

**Meeting Date:** April 1, 2019  
**Department:** Community Services  
**Prepared By:** Robert Lilbourne, Director of Community Services  
**Reviewed By:** Greg McClinchey, Chief Administrative Officer  
**SUBJECT:** **Community Development Advisory Committee Minutes**

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**RECOMMENDATION:** **THAT: Report CS 10-2019 entitled Community Development Committee (CDAC) minutes be received for information and further;**  
**THAT: Council concurs with the CDAC recommendations.**

## **BACKGROUND**

On March 11, 2019, the 3<sup>rd</sup> meeting of the 2019 Community Development Advisory Committee (CDAC) was held. Below are the highlights of items the committee is currently working on and/or seeking approvals for.

### **Special Events Policy and Application**

The first version of this policy was shared with the committee at its February meeting. The Director asked if any members had comment or input. It was communicated to the group that the policy and application would be sent around to all departments to provide feedback.

### **Museum Update**

Review the report and minutes provided by the Curator.

### **All Wheels Skate Park**

The Director indicated that a meeting will be upcoming in the near future and that the department has applied to Jump Start for a grant. It was also mentioned that the committee will be seeking committee members from the public to engage the youth and other community members.

### **Mt. Brydges Beautification Committee**

The Director also indicated that a meeting for this subcommittee will be upcoming.

### **Additional Advertising Opportunities**

The Director and staff have been reviewing the advertising opportunities within the facilities to see if there are abilities to maximum the revenues. One area of opportunity is the rink glass and wall space.

### **Jr. Trades PPT**

The Director provided an update on the Jr. Trades program and shared the Powerpoint presentation that will be presented at the upcoming Teeny Tiny Summit in April, and which will also form part of the presentation that the Director and the Supervisor of Recreation, Programs will be conducting at the

Parks and Recreation Ontario Conference titled “Thinking Outside the Box to Engage Small Town Ontario”.

**AGCO Discussions**

The Director informed the committee that he recently went to a meeting in Middlesex Centre with representatives from the Alcohol and Gaming Commission of Ontario to determine what it would take to licence our facilities. Staff will continue to explore the options available.

**ATTACHMENTS**

- CDAC Minutes – March
- MAC Minutes and Report

**STRATHROY-CARADOC  
COMMUNITY DEVELOPMENT ADVISORY COMMITTEE (CDAC)**

Clench Dewan Lounge (Committee Room)  
52 Frank St.  
March 11, 2019  
6:30 pm

**AGENDA/Meeting Minutes**

**1. Call to Order**

The meeting of the Community Development Advisory Committee was called to order at 6:30 pm.

**2. Roll Call**

Present:

Brad Richards, Deputy Mayor

Marie Baker, Councillor

Ashlie Hawkins, Member

Joel Van Bynen, Member

Chris Soares, Member

Norm Giffen, Member

Raegan Harding, Member

Scott McLachlan, Member

Ian Nunn, Member

Rob Lilbourne, Director of Community Services

Paul Lattimore, Supervisor of Recreation, Programs and Community Liaison

Chesley Stone, Supervisor of Parks and Recreation Facilities

Leslie Pommer, Coordinator of Customer Service and Special Events

Bill Groot, Member

Neil Flegel, Councillor

Dave Brock, Member

John Grogan, Member

Mark Melo, Member

Al Giffen, Member

Roman Lalich, Member

Tony Bruinink, Member

Greg McClinchey, Chief Administrative Officer

Regrets:

Sandi Hipple, Councillor

Jim Bouma, Member

Maria Tzirakos, Member

Lindsay Kernohan, Museum Curator

Fraser Macdonald, Member

Robert Fortner, Member

Marty Peterson, Member

**3. Declaration of Pecuniary Interest**

None.

**4. Approval of Minutes**

RECOMMENDATION: THAT the minutes of February 11, 2019 be approved.

**Moved by: T. Bruinink**

**Seconded by: I. Nunn**

CARRIED

**5. Presentations/Delegations/Petitions/Communications**

None.

## 6. Unfinished Business

### a) Special Events Policy and Application

The Director informed the committee “that this is version one of the policy and that all departments would be reviewing it”. He asked, “if anyone had any comments or questions at this time and for members to take some time to look through it”. C. Soares asked, “what is the timeline in advance for a road closure for an event?” G. McClinchey responded, “that is should be ahead of a Council meeting by two weeks so hopefully a month”. R. Lilbourne clarified that the application “needs to be on file thirty days in advance”. N. Giffen asked, “does this need to be done for Remembrance Day?” R. Lilbourne responded, “yes”.

