



**The Corporation of the City of Stratford
Community Services Sub-committee
Open Session
AGENDA**

Date: Thursday, January 17, 2019
Time: 4:45 P.M.
Location: Council Chamber, City Hall
Sub-committee Present: Councillor Beatty - Chair Presiding, Councillor Sebben - Vice Chair, Councillor Burbach, Councillor Clifford, Councillor Henderson
Staff Present: David St. Louis - Director of Community Services, Brad Hernden - Manager of Recreation and Marketing, Mike Beitz - Corporate Communications Lead, Danielle Clayton - Recording Secretary, Allison Jordan - Events Coordinator

Pages

1. Call to Order

The Chair to call the Meeting to Order.

2. Disclosure of Pecuniary Interest and the General Nature Thereof

The *Municipal Conflict of Interest Act* requires any member of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of Council has not been disclosed by reason of the member's absence from the meeting, to disclose the interest at the first open meeting attended by the member of Council and otherwise comply with the *Act*.

Name, Item and General Nature of Pecuniary Interest

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3. Delegations

None scheduled.

4. Report of the Events Coordinator

4.1 Events Coordinator Progress Report November 2018 (COM19-002) 4 - 12

Motion by _____

Staff Recommendation: That Sub-committee and Council be updated on the progress of Events Coordinator.

5. Report of the Manager of Recreation and Marketing

5.1 Renewal of Agreement for Bingo at Agriplex (COM19-001) 13 - 14

Motion by _____

Staff Recommendation: THAT the agreement between the City of Stratford and 1739779 Ontario Inc. for lease of defined spaces at the Stratford Burnside Agriplex for bingos and related permitted uses be executed for a further 5-year term.

5.2 Renewal of the Stratford Youth Centre Agreements (COM19-003) 15 - 16

Motion by _____

Staff Recommendation: THAT the City enter into a three (3) year lease agreement with the landlord, CGNE Inc., for occupancy of the property at 165 Downie Street, and to further support a three (3) year agreement with The Stratford Perth YMCA to run and operate the program at the Stratford Youth Centre.

6. Advisory Committee/Outside Board Minutes

There are no Advisory Committee/Outside Board minutes to be provided at this time.

7. Next Sub-committee Meeting

The next Community Services Sub-committee meeting is February 14, 2019 at 4:45 p.m. in the Council Chamber, City Hall.

8. Adjournment

Meeting Start Time:

Meeting End Time:

Motion by _____

Sub-committee Decision: THAT the Community Services Sub-committee meeting adjourn.



MANAGEMENT REPORT

Date: November 27, 2018
To: Community Services Sub-committee
From: Allison Jordan, Events Coordinator
Report#: COM19-002
Attachments: Special Event Permit 2018; Conditional Question Survey Mapping Template 2018; 5 Steps to Plan a Special Event Draft 2018

Title: Events Coordinator Progress Report November 2018

Objective: Update Sub-committee and Council on the progress of Events Coordinator position.

Background: The City's Events Coordinator started on August 7, 2018. The main role of the Events Coordinator is to act as a liaison between Event Organizers and internal departments, a connection to available resources, and to support events so they are successful and safe.

Special Events, previously facilitated by the Clerk's Department, is now being managed by the Events Coordinator. The various duties within the process include:

- Scheduling of Market Square space
- Processing payments
- Coordinating hydro and water keys as well as on-site logistics in collaboration with the Infrastructure and Development team
- Meeting with Organizers to discuss preliminary plans for their events
- Intake and vetting of Special Event Applications
- Circulating applications to internal departments and collecting feedback
- Organizing meeting with Organizers and internal departments when required
- Facilitating road closure approvals with internal departments and MTO
- Sending out Emergency Services notices
- Issuing final event approval to Organizers and collecting supplementary documentation
- Updating the Market Square website
- Notifying the BIA of event approvals

Additionally, the Events Coordinator will be the point of contact for coordinating on-site requests such as garbage bins, recycle carts, and barricades, previously coordinated by the Parks and Forestry Department, Waste Management, and Public Works, respectively. The restructuring of these tasks over to the Events Coordinator will not only streamline the process but lessen the workload for the other business areas of the City.

