

Council Chambers
Pembroke, Ontario
November 3, 2004

A meeting of the Recreation Committee was held this afternoon with Chair Councillor Levasseur presiding and all Council members in attendance with the exception of Mayor Jacyno and Deputy Mayor Scott. Staff members in attendance were Terry Lapierre, Susan Ellis and Barry Church.

MOTION: Moved by Councillor O'Neill
Seconded by Councillor Severin
THAT the minutes of October 19, 2004 be approved as distributed.

CARRIED.

ITEM #1(a): Friends of Kinsmen Pool

Mr. Rick Eustace made a presentation to Council updating them on the fundraising efforts of the Friends of Kinsmen Pool. Mr. Eustace introduced the other committee members in attendance: Elizabeth Muckles Jeff, Jean Louis Falla and Kelly O'Grady. Mr. Eustace informed Council that the Friends of Kinsmen Pool have raised \$26,300.00 so far. Another fundraising event will be held on November 16th, 2004 at Bogie's Bar at the PMC; this fundraiser will be a Trivia Night. The committee is also selling signs to those who donate an amount of \$300.00 or more. These signs will then be posted at the Kinsmen Pool with the person's/company's name on it; so far 38 signs have been sold. The Friends of Kinsmen Pool have also raised funds by soliciting donations; a group of approximately 85 volunteers have solicited on behalf of the committee.

Mr. Eustace informed Council that The Friends of Kinsmen Pool has applied for "Non-Profit Organization" designation so that the committee can then apply for grants to be used for special projects at the pool. The committee is waiting for a response to their application. The committee is considering marketing the pool to the public to increase the number of users of the pool. The committee does not know how long they can rely on the public and fundraising to raise enough money to cover the operations of the pool. The committee would like some assistance from the City of Pembroke to provide funding for the operations of the pool so that the committee can raise funds for special projects for the pool such as a new chair lift etc.

Chair Councillor Levasseur appreciates all the hard work that the volunteers have done to raise funds for the pool. A round of applause was heard from Council and members of the audience. Councillor Levasseur informed the committee members that Council has already started their budget deliberations for 2005 and that Council is considering raising the user fees at the pool and the fee for non-resident users. Councillor White stated that these fees need to be raised to increase revenue at the pool. Councillor

Lafreniere agreed with the committee members that marketing the pool to potential users is a great idea. Councillor Henderson agreed with the committee members that it would be a good idea to use the fundraising dollars for repairs and special projects rather than for the operations of the pool. Councillor Levasseur reiterated that "Non-Profit Status" would allow the committee to apply for grants and more funding from the government.

ITEM #1(b): Canteen Agreement – PACC

Mr. Barry Church, Manager, Human Resources and Purchasing, presented this item to the Recreation Committee. Mr. Church informed the committee members that approximately \$3,400 in up-dates have been made to the canteen at the PACC. The updates include cupboards being installed in the new area, including hand washing sink; larger sink installed in the middle storage area; counter space installed in storage area; new counters installed in older area; and electrical upgrading in the older canteen area including new plugs. Mr. Church stated that the Canteen Committee is looking at other items such as upgrading the fire suppressant system in the canteen. Councillor Levasseur stated that he will entertain the agreement at the next Council meeting.

ITEM #2: Kinsmen Pool November Booking Report

This was presented as an information item.

Susan Ellis, Coordinator, Economic Development, Recreation and Tourism, and Councillor White noted that four schools that use the pool during the week are outside City limits. Councillor Levasseur stated that the committee will have to look at the agreement it has with the local school boards regarding the use of City Facilities.

ITEM #3: 2004 Softball and Soccer Field Usage

This was presented as an information item.

Susan Ellis noted that 1,303 hours were booked at these facilities with revenue of \$15,497.33. Councillor O'Neill stated that he would like to know the costs of running the fields with lights and without lights per hour. He also noted that groups booked without lights more often as it is cheaper. Councillor Levasseur stated that staff would calculate the cost per hour.

ITEM #4: 2004 Riverside Park Revenues

This was presented as an information item.

Susan Ellis noted that 2004 revenues at Riverside Park were up by 16.4% (\$8,033.66) over 2003. Councillor Levasseur noted that the City receives excellent revenue from the tent and trailer park. He further noted that the best revenue was

received in July and August. Councillor Levasseur then asked Ms. Ellis how the Economic Development, Recreation and Tourism Department plans to increase revenue next year. Ms. Ellis stated that the Department is looking at raising the fees for such items as firewood and camping rates to bring these rates up to the competitive level with privately owned campgrounds.

Councillor Lafreniere noted that the revenue from the mini-golf for 2004 is up more than \$1,000.00 over 2003 and that the miscellaneous items have increased in revenue of more than \$4,000.00. She asked how this was possible in just one year. Ms. Ellis stated that the Department is keeping track of customers better (more available staff) and stocking the pop machines etc. more regularly.