## 7. Reports of Committees & Departments

### a) Museum

Review the report and minutes provided by the Curator.

MOTION: THAT the MAC minutes and Curator’s Report be recommend to council for approval.

**Moved By: B. Groot**

**Seconded By: A. Hawkins**

**CARRIED**

### b) PTP

P. Lattimore commented that the meeting had been postponed until tomorrow.

### c) All Wheels Skate Park

The Director commented that he would be scheduling a meeting soon and in the interim that the department had applied to Jump Start for a grant. He further commented that they would be “seeking committee members form the public to engage and that some youths had come up with the design and they want to engage them on the committee”.

### d) Mt. Brydges Beautification Committee

The Director indicated that he would be sending out an email in the next couple of weeks for people to be on the committee and that they would have to decide “a) what we want to do and b) how to do it”. T. Bruinink asked, “where would the committee meet?” The Director responded, “at the Town Hall”. A member was wondering what was all involved with forming a BIA in Mt. Brydges.

## 8. New Business

### a) Additional Advertising Opportunities

The Director explained that he was looking for ways to increase revenue and to offset operating costs. The Director continued by saying that he had seen examples of advertising on the glass above the boards at other arenas and that it may be an option to try here. He explained that the ads are a limousine tint that allows spectators to continue to be able to see play directly through them and could be placed at the ends of the arena. It was explained to the committee that currently the Schedule of Fees limits the department as to what we can sell. Noting that rink board ads currently sell for eight cents per square inch. The Director presented a chart that would allow advertising to be sold on a per square inch basis based on current rates that would allow for an

equivalent rate for the limousine tint based on size. It was suggested that this advertising be in 3 year terms due to the cost of production for the advertiser. R. Harding asked, "what is the maintenance?" R. Lilbourne responded, "limited because it applied to the backside of the glass, unless kids peel it off". J. Grogan commented that he thought it was a bit expensive and that he had a rink board ad, and felt "it was not the best advertising in the world", but at the time, he "considered it a donation". C. Soares asked, "could it be a one year term?" R. Lilbourne responded, "the production cost is the advertisers responsibility and it is expensive". R. Lilbourne clarified that "this is for the arenas that the municipality operates and the rink glass at the Gemini and WMMC only".

**b) March Break Camp Update**

P. Lattimore updated the committee that there were "an average of 31.2 campers in the 2018 March Break Camp and that this year there are an average of 43 per day and that revenue had increased by \$2,200 over last year". It was noted that there had been an increase in Summer Camp registrations from 352 during the first summer and 590 in 2018. A. Hawkins asked, "when does registration information go out?" P. Lattimore responded, "that it is currently open and that they are just waiting for the pamphlets". The committee was informed that Swimming Lesson Registration would begin Monday March 25<sup>th</sup> and that registration for Swim Team would begin at 8:30am on Wednesday March 27<sup>th</sup>. J. Grogan commented, "that it is a shame that nobody knows how successful the pool is". C. Soares responded, "MyFM does an average of three or four stories on the pool each year" and R. Lilbourne added, "it's on Facebook and Twitter, so it's out there".

**c) Jr. Trades PPT**

The Director informed the committee that he had been asked to speak about the Jr. Trades program at the upcoming Teeny Tiny Summit in April. He also updated the committee that he would also be doing a presentation at the annual Parks and Recreation Conference (PRO) speaking to the Market, Hometown Festival and the Jr Trades program as examples of "ways to think outside of the box for partnerships". He shared with the committee slides and video clips from his presentation that answer the question as to "why did we do the Jr Trades program" citing that there is a shortage of skilled workers and yet "kids are lining up to go to university". The Director commented, "25% of the work force is in manufacturing and this program is designed to introduce the trades to kids when they are younger". The committee was informed that the Head of Tech, Mr. Vine at SDCI is teaching the program and that the "kids are interested" so "now that they think this is an option, when they get to high school they may consider this as a viable option". R. Harding asked, "how many girls are in the program?" Staff responded that the ratio is 19 boys to 1 girl but that the Jr Volleyball program that is running at the same time has the reverse ratio. J. Van Bynen added, "trade training is expensive, \$200 is more than responsible" adding that he does kids camps in the summer that include both wood and plumbing projects and he separates the registration into one for girls, one for boys and a third for Indigenous youth. R. Harding commented, "that breaks away from the intimidation factor between genders". G. McClinchey added, "those are some of the things we have talked about and I think to be perfectly honest we are battling the parents". The Director asked that committee members share and spread the information on the programs so that they can grow. A. Hawkins commented, "as it builds work will spread". R. Lilbourne added that the department was expanding their marketing "to meeting with the PTA to help push our programs and not just speaking to the students"

