able to reach an agreement in the coming months.

Use of the West End Community Centre, Coal Harbour Community Centre and Barclay Manor premises as well as the providing of certain operating expenses, such as various staff costs, are provided to the Association pursuant to a JOA with the Park Board. The value of the use of the facilities as well as these additional operating expenses have not been reflected in the financial statements.

#### 3. SIGNIFICANT ACCOUNTING POLICIES

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO") and include the following significant accounting policies:

#### **Use of Estimates**

The preparation of financial statements in conformity with Canadian ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the amounts of revenue and expenses reported during the year. Significant areas requiring the use of management estimates relate to the determination of net recoverable value of assets, in particular as it relates to useful lives of capital assets and the determination of deferred revenue. Actual results could differ from these estimates.



#### NOTES TO FINANCIAL STATEMENTS

August 31, 2017

#### 3. SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

#### **Revenue Recognition**

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Proceeds received from direct access gaming funding are recorded as revenue or deferred contributions related to capital assets, if applicable, in the year the related expenditures are incurred.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue in accordance with the terms of the underlying investment, which in the case of interest, is generally with the passage of time.

Revenue from activities is reported when the respective program or service is provided. Any revenues received in advance of the respective program or service is recorded as deferred revenue.

#### **Measurement of Financial Instruments**

The Association initially measures its financial assets and financial liabilities at fair value. The Association subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash, guaranteed investment certificates, money market funds and accounts receivable. Financial assets measured at cost are tested for impairment when there are indicators of impairment.

Financial liabilities measured at amortized cost include accounts payable and accruals.

#### Cash

Cash is defined as cash on hand and cash on deposit, net of cheques issued and outstanding at the yearend.

The statement of cash flows is prepared on a net cash basis and cash flows from operating and investing activities are presented using the indirect method.

#### **Short-Term Investments**

Short-term investments are recorded at cost and consist of a money market fund and guaranteed investment certificates with maturity dates of less than one year after the Association's year end.



#### NOTES TO FINANCIAL STATEMENTS

August 31, 2017

#### 3. SIGNIFICANT ACCOUNTING POLICIES (CONT'D)

#### **Inventory**

Inventory is recorded at the lower of average cost or net realizable value.

#### **Long-Term Investments**

Long-term investments consist of guaranteed investment certificates with maturity dates more than one year after the Association's year end.

#### **Capital Assets**

Capital assets are recorded at cost, and are amortized at the following rates:

• Furniture	7 years	straight-line
• Fixtures	8 years	straight-line
• Computer equipment	30%	diminishing balance basis
• Fitness equipment	5 years	straight-line
• Pottery equipment	8 years	straight-line
• Audio-Visual equipment	3 years	straight-line
• Website	5 years	straight-line

#### **Donated Materials and Services**

The Association benefits from donated materials and from donated services in the form of volunteer time. The fair value of donated materials and services cannot be reasonably estimated and therefore is not recognized in these financial statements.

#### 4. INVESTMENTS

#### (i) Short-Term Investments

Short-term investments consist of guaranteed investment certificates totalling \$353,700 [2016 - \$442,000] which accrue interest at rates between 1.25% and 1.77% [2016 - 1.40% and 1.86%] per annum and have maturity dates ranging from January 29, 2019 to March 20, 2018. Short-term investments also include money market funds and cash with a value of \$103,727 [2016 - \$205,841] with variable interest rates.

#### (ii) Long-Term Investments

Long-term investments consist of guaranteed investment certificates totalling \$400,000 [2016 - \$200,000] which accrue interest at rates between 1.40% and 1.70% [2016 - 1.75% and 1.77%] per annum and matures on either March 20, 2019 or March 20, 2020.



## NOTES TO FINANCIAL STATEMENTS

August 31, 2017

### 5. ACCOUNTS RECEIVABLE

	2017	2016 \$
	\$	
Grants and other	48,955	13,847
Park Board	170,030	147,264
Interest	10,183	7,023
Allowance for doubtful accounts	<del></del>	_
	229,168	168,134

#### 6. CAPITAL ASSETS

		Accumulated	Net	
	Cost	Amortization	<b>Book Value</b>	
,	\$	\$	\$	
2017				
Furniture and fixtures	227,578	95,791	131,787	
Computer equipment	77,588	77,588	_	
Fitness equipment	62,283	36,130	26,153	
Pottery equipment	24,074	11,482	12,592	
Audio-Visual equipment	22,373	5,191	17,182	
Website	1,688	1,041	647	
	415,584	227,223	188,361	
2016				
Furniture and fixtures	261,257	129,094	132,163	
Computer equipment	77,588	77,588	_	
Fitness equipment	45,576	25,496	20,080	
Pottery equipment	24,671	14,398	10,273	
Audio-Visual equipment	9,548	4,903	4,645	
Website	5,188	4,203	985	
	423,828	255,682	168,146	

