



AGENDA RECREATION & CULTURE ADVISORY COMMITTEE

May 8, 2013 at 6:00 p.m.
River Plate Room, Town Hall
Meeting No. 5

Online Agenda: Anything in **blue** denotes an attachment/link. By clicking the links on the agenda page, you can jump directly to that section of the agenda. To maneuver back to the agenda page use the **Ctrl + Home** keys simultaneously **OR** use the “*Bookmark*” icon on the navigation panel to the left of your screen.



- 1. Call to Order
- 2. Disclosure of Pecuniary Interest
- 3. Approval of Minutes
 - 3.1 [April 10, 2013](#) Page 2
- 4. Presentation/Discussion Items
 - 4.1 [Pickering Village JAM 2013 6:00 – 6:20 p.m.](#)
Margaret Campbell, Pickering *Village Community Events Committee*
 - 4.2 [Park Naming Policy 6:20 – 6:50 p.m.](#)
Dave Meredith, *Director of Operations & Environmental Services*
 - 4.3 [June is Recreation & Parks Month 6:50 – 7:20 p.m.](#)
Kevin Smith, *Active Living Coordinator*
Alex Malmsten, *Recreation Supervisor*
- 5. Standing Items
 - 5.1 [2013 Work Plan](#) Page 6
 - 5.2 Recreation & Culture Departmental Update
- 6. Correspondence
- 7. Update from Council
- 8. New Business
- 9. Adjournment

Next Meeting Date: Wednesday, June 12, 2013 at 6:00 p.m., River Plate Room, Town Hall



DRAFT MINUTES
Recreation & Culture Advisory Committee
April 10, 2013
River Plate Room, Town Hall
Meeting No.4

Committee Members: Nicole Barrett, Co-Chair
Paula Greaves
Jeremy de Mel, Co-Chair
Shirley Merith
Kristie Pratt
Gilbert Estridge
Baldish Toor
Chantel Escoffery

Staff: Joanne Wood, Manager – Neighbourhood Programs and Active Living
Sarah Moore, Committee Coordinator

Guests: Breyann Sinnott, Youth Engagement Advisory Committee Member
Robert Gruber, Manager of Community & Cultural Development
Michelle Dunne, Cultural Programmer / Acting Community Development Coordinator

Regrets: Jessica Black, Jennifer Brown, Councillor Marilyn Crawford

1. Call to Order

Co-Chair Barrett called the meeting to order at 6:00 p.m.

Ms. Paula Greaves was welcomed as a newly appointed member. Roundtable introductions were made.

2. Disclosure of Pecuniary Interest

None

3. Approval of Minutes

Moved by: K. Pratt
Seconded by: B. Toor

That the Minutes of the Recreation & Culture Advisory Committee Meeting held on March 20, 2013 be adopted.

CARRIED

4. Presentations/Discussion Items

4.1 Youth Week 2013

Ms. Breyan Sinnott, a founding member of the Youth Engagement Advisory Committee (YEAC), presented information relative to Youth Week 2013. Youth Week is a nationally recognized celebration of youth, recognized during the first week of May each year. This year, Youth Week will be acknowledged May 1 – 7, 2013. The Town and YEAC members have coordinated a schedule of various activities including, a self defense seminar, dodge ball tournament, cooking workshop at the Youth Centre, free drop in centres, as well as a finale event – Encourage Me Ajax Day – where youth and the community will be invited to take part in the creation of a mural that will be sent to Africa for display in a Kenyan school.

Members inquired what the participation turnout has been for events in previous years. Ms. Sinnott noted that events have always received great youth turnout and last year's Encourage Me Ajax Day with guest speaker Spencer West, (Me2We), was attended by over 250 people. Further information about the events is available online at www.encouragemeajax.com

4.2 St. Francis Centre 2013/2014 Season Programming

Mr. Robert Gruber, Manager of Community & Cultural Development, introduced Ms. Michelle Dunne, Cultural Programmer and Acting Community Development Coordinator (Arts, Culture & Older Adults). The two presenters provided a review of program planning for the upcoming season at the St. Francis Centre.

Main stage programs for fall 2013 were noted to include “Billy Bishop Goes to War”, a performance by the Toronto Welsh Male Voice Choir, as well as two Duffle Bag Theatre performances of “Peter Pan” which include a visit with Santa Claus. In 2014, main stage programs scheduled include “Africville Suite” as a kick off to Black History Month; “Cadence”, a 1940s a cappella performance; “Dirty Dishes & Plate Rails” country bluegrass group; “Retroberfest” with 80s band The Spoons; as well as “Celebrate the Holidays of the Global Village” with Kris McKhool.

The 2013/2014 Program Season will launch on September 28, 2013 as part of Cultural Days and will include a wine and cheese reception as well as a sneak preview of some performances. The St. Francis Centre is regularly used by various community groups and organizations for events, such as theatre camps, Culture Days celebrations, Glee Club, Earth our, Bomb Girls Events, Doors Open, Young Singers of Ajax, Ajax Community Theatre, Pickering Community Concert Band, St. Francis de Sales School, Durham Chamber Orchestra, as well as by the Town's Business Development department.

