

AGENDA RECREATION & CULTURE ADVISORY COMMITTEE

April 8, 2015 at 6:00 p.m.
River Plate Room, Town Hall
Meeting No.2

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

1.1. Election of the Chair/Vice-Chair

2. Disclosure of Conflict of Interest

3. Approval of Minutes

3.1 March 11, 2015Page 3

4. Presentation/Discussion Items

4.1 Youth Week 2015 (6:10 – 6:30 p.m.)

Ashley Galea, Recreation Coordinator-Youth Development & Adult

4.2 June is Recreation & Parks Month (6:30 – 6:50 p.m.)

Ashley Galea, Recreation Coordinator-Youth Development & Adult

5. Correspondence

6. Update from Council

7. Standing Items

7.1 Work Plan Page 7

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, May 13, 2015 at 6:00 p.m., River Plate Room, Town Hall



DRAFT MINUTES

Recreation & Culture Advisory Committee

March 11, 2015

River Plate Room, Town Hall

Meeting No. 1

Alternative formats available upon request by contacting:

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Committee Members:	Regional Councillor Shaun Collier (exited 6:30 p.m.) Jeremy de Mel Akeelya George Colleen Marquand Rob Tyler Morin Kristi Pratt Reggie Oblitey Marnie Smith Norman Smith
Staff:	Joanne Wood, Manager – Neighbourhood Programs & Active Living Sarah Moore, Committee Coordinator
Guests:	Ashley Galea, Recreation Coordinator – Youth Development & Adults Shane Gumbs, Recreation Supervisor Shannon Barrow, Recreation Supervisor Robert Gruber, manager – Community & Cultural Development Kevin Smith, Active Living Coordinator
Regrets:	Chris Rowe, Hamza Naim

1. Call to Order

Acting Chair de Mel called the meeting to order at 6:05 p.m. Members were welcomed and roundtable introductions were made.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Moved By: K. Pratt
Seconded By: R. Tyler Morin

That the June 11, 2014 Meeting Minutes of the Recreation & Culture Advisory Committee be approved.

CARRIED

4. Presentation/Discussion

4.1 Youth Survey Results

Ashley Galea, Recreation Coordinator – Youth Development and Adults, presented the results of a youth survey conducted in 2014. The survey was completed by 889 youth representing students from grade seven to college/university. Highlights of the survey's findings included the popularity of swimming, youth dances and youth spaces. A breakdown of users for each of the four youth spaces was reviewed. Youth indicated their reason to take part in recreational programming in order to be with friends and learn new skills. Social media was identified to be the best way to promote events, as was through the local movie theatre. The need for additional programming on weekends between 4 – 8 p.m. was identified.

Members posed several questions relative to potential partnerships with youth-oriented community organizations such as the Boys & Girls Club, as well as the age range for survey participants. A. Galea acknowledged that youth is considered to be covered 11-18 years of age and that the survey was not only distributed to current program users but all high school and elementary schools in Ajax. Members expressed interest in geographical analytics for survey respondents in order to assist with identifying target locations for program growth. It was also suggested that an online version of the survey be created in the future.

A. Galea noted that she would be returning in April to solicit feedback on adult programming suggestions.

4.2 June is Recreation & Parks Month

Shane Gumbs and Shannon Barrow, Recreation Supervisors, provided a summary of their portfolios in the Recreation & Culture department, noting they are responsible for drop-in programs, youth spaces, and school break camps. They provided an overview of Parks & Recreation Ontario's (PRO) annual recognition of Recreation & Parks month, established in order to increase the awareness, value and benefits of recreation.

Regional Councillor Collier exited the meeting (6:30 p.m.)

S. Gumbs and S. Barrow circulated the 2014 promotional materials for Recreation and Parks month noting that a thematic slogan for the annual recognition is provided by PRO each year. They shared preliminary ideas for 2015 recognition including the Pan Am torch relay, Trailfest, free swim days, National skateboarding Day, sports programming, arts and dance classes. A representative from the Committee was sought to take part in a proclamation to Council on Monday May 25, 2015.

Members posed several questions relative to the success of past events, opportunities to promote youth cooking, incorporating the opening of summer splash pads, as well as 3-on-3 sports tournaments. A community scavenger hunt or geocaching events was proposed. R. Tyler Morin and R. Oblitey volunteered to present the proclamation request to Council on behalf of the Committee.

4.3 Pan Am Events

Robert Gruber, Manager – Community & Cultural Development, provided an overview of the Community and Cultural Development Section. He also introduced the Pan Am Local Host Committee, of which RACAC Members Colleen Marquand, Kristie Pratt and Chris Rowe are also members. An introduction of the Toronto 2015 Pan Am Games was presented including the Town of Ajax's role as a gold-level host municipality, hosting the baseball and softball events. R. Gruber and K. Pratt shared information relative to several upcoming activation and recognition events including the Pan Am Torch Relay (June 6), July 1 Official Launch, an opening ceremonies viewing party, Parapan Torch Relay in early August and a community thank you event (August 23). Annual Kids in the Square and Music in the Square, as well as Movies in the Park events will also have a Pan Am theme.