## 7. ACCOUNTS PAYABLE AND ACCRUALS

	2017	2016
	\$	\$
Operations	95,097	129,269
Park Board	9,937	32,811
Government remittance - GST	518	2,581
- payroll	13,913	13,863
- Worksafe BC	1,150	2,073
	120,615	180,597
-		



#### NOTES TO FINANCIAL STATEMENTS

August 31, 2017

#### 8. DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS

Deferred contributions related to capital assets represent restricted contributions with which capital assets were acquired. The balance in the account is as follows:

	2017	2016 \$
	\$	
Balance, beginning of year	1,985	4,152
Less: Amounts amortized to revenue	(1,985)	(2,167)
Balance, end of year		1,985

#### 9. INTERNALLY RESTRICTED NET ASSETS

The Association has internally restricted \$216,000 [2016 - \$216,000] as a three month operating reserve, \$30,000 [2016 - \$30,000] for a needs analysis and \$598,806 [2016 - \$597,337] for expenditure on future capital projects. In 2013, \$391,200 of the \$599,309 was resolved to be spent on or before August 31, 2015. Of this amount, \$47,843 was incurred in 2015, \$66,488 was incurred in 2016 and \$68,772 was incurred in 2017 on capital expenditures.

#### 10. FINANCIAL INSTRUMENTS

The Association is exposed to various risks through its financial instruments. The following analysis presents the Association's exposures to significant risk as at August 31, 2017.

#### Credit Risk

Credit risk is the risk that the Association will incur a loss due to the failure by its debtors to meet their contractual obligations. The Association is exposed to credit risk with respect to its cash, investments and accounts receivable. The Association limits its exposure to credit risk by placing its cash and investments with a chartered Canadian financial institution.

Given the nature of the Association's revenue, there is no concentration of accounts receivable. The maximum amount of credit risk exposure is limited to the carrying amount of the balance in the financial statements.

#### **Interest Rate Risk**

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate due to changes in market interest rates. The Association is exposed to interest rate risk on its cash and investments.



#### NOTES TO FINANCIAL STATEMENTS

August 31, 2017

#### 10. FINANCIAL INSTRUMENTS (CONT'D)

#### Liquidity Risk

Liquidity risk is the risk that the Association will not be able to meet its cash requirements or fund obligations as they become due. The Association maintains adequate levels of working capital by preparing budgets to ensure all its obligations can be met when they fall due.

#### 11. DISCLOSURE OF REMUNERATION

Pursuant to the British Columbia Societies Act, the Association is required to disclose remuneration paid to employees and contractors who are paid \$75,000 or more during the fiscal year. Operating expense includes \$89,692 paid to one contractor (Vancouver Park Board) during the year. No employee exceeded this threshold.



## Supervisor of Recreation Services Report 2016-2017 Fiscal Year

The West End and Coal Harbour Community Centres and Barclay Manor are fortunate to have a supportive community centre association and a hard working team of Vancouver Park Board employees. With the combined efforts of WECCA volunteers and VPB staff, this past year has seen continued growth and development of recreational services, programs and events. Staff and volunteers have worked collaboratively to meet WECCA's mission "To enhance the quality of life of the West End and Coal Harbour communities by providing recreational, educational and social activities and services, which are accessible and responsive to the changing needs of the communities" – Mission, West End Community Centre Association.

Two significant celebrations this past year helped to shape many WECCA events and programs. The 150th anniversary of Canada, also known as Canada 150, occurred in 2017. In honour of this celebration, a "We Celebrate Canada 150+" banner was commissioned and incorporated into many WECCA programs and events. Recognition of reconciliation also played a significant role in programming throughout 2017. The Red Fox Healthy Living Society participated at the annual Rockin' in the Park and West End Fest this year. Drum circles, indigenous art projects, drum making, and a variety of related activities helped to create a unique awareness within the community of both reconciliation and Canada's 150<sup>th</sup> birthday.

