



AGENDA RECREATION & CULTURE ADVISORY COMMITTEE

September 14, 2016 at 6:00 p.m.

River Plate Room, Town Hall

Meeting No.7

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

3.1 June 8, 2016Page 2

4. Presentation/Discussion Items

4.1 Seniors Strategy **(20 minutes)**

Robert Prochilo, Community Development Coordinator

4.2 Farmer’s Market Research **(30 minutes)** [K. Pratt]

4.3 “What did you do this summer?” Programming Brainstorm **(20 minutes)**

5. Correspondence

5.1 Advisory Committee Round-up InvitePage 7

6. Update from Council

7. Standing Items

7.1 Work Plan, Committee Goals & Reporting Discussion **(10 minutes)**Page 8

7.2 Recreation & Culture Departmental Update

8. New/Other Business

9. Adjournment

Next Meeting Date: Wednesday, October 12, 2016 – River Plate Room, Town Hall, 6:00 p.m.



DRAFT MINUTES
Recreation & Culture Advisory Committee

June 8, 2016

River Plate Room, Town Hall

Meeting No. 6

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

Committee Members:	Rob Tyler Morin Colleen Marquand Hamza Naim Norman Smith Colleen Marquand Kristie Pratt
Staff:	Amanda Bedwell, Recreation Coordinator Robert Gruber, Manager – Community & Cultural Development Sarah Moore, Committee Coordinator
Guests:	Laura Tegelberg, Community Recreation Coordinator Cayla Da Silva, Community Development Coordinator Alexander Harras, Manager of Legislative Services/Deputy Clerk
Regrets:	Regional Councillor Shaun Collier, Reggie Oblitey, Jeremy de Mel, Marnie Smith, Chris Rowe

1. Call to Order

Vice-Chair Pratt called the meeting to order (6:05 p.m.) With consent of all Members present, the Meeting proceeded without quorum.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Approval of the Minutes was deferred until quorum was met.

4. Presentation/Discussion

4.1 Volunteer Appreciation Event

L. Tegelberg provided an overview of plans for a Town of Ajax Volunteer Appreciation Event. She noted that the Town currently recognizes volunteers in the community through the annual Volunteer Recognition Awards, however there is nothing specific to Town of Ajax volunteers. She introduced the theme for the event at "Volunteers are the Bomb!". An event is proposed for late October/early November in the HMS Room at the Ajax Community Centre. The event

will include a cocktail reception, welcome, greetings, motivational speaker and Mysteriously Yours Dinner Theatre “Spy School” experience. Guests will take home themed cookie.

Members inquired how many volunteers will be invited and what the selection process will include. L. Tegelberg noted that the event will be open to approximately 120 volunteers. She reviewed proposed questions for a forthcoming volunteer engagement survey that will be shared with the database of Town volunteers. Members encouraged volunteers to be invited to assist with the planning of the event. It was suggested that space be reserved for longstanding volunteers for those who have volunteered for the highest number of hours in the past year. L. Tegelberg shared plans to engage the volunteers in social events such as movie night at St. Francis, Amazing Race, professional development workshops and more. Members discussed the placement of volunteer recognition in the year. Currently the Volunteer Recognition Awards take place in April during Volunteer Week, however in the future, the Town’s volunteer appreciation could take place during that time.

4.2 IMPACT Ajax Process Update

C. Da Silva provided an overview of the Town’s grant system for neighbourhood events and community programs and services that began four years ago. The Town has since grown exponentially and an 81% increase in grant applications has been received over the past year, which is evident of increasing community engagement. C. Da Silva summarized the community conversation series that the Town hosted with community groups in fall 2015 and reviewed findings. She noted that not-for-profit organizations identified challenges with funding, volunteers, facility space and community exposure. A corporate working group has conducted a corporate scan of supports provided to community groups and identified concerns with the transparency and consistency of access through the municipal system. C. Da Silva introduced the revised IMPACT Ajax program that now provides a clear line of communication alongside public and equitable access.

The new process will be in place in 2017 to provide access to any type of support for neighbourhoods and not-for-profit organizations. Training and volunteers will be provided to recipients of IMPACT funding and/or support. C. Da Silva reviewed the three stream eligible for support and noted the introduction of anticipated online user software application in the future to make the application process easier to complete. The program will be shifting from an annual intake date to two intake dates (September 2016 and February 2017).

Members sought examples of supported events and C. Da Silva provided an overview of events to come. She agreed to forward further details via email. Members inquired whether they were permitted to attend events. The acknowledged appreciation for all of the work to conduct such a wholesome and accountable review of the IMPACT program.

4.3 YEAC Update

On behalf of Ashley Galea, Community Recreation Coordinator, A. Bedwell shared the 2016 Youth Engagement Advisory Committee update. She provided an overview of events planned, participated in, and hosted by the YEAC including an annual haunted house, Ajax On Stage, holiday food and toy drive, proclamation for Youth Week, Youth Week activities and Encourage Me Ajax event. Over 60 applications for Encourage Me Ajax ambassadors were received. Over the course of the term, an increase of 91 followers on the @youthofajax

twitter account was achieved. A. Bedwell noted that the YEAC is currently recruiting Members for the new term and that interviews will be held September 14, 2016. Further details about recruitment are available online at www.ajaxyouth.ca.