From August to October 2018, the Events Coordination met with 28 internal staff members and 15 external stakeholders with the goal of understanding operational processes and identifying areas for enhancement. Materials and services available for Special Event Organizers were also examined.

Analysis: Feedback collected from internal and external consultations helped to establish guiding principles for the position:

A) Efficiency:

- Refining the application form to create questions that are relevant to the event taking place.
- Simplifying the process by requesting additional information on event elements early in the process to share with internal departments.

B) Communication:

- Improving lines of communication between internal and external parties.
- Equipping Event Organizers with knowledge and understanding of requirements and expectations including which permits, licences, and fees are needed.
- Providing reliable advice and information.

C) Customer Service:

- Strengthening relationships with Organizers.
- Providing personalized services such as in-person sit-downs to review elements of events and strategies.
- Being accessible to answer questions.
- Providing guidance on external services such as cross-partnerships, promotions, and resources.

1) Special Event Application Process:

Overview: As of November 7, 2018, the Events Coordinator took over coordination for all 2019 applications and moving forward. The Clerk's Department will continue to facilitate noise and ATV by-law exemption requests, as well as all City Hall Auditorium bookings.

Key points:

- Additional departments will be involved in the approval process; this includes By-law officers, Perth District Health Unit, and the Communications Lead.
- All involved departments will be notified once an event has been granted tentative approval and final approval.
- The Approval Letter previously issued by the Clerk's Department will be replaced with a "Special Event Permit" issued on behalf of the Community Services Department. See Attachment "**Special Event Permit Template 2018**" for the

template. Approvals will be issued in 2 stages, which will be indicated on the permit, as follows:

1. "Tentative Approval" is granted to proceed with planning the event under the conditions attached before final approval is issued; conditions will be dependent comments provided by internal departments and may include obtaining permits and licences as well as arranging barricade placement etc.
 2. "Firm Approval" is granted once all conditions have been met and all required paperwork has been submitted to the City's Events Coordinator; this is final approval for the event to take place.
- Once Tentative Approval has been granted, a consultation with the City's Events Coordinator is mandatory to review the expectations of the City and the Organizer; the consultation will walk through the necessary steps needed to obtain the required licences, permits, and approvals. Relevant templates and additional materials currently being developed will also be provided to the Organizer at this time. Templates will include parking plans, security plans, work-back schedules, emergency plans, etc. Further materials will include guides for barrier-free and environmentally friendly events, vendor supply directory, etc.

2) Special Event Application Form:

Overview: Revisions have been made to the current Special Events Application and an automated form is in development.

Key points:

- Immediate changes have been made to the existing application to outdated information, previously managed by the Clerk's Department. Revisions in the form include additional fields such as the number of recycling carts, number of garbage bins requested, whether food will be served, and updated contact information; Revisions specific to Market Square include 2019 policies and fees.
- An online form is being developed to automate the Special Event Application. The form will operate similar to a questionnaire and will be customized to the nature of the event:
 - For example, parades form would request information on floats and police escorts whereas festivals or concerts would not ask about floats but instead ask about road closures, tents, selling merchandise, and barricades.
 - Further, questions would populate based on the answers provided: Question 1 asks "Will tents be on-site?" with the option to select answers "Yes" or "No". If the client selects "No", they move on to Question 2. If the client selects "Yes", the form will populate additional fields for details such as quantity, size, and material before moving on to the next question. See Attachment "**Conditional Question Survey Mapping Template 2018**" for an example.
- The benefit of tailored questions is applicants are only asked about relevant information pertaining to the event; furthermore, it will cut down the survey length so applicants will be more likely to provide more detail.

- While the online form would be accessible via a link on the City's website, PDF formats will continue to be made available for download on the website and physical copies will also be made available at the Rotary Complex for pickup.

