

**THE CORPORATION OF THE TOWNSHIP OF BROCK**

**MUNICIPAL ADMINISTRATION BUILDING**

**PARKS & RECREATION COMMITTEE**

**SESSION TWO**

**MONDAY, FEBRUARY 6, 2006**

The Second Meeting of the Parks & Recreation Committee of the Corporation of the Township of Brock, in the Regional Municipality of Durham, was held on Monday, February 6, 2006, in the Municipal Administration Building Council Chamber.

Members present:	Mayor:	Keith Shier
	Regional Councillor:	Larry O'Connor until 11:30 a.m.
	Councillors:	Karen Windatt John Grant Reg Starr Debbie Bath Allan Simpson

Staff Members present:	Clerk-Administrator George S. Graham (recording the minutes) Deputy Clerk-Administrator Thomas G. Gettinby Clerk-Stenographer Susan Creighton Facilities Coordinator Mark Warvill
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I. CALL TO ORDER

Chair Debbie Bath called the meeting to order at 11:07 a.m.

II. CONFIRMATION OF MINUTES

(1) 1st meeting - January 9/06

Resolution No. 1-2

MOVED BY Larry O'Connor that the minutes of the 1st meeting of the Parks & Recreation Committee as held on January 9, 2006, be adopted as typed and circulated.

MOTION CARRIED

Regional Councillor Larry O'Connor advised that it is necessary for him to leave for a presentation at Queen's Park at 11:30 a.m. today.

III. HEARING OF DEPUTATIONS

- (1) **1:30 p.m.** – JC Productions, Jason Canavan – digital advertising proposal
- (2) **1:45 p.m.** – Sunderland & District Historical Society, Jolene Munro – update on Heritage Plaque Program (refer to Communication #226/06 attached)

SEE LATER IN THE MEETING.

IV. PETITIONS - N I L

V. COMMUNICATIONS REFERRED OR SUBMITTED TO COMMITTEE

- 70 Jodi Colby – Sunderland Arena User Agreements
- 103 Cannington Minor Hockey Association – Arena Advertisement
- 200 Mark Warvill – memo re: Electrical Safety Authority

Resolution No. 2-2

MOVED BY John Grant that communications 70, 103 and 200 be received for information and filed.

MOTION CARRIED

84 Cannington Lions Club – requesting assistance with and permission for Canada Day Celebration on July 1, 2006

Resolution No. 3-2

MOVED BY Reg Starr that Brock Township Parks & Recreation Committee has no objection to the Cannington Lions Club's requests contained within communication # 84 subject to compliance with staff.

MOTION CARRIED

235 Sunderland Skating Club - requesting permission to host 2007 Interclub Figure Skating Competition

Resolution No. 4-2

MOVED BY Allan Simpson that the Parks & Recreation Committee has no objection to the request as per communication # 235 subject to compliance with staff directions.

MOTION CARRIED

241 Mark Warvill – Report 2006-PR-01 – Brock Pride Phase 1 Planting/Landscaping Proposals

Facilities Coordinator Mark Warvill was present to review with the committee the proposals submitted in response to the request for proposals for the Brock Pride Phase 1 Planting/Landscaping project, as outlined within communication 241. Proposals were submitted by Revive landscaping, IDM Landscapes and Neil Turnbull Ltd

In discussing the proposals, Councillor John Grant noted that each proposal is very different and that the costs vary. He enquired whether there was a common theme quoted when the rfp was sent out and was advised that the criteria is that the plantings/design be consistent with the age of the building. Councillor Grant requested a review of the funding and was advised by the Facilities Coordinator that the municipality was eligible for a maximum of \$10,000.00 and that in order to get the \$10,000.00, \$11,000.00 needs to be spent on the project. He further enquired whether insurance coverages had been requested and was advised not at this time.

There was some discussion insofar as advancing payment by March 31, 2006 in order to meet SLFCDC criteria but before and work was undertaken and what guarantees are in place to ensure that the work is completed to the satisfaction of the municipality and by the June 30, 2006 deadline.

