

AGENDA RECREATION & CULTURE ADVISORY COMMITTEE

May 13, 2015 at 6:00 p.m.
River Plate Room, Town Hall
Meeting No.3

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 Advancing Access to Affordable Recreation in Durham (6:00 – 6:20 p.m.)
Debbie Nickerson, *Manager of Administration*

4.2 Culture Days (6:20 – 6:40 p.m.)
Robert Prochilo, *Community Development Coordinator*
Robert Gruber, *Manager – Community & Cultural Development*

5. Correspondence

6. Update from Council

7. Standing Items

7.1 Work PlanPage 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, June 10, 2015 at 6:00 p.m., River Plate Room, Town Hall



DRAFT MINUTES
Recreation & Culture Advisory Committee
April 8, 2015
River Plate Room, Town Hall
Meeting No. 2

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Committee Members:	Regional Councillor Shaun Collier (entered 6:30 p.m.) Akeelya George Colleen Marquand Rob Tyler Morin Hamza Naim Reggie Oblitey Kristie Pratt Christopher Rowe Norman Smith
Staff:	Joanne Wood, Manager – Neighbourhood Programs & Active Living Sarah Moore, Committee Coordinator
Guests:	Ashley Galea, Recreation Coordinator – Youth Development & Adults
Regrets:	Jeremy de Mel, Marnie Smith

1. Call to Order

Acting-Chair Moore called the meeting to order at 6:05 p.m. New members were welcomed and roundtable introductions were made.

1.1 Election of the Chair and Vice-Chair

S. Moore reviewed the role and responsibilities of the Committee Chair and Vice-Chair positions and called for nominations.

Moved By: C. Rowe
Seconded By: K. Pratt

That Norman Smith be appointed Chair and Reggie Oblitey be appointed Vice-Chair of the Recreation and Culture Advisory Committee, until January 13, 2016, at which time the appointments will be reviewed by the Committee.

CARRIED

N. Smith assumed the role of Chair.

2. Disclosure of Conflict of Interest

None

3. Approval of Minutes

Moved By: C. Marquand
Seconded By: A. George

That the March 11, 2015 Meeting Minutes of the Recreation & Culture Advisory Committee be approved.

CARRIED

4. Presentation/Discussion

4.1 Youth Week 2015

Ashley Galea, Recreation Coordinator – Youth Development and Adults, presented information relative to 2015 Youth Week recognition and events. She noted that this annual event is strongly supported through the organization and participation of the Youth Engagement Advisory Committee. A. Galea presented a tour of the Town's youth website and promoted the Encourage Me Ajax Youth ambassador contest. Youth week was identified to include several free events, activities and giveaways, concluding with the Encourage Me Ajax May event. Keynote speakers for 2015 will include Mustafa the Poet and Chris Studer of the Get Real Movement.

Members posed questions relative to promotion of the Youth week events. The Committee inquired whether information booths for youth-serving agencies and post-secondary institutions could be incorporated into the Encourage Me Ajax event to promote the importance of post-secondary education, student bodies and extra-curriculars. C. Marquand noted that she has connections with local post-secondary institution to share. A. Galea invited all Members to attend the May 7, 2015 event.

4.2 Programming for Adults

A. Galea summarized the structure for adult programming, which includes sports, dance, and general interest programs. She noted two senior friendship clubs and 50% programming rebates for seniors 65+. A. Galea reviewed the promotion of adult programming, which includes social media, website communication, promotional flyers, word of mouth and publication in the Community Recreation Guide. She solicited feedback from members on the methods from which they receive information about adult programming.

It was suggested that a quick reference of important registration dates and reminders be created. Members also proposed having a representative on the Town's twitter feed to put a "face" to programming in place of a generic organizational feed. Improvements to portable signage and digital signage promotion were shared.

Feedback from members was sought on existing or potential programs of interest. The Committee proposed cooking workshops for specific areas (cooking for one, diabetic, gluten-free), and creating a lecture series (financial planning, etc.) so that programs could be non-committal and introductory. The majority of Members encouraged the Town to coordinator a programming open-house (similar to Youth Week) across all three recreation facilities. A. Galea encouraged the Committee to share ideas for motivation and barriers to taking part in

programming. Members noted that the duration of commitment is often too long. Additional suggestions for motivation included free programming, food, and a place to drop children off so adults can take part. Questions were posed by the Committee relative to which programs received high registration and which fell short. Questions also pertained to participant evaluations, cost-recovery of recreation and culture programs and program sponsorship.

5. Correspondence

None.

6. Update from Council

Regional Councillor Collier shared information relative to forthcoming Ajax Green Living Days events and his quarterly Ward meeting. S. Moore agreed to send out the Ajax Green Living Days event flyer. Members inquired about the recent Council announcement of Councillor Ashby's seat being declared vacant. Regional Councillor Collier explained the matter and its occurrence as a result of filing incomplete financials from the 2014 Municipal Election. He reviewed Council's options to appoint an individual to fill the vacancy or hold a by-election, pending the appeal process.

Regional Councillor Collier answered several general questions posed by the Committee relative to the Town of Ajax sign by-law, and neighbourhood clean-up competitions. Details relative to the IMPACT AJAX social infrastructure funding program were discussed in brief.

7. Standing Items

7.1 Work Plan

This item was not discussed in detail.

7.2 Recreation & Culture Departmental Update

J. Wood shared details of a Pan Am Games promotional event being held at the Pickering Town Centre on April 11, 2015. A summary of the Pan Am Community Meeting held at Audley Recreation Centre on March 29 was provided. J. Wood circulated a flyer for the upcoming 'BroadsWay' performance at the St. Francis Centre and reviewed programming and summer camp registration timelines.

7.3 Pan Am 2015 Local Host Committee Update

K. Pratt provided a summary of Pan Am initiatives and events, noting that the Local Host Committee participated in a recent social media workshop. An information event was held on April 1, 2015 for the local Ajax Business Network which spoke to transportation and security information. K. Pratt encouraged Members to visit the volunteer portal online at www.panamajax.ca and share the information with others who may be interested in signing up. Less than 100 days remain until the Pan Am Games arrive in Ajax.

8. New Business

None.

9. Adjournment

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

That the April 8, 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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