Ms. Dunne noted that regular programming will include continuation of Silver Screen Sundays as well as the addition of Retro Reels which will showcase more contemporary films. Specialty screenings including theme events and double-features will also continue. Price points for programs range from \$30-\$40, including tax and free parking, \$15-\$18 for family events, and \$5-\$10 for movie events. Ms. Dunne emphasized that the programming season offers content and a price point for everyone.

Members inquired why the “Zoo to You” event was cancelled. Mr. Gruber indicated that due to negative press close to the show date, the performance was cancelled and instead was

replaced by Duffle Bag Theatre performances closer to the holiday season. The Committee inquired how events and programs are determined and advertised. Ms. Dunne reviewed several programming resources including a talent agent contact forum. She reviewed the substantial communications methods employed to promote programming and noted that upon occasion, additional tactics are employed to reach target audiences and demographics. Questions were posed relative to a programming survey. Mr. Gruber noted that a survey is distributed following each main stage performance. Members proposed adding a permanent survey on the St. Francis Centre website or perhaps linking the survey or a QR code to the Town's Twitter account, following each event. The Committee discussed interest in a loyalty or membership package; however staff indicated that the Centre does not yet have the capacity to implement such a program. Partnership with local businesses in Pickering Village was reviewed. Currently four businesses offer discounts with the presentation of a St. Francis Centre ticket stub and cross promote the Centre's events.

5. Standing Items

5.1 2013 Work Plan

This item was not discussed in detail.

5.2 Recreation & Culture Departmental Update

Ms. Wood indicated that the department is in full-operational mode and looks forward to the opening of the Audley Receptions Centre. Development of the 2013 fall program guide is underway, as are events in recognition of 'June is Recreation & Parks Month'. She noted that a media launch to mark the 2-year count down to the PanAm games is scheduled for July 10, 2013. She reminded Members that registration for summer programming is often available throughout the summer.

6. Correspondence

None

7. Update from Council

None

8. New Business

8.1 Council Presentation

Members commended Mr. de Mel on his delivery of the Mid-Term Advisory Report to Council on April 8, 2013.

8.2 Volunteer Recognition Awards

Mr. de Mel advised the Committee that as a result of the Committee's nomination, he received notification that Dr. Jeremy Barchman has been selected as a recipient of the Recreation Volunteer Recognition Award.

8.3 PanAm Update

Mr. de Mel and Ms. Greave discussed their participation at the Official PanAm 2015 Announcement of the Town of Ajax as a host city for baseball and softball. Ms. Merith and Ms. Greaves provided a summary of their attendance at the PanAm 2015 Council reception and presentation. Ms. Wood indicated that as the event approaches, the Committee will have more opportunity for comment on the event's organization.

8.4 Virtual Town Hall – Let's Talk Ajax

Ms. Moore provided a brief reminder of the forthcoming virtual Town Hall meeting with Mayor Parish on April 11, 2013. The meeting will be conducted by telephone and participants can register their number at www.letstalkajax.com.

9. Adjournment

Moved by: J. de Mel
Seconded by: P. Greaves

That the April 10, 2013 Meeting of the Recreation & Culture Advisory Committee be adjourned (7:30 p.m.).

CARRIED

2013 RECREATION & CULTURE ADVISORY COMMITTEE WORKPLAN

	Goal	Action Item(s)	Target Timing	Staff Resources	Status/Outcome
1.	Integrated Community Sustainability Plan	<ul style="list-style-type: none"> • Presentation and provide input on Integrated Community Sustainability Plan initiatives with a Recreation & Culture focus • Continue to provide input and feedback on initiatives as they arise 	Ongoing	<ul style="list-style-type: none"> • Jeff Stewart • Kristie Pratt • Jeremy Barchman 	Completed ✓
2.	Community Safety Strategy	<ul style="list-style-type: none"> • Provide input on Community Safety Strategy initiatives with a Recreation & Culture focus as they arise 	Ongoing	<ul style="list-style-type: none"> • Robert Prochilo 	
3.	Greenwood Conservation Lands Master Plan Public Advisory Committee	<ul style="list-style-type: none"> • Provide input on Greenwood Conservation Lands Master Plan initiatives as they arise 	Ongoing	<ul style="list-style-type: none"> • Jennifer Brown 	J. Stewart A. Jackson Presentation March/13 ✓
4.	Strong Neighbourhood Strategy Update	<ul style="list-style-type: none"> • Presentation on updates with regards to the Strong Neighbourhood Strategy 	Ongoing	<ul style="list-style-type: none"> • Sharlene Murray 	
5.	2015 Pan Am Games	<ul style="list-style-type: none"> • Consultation relative to <ul style="list-style-type: none"> • Legacy community art project/unveiling • Community engagement/volunteers 	Ongoing	<ul style="list-style-type: none"> • Sharlene. Murray 	December 2012 (intro. Presentation)
6.	Social Infrastructure Fund projects	<ul style="list-style-type: none"> • Provide input on projects that have come forward for Social Infrastructure funding. 	Ongoing as projects arise	<ul style="list-style-type: none"> • Tracey Vaughan-Barrett • Sharlene Murray 	
7.	North End Program Survey Results	<ul style="list-style-type: none"> • Review of findings of Recreation Program Survey and focus groups conducted in 2012 	January	<ul style="list-style-type: none"> • Alex Malmsten • Kate Murton 	Completed ✓
8.	Annual Volunteer Recognition Awards	<ul style="list-style-type: none"> • Communication and review of nomination package; eligibility & award changes; solicitation for 1-2 committee representatives to participate in the Award Selection Committee 	January	<ul style="list-style-type: none"> • Sarah Moore 	Completed ✓
9.	Politicians Unplugged	<ul style="list-style-type: none"> • Presentation and consultation re: Ajax Public Library Board community engagement initiative to “get to know” your local politicians 	January	<ul style="list-style-type: none"> • Jennifer Brown 	Completed ✓
10.	Participant & Spectator Code of Conduct	<ul style="list-style-type: none"> • Presentation and provide input on 	February	<ul style="list-style-type: none"> • Andrew Norris 	
11.	Audley Recreation Centre Grand Opening Plans	<ul style="list-style-type: none"> • Presentation and discussion to provide input/feedback on the Grand Opening Celebrations planned for the Audley Recreation Centre and associated park 	March	<ul style="list-style-type: none"> • Stacy Toole • Robert Gruber 	