3) Supplementary Materials

Overview: Several materials are in development to give Organizers the necessary tools and information for a successful event.

Key points:

- **Event Manual:** An event manual is in development. In collaboration with other internal departments, the manual will include information pertinent to the Special Event process such as how to obtain a liquor licence. The manual will feature step-by-step guides and links to additional resources such as a guide for greener events provided by the Waste Reduction Coordinator. See Attachment "**5 Steps to Plan a Special Event Draft 2018**" for a draft of the guides to be provided.
- **Checklist:** A topline checklist based on information in the event manual will outline important timelines to ensure Organizers are aware of important deadlines.
- **Templates:** Templates such as parking plans, security plans, work-back schedules and, emergency plans will be made available to assist Organizers in their event planning.
- **Website Enhancements:** The Market Square page on the City of Stratford's website will transition from to "Play Here" and be situated with all other municipal facilities. Further, a landing page is in development specifically for special event content. All materials including the manual, templates, application form, contact lists, and external links will be made available. Additional resources will be added as they are created.

4) Revised Municipal Alcohol Policy

Overview: Changes have been made to the City's Municipal Alcohol Policy, last revised in 2009.

Key points:

- Immediate changes were made to update outdated information and strengthen the policy requirements for public safety.
- The updated policy has been circulated internally for review and further forwarded onto external stakeholders for feedback.

5) Future Projects:

Overview: Additional projects and resources for Organizers will be developed in future.

Projects for development include:

- Integration with indoor facilities event process
- Creation of an internal events calendar
- Additional materials for Organizers:
 - Community marketing guide
 - Vendors list directory
 - Indoor facility guide

- Creation of an online community events calendar
- Continue to work closely with Stratford City Centre Business Improvement Area and the Stratford Tourism Alliance to communicate event notice and support

Progress Reporting: In collaboration with Organizers, internal departments, and the general public, progress will be tracked on an ongoing basis to identify areas of success and where more effort or approaches are needed. Informal evaluations with Organizers will review the quality of services provided and whether event outcomes met expectations. Internal departments will meet quarterly to review past events and the upcoming scope; discussions will focus on how services and programs are performing as well as resolve any areas of concerns. Similarly, the general public will be engaged through anonymous on-site surveys and online surveys to examine event quality and awareness of community events.

Reports on the progress of special events will be made available to Council on a biannual basis with the target date of June 2019 for the next report.

Financial Impact: Not applicable.

Staff Recommendation: That Sub-committee and Council be updated on the progress of Events Coordinator.



Allison Jordan, Events Coordinator



David St. Louis, Director of Community Services



Rob Horne, Chief Administrative Officer

5 STEPS TO PLAN YOUR EVENT

4+ MONTHS BEFORE	STEP ONE: BOOK THE SPACE The City of Stratford proudly offers several outdoor spaces to host events. Visit the City of Stratford's website for photos and additional information. Park attractions and features can be found here . A list of booking contacts can be downloaded here .
MINIMUM 12 WEEKS PRIOR TO EVENT	STEP TWO: APPLY FOR A SPECIAL EVENT PERMIT A Special Event Permit from the City of Stratford is required to host an event on municipal property. The application form can be accessed here .
MINIMUM 8-10 WEEKS PRIOR TO EVENT	STEP THREE: TENTATIVE APPROVAL ISSUED Once the application has been submitted, the City's Events Coordinator will circulate it to internal departments for review. Based on the information provided in the application, feedback from internal departments will determine conditions that must be met for Firm Approval. These conditions will be listed on a Tentative Approval permit and may include insurance parameters, licences, permits, and approval by other departments.
MINIMUM 3-10 WEEKS PRIOR TO EVENT	STEP FOUR: OBTAIN ALL REQUIRED DOCUMENTATION Once tentative approval has been issued, a meeting will be arranged with the Events Coordinator to review the required documentation and steps to obtain them. In the weeks leading up to the event, the City's Events Coordinator will work closely with Organizers to ensure all deadlines and requirements are met. All documents shall be submitted to the Events Coordinator no later than 2 weeks prior to the event.
MINIMUM 2 WEEKS PRIOR TO EVENT	STEP FIVE: FIRM APPROVAL ISSUED Once all required documents have been submitted, Firm Approval will be granted for the event to take place.