R. Tyler Morin entered the Meeting (6:50 p.m.)

5. Correspondence

On behalf of Kevin Smith, Active Living Coordinator, Vice-Chair Pratt, sought suggestions from the Committee for the next theme of the Healthy Kids Community Challenge – “Water Does Wonder”. Members were encouraged to send feedback and ideas via email through S. Moore.

6. Update from Council

Vice-Chair Pratt acknowledged M. Smith and R. Tyler Morin’s presentation to Council on May 16, 2016 to request a proclamation of June as Recreation & Parks Month.

7. Standing Items

7.1 Work Plan

This item was not discussed in detail.

7.2 Recreation & Culture Departmental Update

R. Gruber shared details relative to several forthcoming events and programs. He circulated promotional materials for:

- Summer Events Guide
- Evening of Wonder – July 9, 2016
- Doors Open & Spirit Walk – October 1, 2016
- Trailfest - June 12, 2016

H. Naim exited the Meeting (7:30 p.m.)

4.4 Committee Brainstorm: Festivals & Events

Vice-Chair Pratt and R. Gruber led the Committee in discussion about bringing a Farmer’s Market to Ajax. It was noted that there are not many local farmer’s markets accessible on weekends. Vice-Chair Pratt provided a summary of local markets in Durham Region. R. Gruber identified a possible site for the market to be located at the Ajax Downs. Members discussed other possible locations including the Durham Centre and the Ajax Community Centre. Once completed, Pat Bayly Square was identified as the optimal location for a farmer’s market.

Members were tasked with summer “homework” to visit exiting markets in the area, research vendors and fess and take photos to share with the Committee:

Name	RACAC Member Assigned	Address	Day of Week
Clarington Farmers' Market	Rob Tyler Morin	103 Caroline Street Newcastle, ON	Sunday
North Oshawa Farmers' Market	Robert Gruber	Taunton/Harmony (Legend's Centre Parking Lot)	Saturday
Oshawa Centre Farmers' Market	Kristie Pratt	419 King Street West, Oshawa, ON Oshawa Centre Northeast Parking Lot	Friday
Pickering City Centre Farmers' Market	Norman Smith	1 The Esplanade Pickering, ON South Esplanade Parking Lot	Tuesday
Port Perry Farmers' Market	Kristie Pratt	Amanda Bedwell	Saturday
Uxbridge Farmers' Market	Robert Gruber	Arena Parking Lot Brock Street, Uxbridge	Sunday
Whitby Farmers' Market	Amanda Bedwell	Old Fire Hall Brock St. at Colborne St. Whitby, ON	Wednesday

Additional discussion will occur at the September 14, 2016 Meeting. Members also discussed incorporating music, chef demos, artisan and crafters, wine ciders and craft beer as part of the market.

R. Tyler Morin exited the Meeting (7:50 p.m.)

8. New/Other Business

N. Smith inquired whether the Town could create a mock-up of the original Town of Ajax during the war. Vice-Chair Pratt shared information relative to [Caine's Arcade](#), a boy in East L.A. who created an arcade from cardboard boxes.

C. Marquand encouraged the town to publicize activities by age for larger community events as a means for managing expectations of attendees. R. Gruber noted that was something that could be looked at for the Town's website.

9. Adjournment

With consent of all Members present, the June 8, 2016 Meeting of the Recreation & Culture Advisory Committee was adjourned. (8:15 p.m.)

DRAFT

WANTED

YER ATTENDANCE AT THE 2016 ADVISORY COMMITTEE ROUNDUP!

Thursday, October 27, 2016 - 6:30pm 'til sunset (8:30pm)
The Council Chambers Corral, 65 Harwood Ave. S.

SO SADDLE UP & MOSEY ON OVER FOR AN
EVENING OF **COLLABORATIN'** & **CELEBRATIN'**
WITH THE **BEST VOLUNTEERS IN THE EAST!**

Y'all better tell Momma Moore yer comin' before October 14,
so she can prep the vittles!

HATS, SPURS & BANDANAS ARE ENCOURAGED!



RECREATION & CULTURE ADVISORY COMMITTEE 2014-2018 WORK PLAN

Revised January 11/16 JW

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 2015	Presentation March/15 R. Gruber
2	June is Recreation & Parks Month 2015	<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 2015	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 2015	Complete
4	Healthy Kids Community Challenge (HKCC) Update 2015	<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 2015 October 2015	Presentation March/15 K. Smith Presentation October/15 K. Smith