A strong staff team at West End, Coal Harbour and Barclay Manor are responsible for high quality recreational, educational and social programs and activities. Recreation programmers Darilyn Dennis, Patrick McCarthy, Randy Chan and Darko Kulic have worked together with Community Youth Worker Eric Yu, and Program Assistants Sarah Lambert and Jennifer Sine to successfully deliver innovative recreation programming to all ages. Frontline staff including Nelson McLachlan, Shelby Quon, Diane Paulin, Susie Vu, Kevin Kraussler, Pam Hall, Karl Gulbransen, Lanzer Permalino, and Miguel Suarez consistently serves the public with integrity, courtesy and patience. Operationally, Maintenance Technician Steve Labrador and his crew of Milan Held, Joe Andriani, Bijay Prasad, Walter Ramos and a team of auxiliary staff keep the West End Community Centre clean and well maintained.

In addition to the VPB staff team, the WECCA office staff of Debbie Coulson and Shan Dhanani plays an integral part in the administration and day to day operations of WECCA. Their support and dedication is greatly appreciated by the staff and patrons. This past year WECCA has welcomed a number of new board members. These new volunteers, along with several well-seasoned WECCA board members have provided excellence in financial, strategic and operational support.

The upcoming year will see many exciting new opportunities. The staff team look forward to engaging the community and providing recreational programs, services and events for all. With a solid partnership in place, WECCA and the Vancouver Park Board will continue to serve the residents of the West End and Coal Harbour.

Respectfully,

Jayne Loutit
Supervisor of Recreation Services



#### ARTS AND POTTERY COMMITTEE 2017 ANNUAL REPORT

The Arts and Pottery Committee met regularly during 2017. The staff remained stable this year which contributed to a most successful year. This is a small committee but towards the end of the year two new members were added but an existing committee/board member had to step down. The two new members will be standing for board positions at the AGM. The Committee remains hopeful realignment of activities will be considered in the coming year.

Financially all programs were profitable and both Coal Harbour and West End income exceeded forecast revenue quite substantially.

#### **Key Activities and Highlights**

#### **Pottery**

• Pottery remains incredibly popular with wait lists for both courses and the club.

#### Darkroom

- Courses began this year and have been very successful.
- Club Group (West End Photographic Society) ended their fiscal year Sept 2017 with 46 members. As a result, the darkroom is very well used. The work of the photographers is now being displayed in the display case at the bottom of the stairs.

#### **Activity Highlights**

#### Coal Harbour CC

- Core programming remained busy throughout 2017: Watercolour Painting with Homa, Mixed Media and Acrylic classes and workshops with Jeanne, Still Life Drawing and Interior Design classes with Viola, Various classes with Lena
- New classes and workshops were successfully introduced: Plein Air Sketching with Watercolour, Glass Mosaic Art, Arm Knitting Workshop, Photography for Beginners
- Main hallway and display cases remain vibrant with various pieces of work from student's watercolour to photographs of local nature scenes by one of our contractors
- WECCA was successful in their application to host an 'Artist in Communities' project for 2018; the focus will be on a community engaged social legacy project that highlights, promotes, and connects our three facilities



#### West End CC

- •Core programs were consistent in 2017: Explore Creative writing with Dianne Maguire, Acrylic painting classes with Chloe, Watercolour painting and Perspective Drawing classes with Mohammad and Painting and Drawing with Edouardo.
- •New classes and workshops which were successful in 2017: How to Write and Publish an eBook and How to Write and Publish Children's Books' workshops with Kathrin Lake, Intro to Basic Darkroom with Susan and Ben are always sold out. Dipping into Watercolour and Colour Mixing Bootcamp with Lori Sokoluk also did very well.

The Display Galleries in the main lobby had some issues with unexpected artist illnesses and problems, leaving them empty for a few weeks here and there. However, the quality of those who exhibited was high and included artists from both the community and our classes. Barry Meldrum has done a great job as the Display Gallery coordinator.

•Pottery classes, 7 per week), all sold out through 2017.

The 2017 Holiday Craft Fair sold all the available vendor spots and public attendance was solid.

#### **Art in the City**

A working group was established to determine how to make the Art In The City successful in 2017 based on the recommendations of the consultant who assessed the 2016 event. Work began in September and the efforts of this committee contributed immensely to the development and improvement of the event. All of the spaces were booked. New activities were introduced and new partners were involved. The work down by the committee meant that the time allocated to it by staff, which only begins 6 weeks before the event, could be focused more effectively. Surveys were done of both visitors and exhibitors and more suggestions arose and more lessons were learned. One of the working group members took on the task of compiling an event handbook so that the time table, key activities, partners, linkages and important elements for success are captured and available to those involved going forward. The feedback was very positive, the event was considered successful though still has room to improve. Most of the members of the working group agreed to stay on for the 2018 event to try and take it to the next level.