	Goal	Action Item(s)	Target Timing	Staff Resources	Status/Outcome
12.	Online Neighbourhood Portal Redevelopment	<ul style="list-style-type: none"> • Presentation and provide input on the Neighbourhood Portal • Review content and user friendliness of portal 	March/April	<ul style="list-style-type: none"> • Sharlene Murray • Lisa Warth • Kevin Gaynor • Rachael Wraith 	deferred
13.	Youth Week 2013	<ul style="list-style-type: none"> • Presentation and discussion regarding 2013 event planning 	April	<ul style="list-style-type: none"> • Robert Prochilo 	
14.	Festivals and Events Zero Waste Initiative	<ul style="list-style-type: none"> • Presentation and provide input on Zero Waste Initiatives for Festivals & Events. 	April	<ul style="list-style-type: none"> • Stacy Toole • Amanda Brown 	deferred
15.	St. Francis Centre 2013/2014 Programming	<ul style="list-style-type: none"> • Presentation and provide input on the programming opportunities for the upcoming season of the St. Francis Centre 	April	<ul style="list-style-type: none"> • Michelle Dunne • Shane Gumbs 	
16.	June is Recreation and Parks Month	<ul style="list-style-type: none"> • Presentation and consultation re: activities and recreation al opportunities; possible participation in proclamation delegation to Council 	April	<ul style="list-style-type: none"> • Alex Malmsten • Kevin Smith 	
17.	Committee Appointment/Application Process Review	<ul style="list-style-type: none"> • Discussion re: committee application/appointment process and survey of members interested in continuing appointment for another term 	May/June	<ul style="list-style-type: none"> • Sarah Moore 	deferred
18.	Sports and Physical Activity Strategy Update	<ul style="list-style-type: none"> • Presentation on the Strategy's implementation and "I Can..." initiatives 	June	<ul style="list-style-type: none"> • Kevin Smith 	
19.	YEAC Update	<ul style="list-style-type: none"> • Presentation from YEAC members on recent accomplishments and future initiatives 	June	<ul style="list-style-type: none"> • Robert Prochilo • YEAC 	
20.	Pat Bayly Square Programming Development	<ul style="list-style-type: none"> • Presentation and provide input on potential programming and operational procedures for Pat Bayly Square. 	September	<ul style="list-style-type: none"> • Rob Braid • Debbie Nickerson • Robert Gruber 	
22.	Volunteer Management Model Creation	<ul style="list-style-type: none"> • Presentation on Volunteer Database • Provide input on policies and procedures for volunteer recruitment, intake, orientation, management, tracking, evaluation and recognition 	September	<ul style="list-style-type: none"> • Robert Gruber 	
23.	Cultural Mapping Resource Tool	<ul style="list-style-type: none"> • Presentation and provide input on the programming opportunities for the St. Francis Centre for the upcoming season. 	September	<ul style="list-style-type: none"> • Robert Gruber • Chris Walker 	
24.	Ice Allocation Policy	<ul style="list-style-type: none"> • Review/consultation re: updated policy document 	TBD	<ul style="list-style-type: none"> • Debbie Nickerson 	

	Goal	Action Item(s)	Target Timing	Staff Resources	Status/Outcome
25.	Community Group Affiliation Policy	<ul style="list-style-type: none"> • Presentation and consultation re: the Community Group Affiliation policy and program. 	TBD	<ul style="list-style-type: none"> • Robert Gruber 	
26.	Library Community Engagement Policy	<ul style="list-style-type: none"> • Presentation and provide input on the Library's Community Engagement Policy 	TBD	<ul style="list-style-type: none"> • Library (C. Poon?) 	
27	Doors Open 2014	<ul style="list-style-type: none"> • Participate in discussion and consultation relative to site selection, programming and event administration 	ongoing	<ul style="list-style-type: none"> • R. Gruber • C. Chrus 	

Last Updated: April 5, 2013