Because of the variance in the cost of the proposals submitted, the committee requested that each of the bidders be advised of the funding amount available and asked to rework their proposal to reflect the funding available. Councillor Starr advised that he would like to see each proposal broken down to reflect labour, material and plant costs.

Resolution No. 5-2

MOVED BY John Grant that Parks & Recreation Committee receive Report 2006-PR-01 for information and referred back to staff for further consideration, reference communication 241.

MOTION CARRIED

242 Mark Warvill – Report 2006-PR-02 – Review of Arena Ice Rental Rates

Facilities Coordinator Mark Warvill provided an overview of Report Number 2006-PR-02.

Chair/Councillor Debbie Bath enquired whether consideration was given to providing a rate for long term bookings at arena facilities, for example an exercise class that would use the facility regularly over a 12 week period, and was advised that this was not a consideration however would be a consideration when reviewing future rental rates.

Councillor John Grant noted that previous rates were gst inclusive and enquired whether the newly recommended rates are in addition to gst, to which Mr. Warvill replied in the affirmative. Councillor Grant enquired whether adjacent arena rates are gst included and was advised in the affirmative.

Resolution No. 6-2

MOVED BY Reg Starr that Brock Township Parks & Recreation Committee adopt the recommendations contained within Report 2006-PR-02.

MOTION CARRIED

243 Mark Warvill – Report 2006-PR-03 – Arena User Groups Advertising Proposal

Resolution No. 7-2

MOVED BY Reg Starr that Brock Township Parks & Recreation Committee approve the recommendations contained within Report 2006-PR-03, reference communication # 243/06.

MOTION CARRIED

VI. REPORTS OF SUBCOMMITTEES - N I L

VII. GENERAL ITEMS & ENQUIRIES

(1) Cannington Town Hall Board (Communication #240/06)

Clerk-Administrator George Graham advised that the names contained within communication # 240/06 are those who are interested in forming a Town Hall Board of Management in Cannington.

Councillor Reg Starr advised that he attended a meeting regarding the preservation/restoration of the Cannington Town Hall where it was determined that an executive and fundraising committee be formed to operate under a Board of Management. The focus of the group would be to restore/repair the upper auditorium of the Cannington Town Hall for regular public use.

Mayor Keith Shier spoke in favour of such a board being formed and that he would like to see Councillor Starr a member thereof.

Councillor Karen Windatt enquired whether the signatures on the list were for attendance purposes or for consideration in forming a Board of Management, noting further that one signature is from a non-resident. Councillor Starr advised that the list submitted is not an attendance list but are 19 people who are willing to form the Board of Management. Councillor Starr advised further that the attendees at the meeting were advised that it may be necessary to advertise for members on a Board of Management as is usual municipal policy.

Chair/Councillor Debbie Bath commented that a non-resident has been a member of the Sunderland Town Hall Board of Management and that the non-resident question is a non-issue.

Councillor John Grant commented he is glad to see the groups involved working towards upgrades at the Cannington Town Hall.

Resolution No. 8-2

MOVED BY Reg Starr that Brock Township Parks & Recreation Committee create a management board by by-law, for the Cannington Town Hall Committee, reference communication # 240/06.

MOTION CARRIED

Resolution No. 9-2

MOVED BY John Grant that we break for lunch at 12:30 p.m. to reconvene at 1:30 p.m. in the same place.

MOTION CARRIED

Chair/Councillor Debbie Bath reconvened the meeting at 1:40 p.m. with the same members of committee and staff in attendance. Regional Councillor Larry O'Connor was absent having adjourned from the meeting at 11:30 a.m.

