

AGENDA RECREATION & CULTURE ADVISORY COMMITTEE

June 10, 2015 at 6:00 p.m.
River Plate Room, Town Hall
Meeting No.4

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 manoeuvre 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.



Alternative formats available upon request by contacting:
sarah.moore@ajax.ca or 905-619-2529 ext. 3347

1. Call to Order

2. Disclosure of Conflict of Interest

3. Approval of Minutes

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4. Presentation/Discussion Items

4.1 St. Francis Centre Programming (6:00 – 6:20 p.m.)
Robert Prochilo, *Community Development Coordinator*

4.2 Culture Days (6:20 – 6:40 p.m.)
Ashley Galea, *Recreation Supervisor*

5. Correspondence

6. Update from Council

7. Standing Items

7.1 Work Plan.....Page 6

7.2 Recreation & Culture Departmental Update (J. Wood)

7.3 Pan Am 2015 Local Host Committee Update (K. Pratt)

8. New Business

9. Adjournment

Next Meeting Date: Wednesday, September 9, 2015 at 6:00 p.m., River Plate Room, Town Hall



DRAFT MINUTES
Recreation & Culture Advisory Committee
May 13, 2015
River Plate Room, Town Hall
Meeting No. 3

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Committee Members: Regional Councillor Shaun Collier (exited 6:50 p.m.)
 Jeremy de Mel
 Colleen Marquand
 Rob Tyler Morin
 Hamza Naim
 Reggie Oblitey
 Kristie Pratt
 Christopher Rowe (entered 6:10 p.m.)
 Marnie Smith
 Norman Smith

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

Guests: Debbie Nickerson, Manager of Administration – Recreation &
 Culture
 Robert Gruber, Manager of Community & Cultural Development
 Robert Prochilo, Community Development Coordinator

Regrets: Akeelya George

1. Call to Order

Chair Smith called the meeting to order at 6:00 p.m.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Moved By: C. Marquand
Seconded By: R. Tyler Morin

That the April 8, 2015 Meeting Minutes of the Recreation & Culture Advisory Committee be approved.

CARRIED

4. Presentation/Discussion

4.1 Advancing Access to Affordable Recreation in Durham

Debbie Nickerson, Manager of Administration – Recreation & Culture, introduced her portfolio, which includes budgeting, marking, facility booking, program registration and frontline customer service at all three recreation centre facilities. She identified that in 2008, Council approved an Affordable Access Policy, intended to provide access through the design of programs and services. The policy outlines fee relief, funding sources and partnerships that support access to recreation. D. Nickerson noted that all staff are trained with administrative processes relative to financial relief and conduct themselves in a dignified and inclusive manner.

In 2012 the Committee for Advancing Affordable Access to Recreation in Durham was established, bringing together representatives from across the Region to foster continuous commitment and dialogue about addressing access. The committee meets bi-monthly.

C. Rowe entered the meeting (6:10 p.m.)

D. Nickerson noted support from Canadian Tire Jumpstart, local not-for-profit partnerships, departmental fee subsidy, and Regional fee subsidy in providing affordable access to recreation in Ajax. She outlined that Recreation & Culture has established a number of programming partnerships which have resulted in improved access to community programming at no cost to the participant: Ontario Early Years Centre (Ajax Community Centre), indoor park program (McLean Community Centre and Audley Recreation Centre), Swim to Survive Program (both school boards), Tim Horton's Swim and Skate, Grade Five Action Pass, Girl's Incorporated, and Grandview Children's Centre. Additionally she noted that the Town has developed a range of free and low cost activities throughout the year which continue to grow in popularity, including community events, youth spaces, and the free summer playgrounds program.

Six financial access opportunities were discussed in detail, some of which can even be combined for additional financial relief. D. Nickerson advised that the Low Income Cut-off is established through census data and that any review of eligibility is conducted at the customer service counter. Applicants are not required to make an appointment or speak with a specific individual to apply, all customer service staff are trained on the access programs. She noted that the Regional committee continues to work on marketing the affordable access to services and that a Committee Charter had been signed by Regional Council in 2014.