Councillor Henderson suggested that the user fees at Riverside Park be reviewed yearly to keep up with inflation. Councillor Levasseur stated that the review of user fees has been done on an ad hoc basis but that it is important to review these fees regularly.

ITEM #5: BoardView Advertising Proposal

Susan Ellis noted that the City received a proposal from BoardView Advertising to install three large plasma TVs. BoardView would pay the City \$2,000 a year for the installation of the TVs; all the City would have to do is maintain the satellite feed at approximately \$500 a year. The City would then receive revenue of approximately \$1,500.00 a year. Ms. Ellis stated that this proposal should not interfere with the Lumber Kings contract. She further stated that it would add to the existing facilities. Ms. Ellis spoke with a representative from the Town of Unionville and they are pleased with their system (BoardView).

Councillor White asked why the City is paying \$200 a year for the NHL Centre Ice package. Susan Ellis stated that the City made a verbal agreement with the Lumber Kings to make the payment. Councillor White stated that this agreement will have to be looked at.

Councillor O'Neill felt that this proposal would affect the Lumber Kings advertising rights and that there would be a possibility of losing revenues generated by advertising.

Councillor White also noted that there would be an increased cost in hydro to run the TVs and satellite.

Councillor O'Neill noted that the proposal looks good on paper stating the City of Pembroke can gain \$1,500.00 in revenue. He further stated that the City of Pembroke receives between 9-10 thousand dollars a year from the Lumber Kings in rink board advertising. There would be a possibility of losing this money from advertising if the City accepted the BoardView proposal. Councillor O'Neill does not support this

proposal. Councillor Henderson agreed with Councillor O'Neill. He would only accept this proposal if there was a three-way revenue split between the City/Pembroke Lumber Kings/BoardView. Councillor Lafreniere suggested forwarding the proposal information to the Pembroke Lumber Kings for their information.

MOTION: Moved by Councillor O'Neill
Seconded by Councillor White
THAT the Recreation Committee take no action regarding this proposal.

CARRIED.

Councillor White reiterated that the verbal agreement with the Lumber Kings has to be looked into.

ITEM #6: 2004 Santa Claus Parade

Susan Ellis informed the committee that the Santa Claus Parade will be held on Sunday, November 28, 2004 at 1:00 p.m. The theme for this year's parade is "A Christmas Wish List". The floats will be judged in several categories including: most original, best overall, best float from an organization or business, best out of town float, best religious float, most enthusiastic entry, best float from a sports organization and best school float. Councillor Henderson will commentate the parade.

A general discussion was held regarding remuneration paid to the bands that march in the parade. It was noted that the Pembroke Legion Band does not charge a fee. Councillor O'Neill stated that if other bands are paid then the Legion should be paid too. It was further noted that some of the bands use the money for their transportation costs as they are from out of town.

A general discussion was held regarding ideas for future Christmas parades. An evening parade with lights was suggested. Some members felt that this may deter parents from bringing children to the parade. An upside down parade was suggested as well; where the parade stays still and the people walk from float to float.

ITEM #7: 2004 Community Action Fund

Councillor Levasseur noted that it was a disturbing statistic that Renfrew County has the highest rate of obesity in Canada. Susan Ellis informed the committee that the Ministry of Citizenship & Immigration, Culture and Tourism and Recreation will provide funding of up to \$50,000.00 for new initiatives that contribute to increasing Ontario's physical activity and sport participation rates under their Communities In Action Fund. Any funding received will support participation, training and development type projects. This funding cannot be used for permanent structures; for movable equipment only. Ms.

Ellis noted that this funding could be used in conjunction with Snospree and the Waterfront Festival as well as expanding on the Wild in the Street Skateboard demonstration held in 2004. Other suggestions include having a Wild in the Water sports demonstration event and a rock climbing wall.

Councillor O'Neill noted that the Ministry will fund up to 60% of eligible costs but wondered where the rest of the funding would come from. Ms. Ellis stated that local partners will be sought to provide initial funding and that most of the costs will be for marketing and promotion of the events.

Councillor Lafreniere suggested that some of the revenue generated through the demonstration sports could go towards refurbishing the skateboard park.

MOTION: Moved by Councillor Henderson
Seconded by Councillor Lowe
THAT the Recreation Committee direct staff to begin the application process for the Community Action Fund.

CARRIED.

ITEM #8: Plaques

Councillor Levasseur informed the committee that a new plaque had been made in memory of Peggy Simms and will be installed at the PMC. This new plaque replaces the one that went missing several years ago.

A plaque will be made in remembrance of Dale Linton a former Lumber King who lost his life traveling from Bancroft to Pembroke for training camp. He wore number 11; this number has been retired since his death. It was suggested that the plaque be placed in the Activity Centre at the PMC.

ITEM #9: Youth Awards

Councillor Levasseur updated the committee regarding the youth awards. Nine awards were given to deserving students; all donations have been received to cover the cost of the awards. The books are now closed on the awards for this year.

On motion of Councillor Lowe, seconded by Councillor Lafreniere the meeting of the Recreation Committee adjourned.