III. HEARING OF DEPUTATIONS(1) 1:30 p.m. – JC Productions, Jason Canavan – digital advertising proposal

Mr. Jason Canavan of JC Productions Inc., a home based business in Cannington, was in attendance to make a presentation on digital advertising. He thanked the committee for the opportunity to make a presentation and proceeded to advise that digital signage is a relatively new concept in marketing whereby animated ads are sold and displayed on a television which is placed in a high traffic area such as retail outlets, and sporting venues, such as arena auditoriums. The ads are eye catching and people are naturally drawn to watching the television. This form of advertising is becoming popular world wide and being rapidly adopted by retailers such as the Gap and Tim Horton's and in airports. It is an effective manner in which to convey messages. It enhances the in-store experience and mimics TV which is an attention getter. It also reduces costs for content changes. Mr. Canavan provided an example of a digital ad.

Mr. Canavan recommended one or two TV monitors in the arena lobbies to start, advising that there are two types of ads available one being static screen which has movement and can be programmed with audio if requested. The second is a video ad which is like a commercial and runs 25-30 seconds, vs. the static ad which runs about 15 seconds. 60 static screens of 15 seconds each every 15 minutes would run on a loop and be shown four times per hour. Video ads are more costly than a static ad and can be purchased for a month at a time whereby static ads are sold for a years duration.

Chair Debbie Bath advised that as part of this proposal, Mr. Canavan is offering the municipality 5 static spots per month to advertise municipal events. Mr. Canavan confirmed this option advising that his original intent in this regard was to assist arena user groups with a portion of revenue being returned to them, or the municipality could use these 5 spots to offset municipal costs.

Councillor John Grant thanked Mr. Canavan for his presentation and requested clarification insofar as charges and revenue sharing. Mr. Canavan advised that this proposal involves a revenue split of 60% to JC Productions and 40% to the municipality based on a 7 or 8 month arena season which has the potential to gross \$33,600.00 if all the ads are sold. Councillor Grant enquired who would bear the cost to produce the ad and was advised that JC Productions would produce the ad which in order to produce revenue would need to run for 7-8 months or longer, as an ad of this nature running for one month only would not be revenue generating. An additional \$75.00 is required for video ads.

Councillor John Grant enquired of the Chair how she sees this proposal dovetailing with the arena advertising proposal presented by Bob Gibson and was advised that the arena user groups were interested in the proposal. It will require further discussion by the Parks & Recreation Committee whether proceeds would be used towards a deficit or a portion distributed to arena user groups. She does not want to see any type of competition created, advising further that the user groups feel they could work with this proposal. Councillor Grant enquired of the 5 static ads, how many would be delegated to the user groups and was advised by Chair Bath that this would have to be determined, however to keep in mind if it is allowed for arena user groups that it would need to be allowed for the entire community.

Chair Debbie Bath requested that Mr. Canavan explain the cost to the municipality and was advised that the municipality would be required to provide the television sets which could be donated by a local business with a sign attached advising that the television has

been donated by and then the business name. Use of the static ads by user groups would take away from revenue and less attractive to money generating users as their ads would be seen less times per hour.

Chair Debbie Bath enquired who would be responsible for soliciting the advertisers and was advised by Mr. Canavan that he would do the majority of the marketing.

Councillor Allan Simpson enquired whether there would be competition if the municipality agrees to this proposal and was advised there would be none in Brock. He advised that he is currently speaking to the Township of Scugog and the City of Kawartha Lakes in this regard. Councillor Simpson reiterated that Mr. Canavan would create the ad to which he responded in the affirmative, advising further that dependant on arrangements made, he would then send the municipality a cheque for their portion of the revenues generated.

Councillor Reg Starr commented that the municipality has by times been accused of not being transparent and that this method of advertising would assist in making the municipality more transparent when newspaper ads are not always financially feasible. He also noted that it would be a good way for the Regional Economic Development Department to market Brock at trade fairs.

Councillor John Grant enquired whether the \$33,600.00 is the total gross or the municipality's 40% and was advised it is the total gross. Councillor Grant commented it is not a lot of money to share with user groups but is that much more than they had before for their programs.