Members posed questions relative to the demand for affordable access. D. Nickerson acknowledged that over 600 people make use of the financial assistance opportunities in Ajax and that no one is turned away. She added that greater marketing of the availability of assistance is a priority. Members proposed creating a slogan or tagline for the assistance opportunities that could be carried throughout the Region. D. Nickerson noted that her committee is in the process of developing a logo and tagline for affordable access to recreation. She informed the Committee that Town of Ajax staff meeting twice a year with Regional case workers to share information about the financial assistance opportunities the Town offers.

With the consent of all Members present, Item 6 Update from Council was brought forward.

6. Update from Council

Regional Councillor Collier reminded Members of the May 31, 2015 Trailfest event at Arbour park and provided a brief update on the Pan Am Games, noting that the overlay is being added to the President's Choice Pan Am Ball Park. He informed the Committee that the Town had received 800 tickets for allocation. D. Nickerson, R. Gruber and J. Wood noted that the tickets are being distributed to community sports groups, community groups, and youth, to ensure that the community has the opportunity to take part in the 'People's Games'.

4.2 Culture Days

Robert Gruber, Manager of Community & Cultural Development, and Robbie Prochilo, Community Development Coordinator, provided an overview of Culture Days, which began in 2009 as a recognition opportunity for people to take part in all forms of arts and culture. Events in celebration of Culture Days are free and scheduled during the last week of September each year. Past Culture Days events have included Doors Open Ajax, concerts, displays and season launch events.

R. Prochilo reviewed the 2015 Culture Days programming details, noting a Paints & Pints event, Spirit Walk through Pickering Village and 2015/2016 St. Francis Centre Season Launch and 5th Anniversary event. Doors Open will be held next in 2016, and R. Prochilo provided a summary of previous Doors Open sites and programming and encouraged Members to share ideas for programming and sites to be included in the 2016 event. R. Gruber solicited interest from the Committee for assistance in developing the script for the Pickering Village Spirit Walk in partnership with the Heritage Advisory Committee.

Regional Councillor Collier exited the meeting (6:50 p.m.)

Members posed questions relative to the registration time lines for Culture Days events as well as promotion. R. Gruber distributed copies of an Ajax Trailfest/Pan Am Torch Relay information flyer, Central Counties Tourism guide, South Asian & Asian Heritage Month Celebration flyer, and Pan Am Games Info card.

5. Correspondence

5.1 Durham Festival

S. Moore, informed the Committee that they have been invited to the Durham Festival Media Launch being held May 29, 2015 at Heydenshore Pavilion in Whitby. The Durham Festival was developed by Durham Tourism in collaboration with all eight of the region's local area municipalities. It is a celebration of culture and creativity happening August 13 to 16, 2015. R. Gruber requested that the invitation be extended to all of the Town's Advisory Committees and provided details of several of the events planned. The Town will be taking part in the event with its Taste of Ajax event on August 15, 2015.

7. Standing Items

7.1 Work Plan

J. Wood noted that the Strong Neighbourhood Strategy and IMPACT Ajax updates had been deferred to the fall. Members expressed interest in informational presentations from the Ajax Home Week Committee and Pickering Villages JAM Festival Committee at a forthcoming meeting.

7.2 Recreation & Culture Departmental Update

J. Wood noted that as part of the Parapan Am Games legacy, Para athletes in partnership with ParaSport Ontario will be delivering staff training to Recreation and Culture staff to talk about how programming can be made more inclusive.

R. Tyler Morin and R. Oblitely encouraged Members to watch or attend the May 25, 2015 Council Meeting in support of their delegation to Council re: June is Recreation & Parks Month. S. Moore agreed to circulate the agenda once confirmed.

7.3 Pan Am 2015 Local Host Committee Update

K. Pratt provided a summary of Pan Am initiatives and events, including the upcoming Torch Relay, Panamazement Canada Day event, Opening Ceremonies Viewing Party, cultural performances during the Games and community thank-you event. She commended Laura Tegelberg, Pan Am Volunteer Coordinator, on the work she has undertaken to interview and train the Town's Pan Am volunteer team. J. Wood provided details of the Parapan Torch Relay which will be stopping at Rotary Park on August 6, 2015.