Linda Johnston – Arts and Pottery Committee Chair

It most certainly takes a village to raise a child, and in today's world, that village comes together in local community centres. Safe, warm, welcoming places where kids of all ages, parents and care givers meet, play, and exchange ideas. Civic and personal growth come of these interactions, for children and adults alike.

It is a pleasure to report on another strong year of successful programming across our pre-school, school aged, and youth categories in both the West End and Coal Harbour Community Centres. None of this success could be marked without the constant and dedicated work of our Parks Board Children's Programmers, Darko Kulic (WECC) and Darilyn Dennis (CHCC). This year we welcomed our new Youth Programmer Eric Yu, coming to us from Hastings Community Centre. He's proven a wonderful fit for our team, confidently driving and developing our popular and inclusive youth programs at both the West End and Coal Harbour facilities.

Registration remains strong and accordingly, revenues constant. With a steady hand on expenses, WECCA's Children and Youth portfolio continues to be in an healthy financial state. Our community centres are providing both distinct, immediate benefits as well as long term immeasurable profit to and for our community.

## Highlights of this year:

- -Awarding of Occasional Care licensing to Coal Harbour Community Centre. An important hurdle cleared to ensure the continued availability of the hugely popular KinderKids and PreKinder programs. Good work, Darilyn.
- -WECC's licensed Little Sprouts and West End Kids Care programs again fully subscribed with waitlists throughout the year.
- -All summer, winter and spring break, and Pro-D day camps run at full capacity, also with waitlists, proving their continued importance to families across our community.
- -WECCA proudly awarded another 6 scholarships to hard-working and well-

deserved graduating students of King George Secondary School. Each of the recipients excelling in academia, sport and easily contributing over a thousand hours combined volunteering in our community.

-Special events marking every holiday were again thrown to grand community attendance and appreciation. Halloween, Christmas and Easter carnivals, Breakfast with Santa, pumpkin carving, gingerbread house decorating, crafting extravaganzas, Rockin in the Park and WestEnd Fest. All with the steady help of our fine staff and Darko and Eric's youth volunteer force.

Long standing Children and Youth Committee members Philippa Howell, Jill Stoness, Loraine Lundquist, and Ron Schindler along with us newer members Ross Haleliuk, Sarah McLean and myself, Annelies Bertrand meet monthly with our Programmers to review and discuss the successes and challenges that arise for the children and youth of our community. It is an honour to participate, and we are all committed to supporting those efforts that continue to provide inclusive, affordable, and active programming in the West End and Coal Harbour communities.

Thanks to everyone in our village for another great year.

Respectfully,

Annelies Bertrand
Children and Youth Committee Chair



## **West End Community Centre**

870 Denman Street, Vancouver, B.C. V6G 2L8
Phone: 604-257-8333 Fax: 604-257-8338 Email: westendcc@vancouver.ca
Operated jointly by the West End Community Centre Association & the Vancouver Board of Parks & Recreation



#### Membership, Marketing & Volunteer Committee

The Membership, Marketing, and Volunteer Committee aims to raise the profile of WECCA in the community, to encourage people to participate in the centre, and to increase community engagement with the Society through membership and volunteer opportunities. Committee members have worked tirelessly this past year to increase awareness of WECCA and the programs offered within the West End and Coal Harbour Community Centres and Barclay Manner.

I would like to take this opportunity to thank staff members Randy Chan and Darilyn Dennis, and committee members Jesse Ringer and Dasha Schelkova. I would also like to thank Debbie Coulson for her ongoing support to raise our profile through social media, and former Board members Jennifer Fitzpatrick and Stacey Freeman for everything they contributed to the committee this past year. In particular, Stacey championed the committee's work to ensure the Society's marketing and branding remain current and relevant to our diverse and ever-changing community base.

#### Notable projects this year include:

Recreation guide redesign—The recreation guide continues to be one of the most important modes of advertising programs and events across the three centres. This year's fall brochure features a full colour format and a redesigned cover and interior. The change has been extremely well received, with only minor revisions being made to enhance the utility of the guide for the winter edition.

Digital displays—It was a long wait but this year saw the installation of new digital displays at the West End C.C. and Coal Harbour C.C. The new system replaces the old poster boards to advertise programs and events, allowing for quick and easy changes to ensure advertisement are accessible and up to date.