Below is an example of how Conditional Question Surveys operate:

1. Will tents be on-site?

☐

No

☐

Yes

1.a Describe the tents:

Quantity

Size

Materials

1.b How will the tents be secured?

2. Will alcohol be on-site?

☐

No

☐

Yes

(Sub-questions)

(Question 3)

Below is an example of the Special Event Permit:



**DATE OF
ISSUANCE:**

[MMM DD YY]

**CITY OF STRATFORD
SPECIAL EVENT PERMIT**

Event					
Application No: MS20181124A			Status: [TENTATIVE/FIRM]		
Client Information					
Name: Name		Account: Group/Organization			
Phone #: Number		Email: Email			
Address: Address					
Location(s)					
Location(s)	Start Date	Load-in Time	Event Start	Event End	Load-out Time
[Location]	Month DD, YYYY	HH:MM am/pm	HH:MM am/pm	HH:MM am/pm	HH:MM am/pm
Event					
Road Closures: [List road closures if applicable]					
Note(s): [i.e. Booking is in conjunction with city hall auditorium booking]					

CONDITIONS OF USE

Event Overview:

Based on information provided, the City approves [details of the event].

Insurance:

[The City confirms receipt of insurance on file covering the [group] in the amount of \$2 million dollars with the Corporation of the City of Stratford as additional insured. / Proof of insurance is required in the minimum amount of \$2 million dollars that names 'The Corporation of the City of Stratford' as an additional insured.]

Site Map:

Site map is to be true to likeness and size as close as possible. The setup must be updated with all changes and the Events Coordinator must be notified. Changes shall not be made within 2 weeks of event date.

[i.e. Business Licence/ Additional Permits and Conditions:

Based on the information provided, a business licence is required and due to the Events Coordinator a minimum of 2 weeks prior to event date. Please contact the Clerks Department at 519-271-0250, Ext. 239 with any questions in this regard.]

Deadlines:

All required documents shall be submitted to the City of Stratford's Events Coordinator no later than [date] (2 weeks prior to event date). Tentative approval does not



In addition to the conditions listed above, I/we agree to the following conditions:

1. To obtain all approvals necessary from the City for this event.
2. To indemnify and save harmless The Corporation of the City of Stratford from any and all claims and/or damages arising out of this event and to provide any bond or insurance required in this regard.
3. To provide proof of insurance in the amount indicated above per occurrence.
4. To be responsible for any and all costs to provide and maintain sufficient traffic control measures to ensure safety for the traveling public and participants.
5. To accept the responsibility for notifying the public and affected property owners.
6. To ensure that all areas used for the event are cleaned up and garbage and recyclables are removed immediately after the event.
7. To assume the cost of repair for any damage incurred as a result of the event and any cost for clean-up performed by/on behalf of the City.
8. That no markings will be sprayed, painted or placed on any city streets, sidewalks or other municipal property without prior approval of the City.
9. To maintain all equipment and facilities supplied by the City in good working order and repair and if such equipment and facilities, when returned to the City are not in as good condition as they were at the commencement of the Event, reasonable wear and tear excepted, the City may make such repairs as may be necessary and charge the cost to the Event Organizer.
10. To pay all subcontracts, suppliers and employees in accordance with the normal business practice of the trade in a timely and proper fashion.
11. That approval to use municipal property, does not grant exclusive use of the space and that the public continues to have access to the use of the space.
12. I/We have authority to bind the Event Organizer and its authorized agents.

RELEASE AND WAIVER OF LIABILITY

The undersigned has read and understood this Agreement, and on behalf of [Group], agrees to be bound by this Agreement and the Terms and Conditions contained herein and attached hereto, and hereby warrants and represents that he/she executes this Agreement on behalf of [Group] and has sufficient power, authority and capacity to bind the [Name] with his/her signature.

