



AGENDA RECREATION & CULTURE ADVISORY COMMITTEE

June 8, 2016 at 6:00 p.m.
River Plate Room, Town Hall
Meeting No.6

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 **Volunteer Appreciation Event [15 minutes]**

Laura Tegelberg, Community Recreation Coordinator

4.2 **IMPACT Ajax Process Update [15 minutes]**

Cayla Da Silva, Community Development Coordinator

4.3 **YEAC 2016 Update [5 minutes]** (A. Bedwell)

4.4 **Committee Brainstorm: Festivals & Events [30 minutes]**

5. **Correspondence**

6. **Update from Council**

7. **Standing Items**

7.1 Work Plan.....Page 6

7.2 Recreation & Culture Departmental Update (A. Bedwell / R. Gruber)

8. **New/Other Business**

9. **Adjournment**

Next Meeting Date: Wednesday, September 14, 2016 – River Plate Room, Town Hall, 6:00 p.m.



DRAFT MINUTES
Recreation & Culture Advisory Committee

May 11, 2016
River Plate Room, Town Hall
Meeting No. 5

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

Committee Members: Rob Tyler Morin
Colleen Marquand
Norman Smith
Marnie Smith
Colleen Marquand
Kristie Pratt

Staff: Amanda Bedwell, Recreation Coordinator
Robert Gruber, Manager – Community & Cultural Development
Sarah Moore, Committee Coordinator

Regrets: Regional Councillor Shaun Collier, Hamza Naim, Reggie Oblitey,
Jeremy de Mel

1. Call to Order

Chair Tyler Morin called the meeting to order (6:05 p.m.)

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Moved By: M. Smith
Seconded By: C. Rowe

That the March 9 and April 13, 2016 Recreation & Culture Advisory Committee Meeting Minutes be approved.

CARRIED

4. Presentation/Discussion

4.1 Doors Open 2016

R. Gruber provided an overview of the Doors Open program, which was established in 2002 by Ontario Heritage Trust as a province-wide celebration of heritage. In 2010, the Town of Ajax participated for the first time, and continues to do so every other year as a part of Canada Culture Days. Since 2010, over 8,500 participants have taken part in Ajax's Doors Open event. The event will be next held October 1, 2016. The event will include 11 sites and a walking

tour. R. Gruber reviewed the sites included in the event and summarized activities and activations for each:

- Ajax Fire Headquarters
- Kinsmen Heritage Centre
- Ajax Town Hall
- DIL Walking Tour
- Doric Masonic Lodge/Quaker Meeting House
- Friends Cemetery
- Health Movement Pilates
- Lishman Residence
- St. Nedela Macedonian Orthodox Church
- Royal Canadian Legion
- William Hartrick House
- Village Community Centre

The event's communications plan was discussed and noted to include social media, brochures, posters, newspaper ads and more.

Members proposed collecting donations for Fort McMurray residents as part of the event. Questions were posed relating to attendance tracking, and whether a cycling route to visit participating sites could be created. Members inquired about the accessibility of site locations and the potential for a shuttle service.

4.2 Volunteer Program Re-Branding

R. Gruber noted that since Pan Am activities ended, the Town's volunteer reserve has increased from 311 to 551 volunteers. He reviewed the variety of volunteer opportunity areas including with festivals and events, at the St. Francis Centre, IMPACT Ajax, seniors programming, and neighbourhood programming and camps. It was noted that volunteer training is now offered monthly for new intake. In order to maintain the momentum of engagement, diversity of opportunities, ongoing recruitment of skilled volunteers and attractive volunteer role descriptions, a re-branding of the Town's Volunteer Program has been established. Part of the program includes creation of the Volunteer Voice newsletter, and Get Involved! Business cards, eliminating the need for paper applications.

R. Gruber reviewed the new volunteer position descriptions that are based off of IMPACT:

- Ignite Team
- Muscle Team
- Play Team
- Admin Team
- Create Team
- Tactical Team

These new position descriptions were created to focus on the WHY of volunteering and clearly streamline expectations of roles.

Members shared positive feedback for the rebranding, noting it will encourage excitement and interest.

4.3 Subcommittee/Working Group Brainstorming

R. Gruber and A. Bedwell discussed observations that the Committee is not as engaged as it could be and proposed exploring new opportunities to be innovative and provide feedback. R. Gruber reviewed draft topic areas for ongoing Committee brainstorming and/or working groups to be formed:

- **Recreation Programming**
 - Current trends, new ideas
 - Recreation, leisure, arts, culture, fitness, wellness, etc.
- **Festivals & Events**
 - Programming
 - Event enhancements
 - New events
 - Farmers Market
- **St. Francis Centre**
 - Cultural programming
 - Marketing and promotions/awareness
 - Special offers
- **Senior's Strategy working group (2 RACAC reps.)**
- **Youth-Friendly Community Platinum Status (2 RACAC reps.)**

K. Pratt expressed interest in conducting research for a Farmers Market. Members noted appreciation for receiving questions from presenters in advance of discussion at the meeting, in order to prepare conversation and comments.

5. Correspondence

None.

6. Update from Council

None.

7. Standing Items

7.1 Work Plan

This item was not discussed in detail as it related to Item 4.3.

7.2 Recreation & Culture Departmental Update

R. Gruber shared details relative to several forthcoming events and programs:

- Tocatta & Tea – May 14, 2016 – St. Francis Centre

- South Asian-Asian Heritage Month Celebration – May 14, 2016
- South Asian-Asian Heritage Cultural Showcase – May 28, 2016 – St. Francis Centre
- Barney Thompson – TIFF Film Screening June 3 – St. Francis Centre
- SwitchSkate Competition – ARC – June 5, 2016
- PRIDE Parade – Oshawa – June 5, 2016
- Seniors BBQ – Rotary Park – June 9, 2016
- Trailfest – Arbour Park – June 12, 2016

Chair Tyler Morin exited the Meeting (7:40 p.m.) K. Pratt assumed the role of Chair. Quorum was lost.

8. New/Other Business

None.

9. Adjournment

Moved By: M. Smith
Seconded By: C. Rowe

That the May 11, 2016 Recreation & Culture Advisory Committee Meeting be adjourned. (7:45 p.m.)

CARRIED

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
5	Youth Survey Results	<ul style="list-style-type: none"> Update on youth survey conducted in 2014 	Ashley Galea	March 2015	Complete

RECREATION & CULTURE ADVISORY COMMITTEE 2014-2018 WORK PLAN

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
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

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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
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

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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
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	Presentation February
27	St. Francis Centre 5th Anniversary Celebration	<ul style="list-style-type: none"> Presentation & Consultation on event 	Robbie Prochilo Robert Gruber	February 2016	Complete
28	Youth Week 2016	<ul style="list-style-type: none"> Presentation & Discussion regarding 2015 event planning 	Ashley Galea YEAC	March 2016	Complete

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29	Nature Deficit Disorder – Barriers to/Benefits from Outdoor Programming	<ul style="list-style-type: none"> Presentation & discussion regarding barriers to and benefits of outdoor programming 	Kiana Marino Joanne Wood	March 2016	Complete
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	
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	

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