

Council Chambers
Pembroke, Ontario

May 8, 2007

A meeting of the Recreation/Culture/Youth Committee was held this afternoon with Vice-Chair Councillor Hackett presiding and all members of the Committee in attendance with the exception of Mayor Jacyno and Councillors Lafreniere and White. Staff members present were T. Lapierre, Chief Administrative Officer, and S. Ellis, Co-ordinator of Economic Development & Recreation.

MINUTES:

On motion of Councillor Severin, seconded by Councillor Callaghan, the minutes of the regular meeting of the Recreation Committee of April 10, 2007 were approved, as presented. CARRIED.

1. BOYS AND GIRLS CLUB

Sue Ellis advised that the Boys and Girls Club would like to operate a "Turtle Race" in conjunction with the Waterfront Festival. This event will take place on the Muskrat River. The plastic turtles will be dropped in the water at KI and the first one to reach City Hall will be declared the winner. She noted this is a fundraiser for the Boys and Girls Club.

Responding to a question from Councillor O'Neill, Ms. Ellis advised that the Ministry of Natural Resources has stated they do not have a concern as long as all of the turtles are retrieved from the water. Ms. Ellis noted the Club wanted to hold the Turtle Race in conjunction with the Waterfront Festival to, hopefully, increase sales of turtles. She advised that she is not concerned that they wish to operate it at the same time as the Waterfront Festival because it will be held away from the Marina area.

MOTION: Moved by Councillor O'Neill,
Seconded by Councillor Callaghan,
THAT the Boys and Girls Club's request to hold a
"Turtle Race" on the Muskrat River in conjunction
with the Waterfront Festival be granted.
CARRIED UNANIMOUSLY.

2. AWARDS PROGRAMS

Sue Ellis explained that the number of Awards Programs has been increasing every year making it difficult to manage. She had discussed the matter with the C.A.O. and they were recommending that an Awards Program section be posted on the City's website with links to the various forms.

Councillor Callaghan questioned whether these Award Program announcements are also received by the media. Ms. Ellis noted that she was aware that the MP and MPP offices, as well as municipalities, get the packages but she was not aware if the media receive them as well.

MOTION: Moved by Deputy-Mayor Scott,
Seconded by Councillor O'Neill,
THAT the Committee approve the proposed handling of Awards Program notices and a section be set up on the City's Website where they can be posted.

CARRIED UNANIMOUSLY.

OTHER BUSINESS

(a) Waterfront Festival Title Sponsorship

Sue Ellis noted her pleasure in announcing that the Pembroke Downtown Development Commission, in recognizing the value the Festival has on downtown businesses, had agreed to act as the 2007 Active Sponsor for the Waterfront Festival. A Festival Audit had been undertaken after last year's festival and it had been determined that the festival had an asset value to the community of approximately \$193,000. The promotional value for 'Title Sponsorship' exceeds \$15,000. with the P.D.D.C. actual dollar cost being \$5,000. This sponsorship guarantees first position in any advertising or promotional material produced for the Festival. She noted as well that she is also engaged in conversations with three other businesses who would come on board as 'Presenting Sponsors'.

The meeting then adjourned on motion of Councillor Callaghan, seconded by Councillor Lowe.