Details of Arts and Cultural Programming at the St. Francis Centre were shared. R. Gruber thanked C. Marquand, C. Rowe and K. Pratt for their work on the Local Host Committee. Information materials relative to ticketing and event schedules was distributed. Members were encouraged to help promote volunteers to sign up online at www.panamajax.ca. A community information session to be held on Sunday March 29 from 3-5 p.m. at Audley Recreation Centre was noted.

Members posed questions relative to transportation to and from the game sites and volunteer eligibility.

4.4 Healthy Kids Community Challenge Update

Kevin Smith, Active Living Coordinator, provided a summary of his portfolio acknowledging his work with the Town's fitness centres, and community outreach. He spoke about the Town's 2008 Physical Activity Strategy and "I... Can!" Initiatives to create active opportunities. The Healthy Kids Community Challenge was introduced as an initiative from the Ministry of Health and Long Term Care and 2013 Healthy Kids Strategy Report. Over four years, the Town of Ajax will be one of 45 communities across the province to take part in the challenge which involves delivering local programs and activities that will support children and youth to be more active and healthy. Funding and resources and promotional materials will be provided by the province.

K. Smith reviewed potential initiatives that the Town could look at including walking school buses, cooking clubs, and breakfast programs. Members strongly supported the Town's participation in the pilot project and acknowledged the importance of extending awareness to the community at-large. Several suggestions for communications including social media contests and healthy-eating days were shared.

5. Correspondence

S. Moore thanked M. Smith and R. Tyler Morin for volunteering to represent the Committee on the Volunteer Recognition Awards Selection Committee. She reminded Members of the deadline to submit nominations and encouraged the Committee to share the information with their networks.

6. Update from Council

None.

7. Standing Items

7.1 Work Plan

J. Wood provided a summary of the Committee Work Plan noting that it is fluid and on-going to be populated and revised throughout the term. She encouraged Members to provide feedback and suggestions on initiatives listed therein.

7.2 Recreation & Culture Departmental Update

For the interest of new members, J. Wood explained the structure of the Recreation & Culture Department, noting its division in four sections: community & cultural development, neighbourhood programs & active living, facilities and administration. Copies of the latest Parks and Recreation program guide were circulated.

7.3 Pan Am 2015 Local Host Committee Update

This Item was addressed during Item 4.3 Pan Am Events.

8. New Business

None.

9. Adjournment

Moved By: C. Marquand

Seconded By: K. Pratt

That the March 11, 2015 Meeting of the Recreation & Culture Advisory Committee be adjourned. (7:45 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	
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	
3	Annual Volunteer Recognition Awards	<ul style="list-style-type: none"> • Introduction to the Awards & Selection Committee Recruitment 	Cayla Da Silva Robert Gruber	March	
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	
5	Youth Survey Results	<ul style="list-style-type: none"> • Update on youth survey conducted in 2014 	Ashley Galea	March	

RECREATION & CULTURE ADVISORY COMMITTEE

2014-2018 WORK PLAN

6	Strong Neighbourhood Strategy	<ul style="list-style-type: none"> Update 	Cayla Da Silva	April	
7	Youth Week	<ul style="list-style-type: none"> Presentation & Discussion regarding 2015 event planning 	Ashley Galea YEAC	April	
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	
9	IMPACT Ajax (Social Infrastructure Fund) Projects	<ul style="list-style-type: none"> Community Organization & Neighbourhood Projects – Funding Update 	Cayla Da Silva	May	
10	Advancing Access to Affordable Recreation in Durham (AAARD)	<ul style="list-style-type: none"> Review subsidy program Update on AAARD initiative 	Debbie Nickerson	TBC May?	
11	St. Francis Centre Programming	<ul style="list-style-type: none"> Update 	Robbie Prochilo	June	
12	YEAC Update	<ul style="list-style-type: none"> Presentation from YEAC members on recent accomplishments and future initiatives 	Ashley Galea YEAC	June	
13	Pat Bayly Square Programming	<ul style="list-style-type: none"> Presentation and consultation on potential programming and operational procedures for Pat Bayly Square 	<ul style="list-style-type: none"> Robert Gruber Joanne Wood Rob Braid 	2015/2016	
14	Senior Strategy	<ul style="list-style-type: none"> Presentation & Consultation on upcoming seniors strategy 	Robert Gruber	2015/2016	

**RECREATION & CULTURE ADVISORY COMMITTEE
2014-2018 WORK PLAN**

15	Age Friendly Community	<ul style="list-style-type: none"> • Presentation & Consultation on Age Friendly Community initiatives 	Robert Gruber	2016/2017	
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