#### Resolution No. 10-2

MOVED BY Reg Starr that Brock Township Parks & Recreation Committee refer to 2006 budget discussions, the concept of digital signage in the three township arenas and the Administration Building lobby. Further that Durham Region Economic Development review digital signage for promoting Brock Township and all regional municipalities at promotional events.

#### MOTION CARRIED

Councillor Karen Windatt enquired whether the committee can anticipate a staff report dealing with anticipated costs and an evaluation of the proposal, prior to council having to deal with the issue during budget discussions, to which Councillor Starr advised that that is the intent of the motion. Councillor Windatt also expressed concern insofar as competition between digital signage and the advertising proposal put forward by Bob Gibson, to which Councillor Grant commented that it is possible that someone using board advertising in our arenas would also consider one month of digital advertising during certain times of the year, i.e. Christmas.

Mayor Keith Shier enquired how this would fit in due to the fact that there are already televisions in the arena lobbies and was advised that it would be quite expensive to network the digital advertising with the existing television programming, however that he does not feel that the existing televisions will take away from the digital monitors. Mayor Shier also advised he would like all pertinent information prior to budget discussions.

Clerk-Administrator George Graham enquired whether the televisions required need to be on cable and was advised they would not need to be as the advertising is on a CD rom that he brings in monthly which can run 24/7.

Chair Debbie Bath enquired as to a timeframe to sell the advertising should the municipality consent to the proposal and was advised by Mr. Canavan that he would need at least one month lead time, however that the more time the better.

Councillor Reg Starr suggested a trial run of digital advertising in the lobby of the municipal administration building, however was advised that this building does not have the same volumes of people attending as compared to the local arenas.

Clerk-Administrator George S. Graham enquired whether any of the local stores have expressed an interest in advertising in this manner, to which Mr. Canavan advised that he has only approached one store and an interest exists.

Chair Debbie Bath thanked Mr. Canavan for attending to make his presentation.

Resolution No. 11-2

MOVED BY Reg Starr that we break for a 5 minute recess at 2:30 p.m.

MOTION CARRIED

Chair/Councillor Debbie Bath reconvened the meeting at 2:42 p.m.

- (2) 1:45 p.m. – Sunderland & District Historical Society, Jolene Munro – update on Heritage Plaque Program (refer to Communication #226/06 attached)

Jolene Munro attended on behalf of the Sunderland & District Historical Society to provide the committee with an update regarding the Heritage Plaque Program. As set out in the 2005 Brock Heritage Annual Report, a copy of which was provided to members of the committee, Ms. Munro provided a brief overview of the program which recognizes historical buildings in the area and showcases them with a plaque stating year built, original or notable owner and their occupation. The Brock Heritage Committee consists of 6 members, two from each of the three local historical societies whose job is to review, approve and aid in the research of applications. One half of the cost of the plaques either small or large, \$60 or \$70 respectively, is paid by the municipality with the balance being paid for by the applicant. Since 2002 a total of 9 plaques have been distributed. In 2005, 4 plaques were distributed and a “How to Research your House” seminar was held in June at the Sunderland Historical Museum. 2006 goals and activities are as follows:

- Distribution of 5-6 plaques
- A budget of \$500.00 which would cover expenses
- A Beaverton committee member is retiring and needs to be replaced.
- Another “How to Research your House” seminar in Beaverton and/or Cannington.
- Updating of literature with website information and more detailed research ideas
- Heritage Week display at the Municipal Administration building in Cannington the week of February 20, 2006
- Formal presentation of plaques to the 2005 and 2006 plaque recipients at a joint historical society meeting to be held in Beaverton at 7:30 p.m. on April 18, 2006.

Ms. Munro advised that the Heritage Week theme is Culture Places and enquired whether members of the committee could think of places other than the three town halls that would fall into this category. Members of the committee advised of various buildings that might fit into this category. Chair Debbie Bath suggested that if further information could be provided that Ms. Munro be contacted directly.