RECREATION & CULTURE ADVISORY COMMITTEE 2014-2018 WORK PLAN

5	Youth Survey Results	<ul style="list-style-type: none"> Update on youth survey conducted in 2014 	Ashley Galea	March 2015	Complete
6	Strong Neighbourhood Strategy	<ul style="list-style-type: none"> Update 	Cayla Da Silva	April 2015	Deferred
7	Youth Week 2015	<ul style="list-style-type: none"> Presentation & Discussion regarding 2015 event planning 	Ashley Galea YEAC	April 2015	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 2015	Complete
9	IMPACT Ajax (Social Infrastructure Fund) Projects	<ul style="list-style-type: none"> Community Organization & Neighbourhood Projects – Funding Update 	Cayla Da Silva	May 2015	Deferred to October - Complete
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 2015	Complete
11	Culture Days	<ul style="list-style-type: none"> Update on culture days programming 	Robert Prochilo Robert Gruber	May 2015	Complete
12	St. Francis Centre Programming	<ul style="list-style-type: none"> Update 	Robbie Prochilo	June 2015	Complete
13	YEAC Update	<ul style="list-style-type: none"> Presentation from YEAC members on recent accomplishments and future initiatives 	Ashley Galea YEAC	June 2015	Complete

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2014-2018 WORK PLAN

14	Canada 150 Mural Mosaic	<ul style="list-style-type: none"> • Presentation & consultation on the Town's participation in the Canada 150 Mural Mosaic Project for 2016 	Robert Gruber Robbie Prochilo	September 2015	Complete
15	Art in Public Spaces Program – Ajax Community Centre	<ul style="list-style-type: none"> • Presentation & consultation on proposed art commission for the Ajax Community Centre 	Robert Gruber	September 2015	Discussion September 2015
16	Pan Am Ajax – Wrap Up	<ul style="list-style-type: none"> • Presentation and final thoughts on Pan Am Ajax including information on community engagement, events and volunteer management 	Robert Gruber	September 2015	Complete
17	IMPACT Ajax & Neighbourhood Engagement	<ul style="list-style-type: none"> • Presentation & consultation on community engagement for areas of interest for IMPACT Ajax and how this will relate to neighbourhood development and sustainability 	Cayla Da Silva	October 2015	Complete
18	Comprehensive Zoning By-law Review - G. Muller (1 hour)	<ul style="list-style-type: none"> • Presentation and consultation regarding the Zoning By-law review 	Gary Muller	October 2015	Complete
19	Seniors Strategy	<ul style="list-style-type: none"> • Presentation & Consultation on upcoming seniors strategy 	Robbie Prochilo	November 2015	Complete

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20	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	December 2015	Complete
21	Seniors Strategy	<ul style="list-style-type: none"> Presentation & Consultation seniors strategy 	Robbie Prochilo	Ongoing	
22	Volunteer Recognition Awards	<ul style="list-style-type: none"> Update 	Laura Tegelberg	January 2016	Complete
23	2016 Public Art Projects <ul style="list-style-type: none"> Greenwood Conservation Area Pat Bayly Square Canada 150 Mural Mosaic DDSB Heart of Ajax Project 	<ul style="list-style-type: none"> Update 	Robert Gruber	January 2016	Complete
24	Ajax Spirit Walk 2016	<ul style="list-style-type: none"> Presentation & Consultation on 2016 format, points of interest, etc. 	Robert Gruber	January 2016	Complete
25	June is Recreation & Parks Month 2016	<ul style="list-style-type: none"> 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	January 2016	Complete

RECREATION & CULTURE ADVISORY COMMITTEE

2014-2018 WORK PLAN

26	Healthy Kids Community Challenge (HKCC) Update 2016	<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	Ongoing February 2016 May 2016 December 2016	
27	St. Francis Centre 5th Anniversary Celebration	<ul style="list-style-type: none"> • Presentation & Consultation on event 	Robbie Prochilo Robert Gruber	February 2016	
28	Youth Week 2016	<ul style="list-style-type: none"> • Presentation & Discussion regarding 2015 event planning 	Ashley Galea YEAC	March 2016	
29	Volunteer Appreciation Event	<ul style="list-style-type: none"> • Presentation & Consultation on new appreciation event, format, programming, etc. 	Laura Tegelberg	May 2016	
30	Doors Open 2016	<ul style="list-style-type: none"> • Presentation & update on 2016 event, sites, programming, etc. 	Robbie Prochilo Michael Sawchuck Robert Gruber	May 2016	
31	YEAC Update 2016	<ul style="list-style-type: none"> • Presentation from YEAC members on recent accomplishments and future initiatives 	Ashley Galea YEAC	June 2016	

RECREATION & CULTURE ADVISORY COMMITTEE

2014-2018 WORK PLAN

32	New Recreation Registration Software	<ul style="list-style-type: none"> Update and consultation on new recreation registration software rollout 	Debbie Nickerson	September 2016	
33	IMPACT Ajax – consolidation of Town supports to neighbourhoods and community groups & organizations (sponsorship, partnerships, room waivers, IMPACT Ajax Fund, Community Group Affiliation, etc.)	<ul style="list-style-type: none"> Presentation & Consultation on consolidated format for providing support and future application process 	Cayla Da Silva	TBD	
	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 Rob Braid Joanne Wood	2016/17	
	Age Friendly Community	<ul style="list-style-type: none"> Presentation & Consultation on Age Friendly Community initiatives 	Robert Gruber	2017	