Date: [MM/DD/YYYY]

Client Signature:

X



MANAGEMENT REPORT

Date: November 13, 2018
To: Community Services Sub-committee
From: Brad Hernden, Manager of Recreation & Marketing
Report#: COM19-001
Attachments: None

Title: Renewal of Agreement for Bingo at Agriplex

Objective: To consider the support of a renewal agreement between the City of Stratford and 1739779 Ontario Inc. for lease of defined spaces at the Stratford Burnside Agriplex for the operation of bingos and related permitted uses.

Background: A renewal agreement has been established and negotiated, representing the terms and conditions that will exist between The Corporation of the City of Stratford and 1739779 Ontario Inc. A previous five-year agreement was held for the term October 1, 2013 through September 30, 2018. In June 2018, staff received a letter from 1739779 Ontario Inc., indicating their desire to renew the agreement for a further 5-year term.

Analysis: The renewal agreement has mutually agreed upon housekeeping changes, and can be terminated with six (6) months written notice

Financial Impact: The previous agreement ended with an annual lease payment of \$70,000.00. The lease payments in the renewal agreement represents a 3% increase each year.

2013-14	\$62,000.00
2014-15	\$64,000.00
2015-16	\$66,000.00
2016-17	\$68,000.00
2017-18	\$70,000.00
2018-19	\$72,000.00
2019-20	\$74,500.00
2020-21	\$76,500.00
2021-22	\$80,000.00
2022-23	\$81,000.00

Staff Recommendation: THAT the agreement between the City of Stratford and 1739779 Ontario Inc. for lease of defined spaces at the Stratford Burnside Agriplex for bingos and related permitted uses be executed for a further 5-year term.



Manager of Recreation & Marketing



Director of Community Services



Rob Horne, Chief Administrative Officer



MANAGEMENT REPORT

Date: November 7, 2018
To: Community Services Sub-committee
From: Brad Hernden, Manager of Recreation & Marketing
Report#: COM19-003
Attachments: None

Title: Renewal of the Stratford Youth Centre Agreements

Objective: To consider the support of two (2) renewal agreements to operate the Stratford Youth Centre program:

The first between the City and CGNE INC.

The second between the City and the Stratford Perth YMCA.

Background: The Community Services Department has two business relationships to operate the Stratford Youth Centre.

- a. CGNE Inc. – Landlord of the leased property at 165 Downie Street, Stratford Ontario.
- b. Stratford Perth YMCA – Coordinator of the Youth Centre Program.

The department has an existing lease agreement with CGNE Inc., and the agreement has been renewed every two years since 2002. Simultaneously, the department has contracted the Stratford Perth YMCA to run the Stratford Youth Centre program out of this location. The previous two-year term agreements will end on November 30, 2018. The new 3-year term would run December 1, 2018 to November 30, 2021.

Analysis: Staff recommends entering into another agreement to lease the property and to contract the YMCA to operate the program. Both CGNE Inc. and the YMCA have committed to further three-year terms.

The proposed lease from CGNE Inc. reflects a 4% increase for an annual lease cost of \$42,665 plus taxes. For three years, there has been no increase to lease 165 Downie Street. There will be no increase in the payment to the YMCA to coordinate the program.

Financial Impact: The Community Services Department allocates \$87,000 to support program staff wages, facility lease payments, utilities, and administrative costs. The YMCA contributes the balance of operating costs, upwards of \$45,000 annually. The total budget to lease the property and provide programming services is \$132,000.

Staff Recommendation: **THAT the City enter into a three (3) year lease agreement with the landlord, CGNE Inc., for occupancy of the property at 165 Downie Street, and to further support a three (3) year agreement with The Stratford Perth YMCA to run and operate the program at the Stratford Youth Centre.**



Manager of Recreation and Marketing



Director of Community Services



Rob Horne, Chief Administrative Officer