Councillor John Grant enquired whether the role of this committee is to inventory all centennial buildings and was advised that their focus is the plaque program.

Chair Debbie Bath enquired how well attended are the “How to Research your House” seminars and was advised there were 4 attendees in Sunderland and 6 in Cannington, none of which to date have submitted plaque applications. The committee has considered doing the research required for a fee, however have decided against this at the present time. Chair Bath enquired whether applicants find the process daunting and was advised by Ms. Munro that it requires a visit to the registry office to determine prior ownership of the property, an enquiry to MPAC to determine when the home was built and searching census records to determine the owner’s occupation, all of which is relatively simple but requires time.

Mayor Keith Shier enquired of the deputation what the benefit is in obtaining a plaque and was advised it would mostly be personal pride, however that the information obtained remains on file with the Historical Society for future reference. In addition, the Plaque Committee is considering doing a fundraising calendar once 12 plaques have been distributed.

Resolution No. 12-2

MOVED BY Reg Starr that Brock Township Parks & Recreation Committee refer the request by the Brock Heritage Committee for \$500.00 in 2006 for heritage plaques to 2006 budget discussions. Further that a heritage display at the Administration Building, February 20, be allowed.

MOTION CARRIED

VII. GENERAL ITEMS & ENQUIRIES (cont.)

## (2) Councillor John Grant – Big Brothers/Big Sisters Bowling

Councillor John Grant enquired whether members of the committee were interested in forming a team to bowl in the Big Brothers/Big Sisters annual bowling event. Staff were requested to confirm that a team from Brock Township would attend this event.

## (3) Councillor Karen Windatt – Beaverton-Thorah Arena Signage

Councillor Karen Windatt advised that the sign on the Beaverton-Thorah Arena is in need of attention as it is rather tired looking, to which Facilities Coordinator Mark Warvill advised that he would follow-up in this regard.

## (4) Councillor Allan Simpson – Manilla Community Hall

Councillor Allan Simpson acknowledged the assistance of Facilities Coordinator Mark Warvill in having the furnace at the Manilla Community Hall repaired. He further advised that a meeting of the Manilla Hall Board was held and that he was not invited to this meeting, however that minutes from the meeting have been forwarded to the municipality as well as a financial statement which the Treasurer advises he has not received. Another meeting has tentatively been arranged for February 15, 2006.

## (5) Councillor Allan Simpson – Sunderland Town Hall Graffiti

Councillor Allan Simpson enquired as to the status of having the graffiti removed from the Sunderland Town Hall and was advised by the Facilities Coordinator that a solution has been obtained and that they are quite confident that the graffiti can be removed, however the product cannot be used during cold weather.

Councillor Simpson enquired as to whether the doors at the Sunderland Town Hall have arrived and was advised by the Facilities Coordinator that in speaking to the contractor this morning, he advised that he would follow-up in this regard and report back his findings.

## (6) Facilities Coordinator Mark Warvill – Beaverton Town Hall

Facilities Coordinator Mark Warvill advised that he has received a request from the Beaverton Town Hall Players to remove a decommissioned radiator from the upper auditorium of the Beaverton Town Hall. He further advised that he has received verbal confirmation from the Beaverton Town Hall Board that they have no objection to having the carpeting to the upper auditorium removed/replaced.

Resolution No. 13-2

MOVED BY Karen Windatt that Brock Township Parks & Recreation Committee ask staff to arrange to have the old radiator in the upper auditorium removed by the municipality.

MOTION CARRIED

Resolution No. 14-2

MOVED BY Karen Windatt that Brock Township Parks & Recreation Committee include the removal and/or replacement of the carpet on the Beaverton Town Hall auditorium stairs to the 2006 budget discussions.

MOTION CARRIED

(6) Public Questions and Clarification

There were no public questions for clarification.

VIII. ADJOURNMENT

Resolution No. 14-2

MOVED BY Reg Starr that we do now adjourn at 3:30 p.m.

MOTION CARRIED

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CHAIR

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SECRETARY