Marketing—New avenues were explored to advertise for the various events that happen throughout the year. Most notably, the 11<sup>th</sup> Annual Art in the city was advertised on social media, including Facebook, Twitter, and the WECCA website. Other marketing campaigns included Canada 150 signage facing the seawall at Coal Harbour, seasonal window painting, and new banners to advertise program and fitness passes at the West End C.C. and Coal Harbour C.C.

Unfortunately the electronic reader board facing Denman Street is no longer operational. Staff have researched options and gathered quotes to replace the unit; however it was not possible to complete this this year.

Free Trail week—One of the most successful advertising campaigns the MMV committee supported this year was Free Trail week. During the first week of September patrons were encouraged to try new fitness programs at no cost. The week was a great success and resulted in many patrons purchasing a monthly or 10-visit pass for the first time.

WECCA continues to have a diverse and energetic group of volunteers, without whom we could not do the work that we do. It is always a pleasure to see so many young people involved in the events at WECCA, and to see the friendly and helpful faces at the visitor information desk. Thank you to each and every volunteer who has shared their time this year to ensure our centres are the best they can be.

## **West End Community Centre**

Operated jointly by the West End Community Centre Association & the Vancouver Board of Parks & Recreation



870 Denman Street, Vancouver, B.C. V6G 2L8 Phone: 604-257-8333 Fax: 604-257-8338 Email: westendcc@vancouver.ca



Fitness, Arena, Adult Sports, and Seniors Committee

While the Fitness, Arena, Adult Sports, and Seniors Committee (FAAS) has undergone many changes this year, it has continued to support the delivery of high quality programs that meet the physical, mental, and social needs of the West End and Coal Harbour communities. We are grateful for the hard work and dedication of staff members Patrick McCarthy, Randy Chan, Jennifer Sine and Sarah Lambert, and for the 'institutional knowledge' of committee member Fanny Feng. Thanks are also due to Geoff Langan and Ian Haywood-Farmer whose contributions bolstered the committee in the first half of this year.

As we have seen changes in staff and Board members, we have also seen changes in programs as they move from their infancy stage to their twilight years. WECCA is fortunate to have knowledgeable programmers who are committed to monitoring trends in recreation programming, as well as dedicated team leaders, Park Board staff, contractors and instructors who collectively ensure that programming remains successful across the three centres (West End C.C., Coal Harbour C.C. and Barclay Manor).

The implementation of ActiveNet in 2016 and the addition of new programmable space at King George Secondary this year has led to challenges in monitoring budgets through comparisons to previous years' financials, however through diligent attention by programmers, we have continued to meet financial and operational targets this year. In order to keep up with operational costs and to ensure that large price jumps are not needed in the future, price increases of 1-2% were applied in September to the adult pricing structure for drop-ins, 10-visit passes, and seasonal fit passes. No disruptions were noted for patrons due to this change.

We are continuously monitoring feedback to ensure we are meeting the community's needs for quality recreation programming. This year a survey was implemented during Free Trial Week in September to capture in-depth feedback on the promotion itself and the overall experiences of patrons and instructors within our centres. Survey results provided invaluable insights that have helped to inform the planning and implementation of programs, and which will inform future promotions.

Participation in adult programs, adult sports, and seniors programs and events was strong this year. Improvements have been made to program spaces and to bring equipment up to date. This has contributed to the success of programs and positive feedback from patrons. The addition of new gym space at King George Secondary has also contributed to a significant increase in programmable hours, with well attended programs and drop ins running regularly. Adult drop in sports at Coal Harbour C.C. have also continued to do well, as have a wide range of classes such as Baby and Me Fitness and the new Esprit Barre class. Seniors out trips have been popular this year, with the majority of trips selling out, and events at Barclay Manor continue to draw crowds.

We hope to see you all in a new class this year, and as always we welcome your feedback and input into programs and events across the three centres.

Stephanie Martin FAAS Committee Chair



## **Our Mission**

To enhance the quality of life of the West End and Coal Harbour communities by providing recreational, educational and social activities and services, which are accessible and responsive to the changing needs of the communities.

## **Our Mandate**

The name of the Society is West End Community Centre Association. Purposes of WECCA are:

- Maintain a liaison and working relationship with the Vancouver Park Board staff, VSB, VPL and other Community Centres and the West End and Coal Harbour community groups and agencies.
- 2. Provide recreational, educational and athletic facilities and equipment for the residents of the West End and Coal Harbour.
- 3. Promote, encourage, support and assist recreational, cultural, educational, artistic, charitable, sporting and community endeavours.
- 4. Promote, foster and develop community spirit and good citizenship.

In partnership with the Vancouver Board of Parks and Recreation