8. New Business

H. Naim inquired whether the Committee would like him to invite the Ajax Home Week Committee to present at the next Meeting. Staff advised that it may be beyond the scope and mandate of the Committee to advise on external events such as Home Week, however information on the events could be forwarded to S. Moore for circulation.

9. Adjournment

Moved By: J. de Mel
Seconded By: R. Tyler Morin

That the May 13, 2015 Meeting of the Recreation & Culture Advisory Committee be adjourned.
(7:20 p.m.)

CARRIED

RECREATION & CULTURE ADVISORY COMMITTEE 2014-2018 WORK PLAN

PROJECT ITEM		OBJECTIVES & SUMMARY	LEAD	TIMELINE	STATUS / NOTES
1	2015 Pan Am Games	<ul style="list-style-type: none"> Torch Relay Events and Arts & Cultural Program Volunteer Management 	Robert Gruber Laura Tegelberg	March Ongoing	Presentation March R. Gruber
2	June is Recreation & Parks Month	<ul style="list-style-type: none"> Presentation and consultation re: activities and recreation opportunities related to June is Recreation & Parks Month Opportunity to participate in proclamation delegation to council 	Shannon Barrow Shane Gumbs	March	Complete
3	Annual Volunteer Recognition Awards	<ul style="list-style-type: none"> Introduction to the Awards & Selection Committee Recruitment 	Cayla Da Silva Robert Gruber	March	Complete
4	Healthy Kids Community Challenge (HKCC) Update	<ul style="list-style-type: none"> Update and consultation on HKCC. Implementation of three themes: physical activity, nutrition and sleeping to the community to promote healthy lifestyles for kids Develop a community collective to maximize outreach of information & community engagement 	Kevin Smith	March Ongoing	Presentation March K. Smith
5	Youth Survey Results	<ul style="list-style-type: none"> Update on youth survey conducted in 2014 	Ashley Galea	March	Complete

RECREATION & CULTURE ADVISORY COMMITTEE 2014-2018 WORK PLAN

6	Strong Neighbourhood Strategy	<ul style="list-style-type: none"> Update 	Cayla Da Silva	April	Deferred
7	Youth Week	<ul style="list-style-type: none"> Presentation & Discussion regarding 2015 event planning 	Ashley Galea YEAC	April	Complete
8	Adult Programs	<ul style="list-style-type: none"> Consultation on adult programs currently offered by the Town and ideas for new programs moving forward 	Ashley Galea	April	Complete
9	IMPACT Ajax (Social Infrastructure Fund) Projects	<ul style="list-style-type: none"> Community Organization & Neighbourhood Projects – Funding Update 	Cayla Da Silva	May	Deferred
10	Advancing Access to Affordable Recreation in Durham (AAARD)	<ul style="list-style-type: none"> Review subsidy program Update on Affordable Access to Recreation Durham (AARD) initiative 	Debbie Nickerson	May	
11	Culture Days	<ul style="list-style-type: none"> Update on culture days programming 	Robert Prochilo Robert Gruber	May	
12	St. Francis Centre Programming	<ul style="list-style-type: none"> Update 	Robbie Prochilo	June	
13	YEAC Update	<ul style="list-style-type: none"> Presentation from YEAC members on recent accomplishments and future initiatives 	Ashley Galea YEAC	June	
14	Community Recreation & Parks Guide - Seniors Supplement	<ul style="list-style-type: none"> Review of upcoming seniors supplement in the Community Recreation & Parks Guide 	Debbie Nickerson	October	

RECREATION & CULTURE ADVISORY COMMITTEE

2014-2018 WORK PLAN

15	Pat Bayly Square Programming	<ul style="list-style-type: none"> • Presentation and consultation on potential programming and operational procedures for Pat Bayly Square 	Robert Gruber Joanne Wood Rob Braid	2015/2016	
16	Senior Strategy	<ul style="list-style-type: none"> • Presentation & Consultation on upcoming seniors strategy 	Robert Gruber	2015/2016	
17	Age Friendly Community	<ul style="list-style-type: none"> • Presentation & Consultation on Age Friendly Community initiatives 	Robert Gruber	2016/2017	
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