d) **Brooke Gibson Banner Raising – March 24, 2019**

The Director informed the committee that there will be a Banner Raising on March 24<sup>th</sup> at 1pm on the Blue pad at the Gemini Sportsplex to recognize Brooke Gibson as the first female from Strathroy-Caradoc to be drafted by a professional hockey team. It was noted that a report would be going to Council on Monday requesting that fees for Public Skating be waived on that day.

e) **Licensed Municipal Facilities – AGCO Discussions**

The Director informed the committee that he recently went to a meeting in Middlesex Centre with representatives from the Alcohol and Gaming Commission of Ontario to see “what it would take to licence our facilities because it is believed that there has been a negative impact on rentals due to the increase in the cost of a SOP”. licence?” Staff will continue to explore the options available.

9. **Enquiries or Comments by Members**

B. Groot commented that he had attended the meeting “to learn about the community” and so far had learned a lot.

P. Lattimore commented that camp has growing from last year. He also commented that due to the new programs that have been introduced program registrations are standing at 379 so far.

C. Soares asked, “is there any negative feedback from any other groups running camps?” G. McClinchey responded, “for the most part we are offering camps that fill in the gaps and once we got into complaints they weren’t really founded.” R. Lilbourne added, “we consider our programs as a feeder” to existing programs.

10. **Scheduling of Meetings**

The next meeting of the Community Development Advisory Committee will be held April 8, 2019 at 6:30pm in the Clench Dewan Lounge at Town Hall.

11. **Adjournment**

Meeting concluded at 8:16 pm.

**Moved by:** J. Grogan  
CARRIED

**Seconded by:** D. Brock

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Chris Soares, Chair

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Leslie Pommer, Secretary



Regrets:

Marie Baker, Councilor  
Robert Fortner, Member

Fraser MacDonald, Member

3. **Declaration of Pecuniary Interest**

None

4. **Approval of Minutes**

The Curator informed the committee that council had already approved the minutes of September 25, 2018, and that they are for reference only.

5. **Presentations/Delegations/Petitions/Communications**

None

6. A) ORIENTATION

The Curator presented a PowerPoint presentation surrounding the history of the museum and an overview of its operations including a review of the Vision and Mission statements. It was noted that the museum is staffed with two full time positions, assisted by volunteers as well as students on academic internships and that the 2018 Operating Budget was \$148,729.00 and the 2018 Capital Budget was \$31,000.00.

B) Terms of Reference – Review & Discuss

The Director commented that the Terms of Reference had been provided to the members for review and that it would be back on the agenda for the next meeting. Noting that housekeeping items such as updating dates and reworking of some of the wording would be among the changes to the document but that the Mandate and Conditions of Membership would remain the same. Members were asked to review and bring any changes forward to the next meeting.

7. **Reports**

Museum Curator's Report

The Curator reviewed the Curator's Report – February 2019. Noting that the Temporary Exhibit, "SERVE & PROTECT: The History of Police Services in Strathroy-Caradoc" will be on display until May 11 and represents items and information from the Strathroy-Caradoc Police Service, OPP and the RCMP. The Curator commented that the display in the Art Space would change for March and would display paintings by Claude Peyaut and that this display would replace the "Art of Music" which involved Abstract Impressionist paintings by students from St. Vincent DePaul School in conjunction with artist, Will Graham.

A discussion occurred around volunteer recognition, and the Curator commented that they are featured on Facebook for their work, and receive small gifts from the museum in recognition. She also stated that they had nominated a volunteer last year as part of the Civic Award Program but that the application had been unsuccessful. She continued by saying a longtime volunteer would be eligible for an Ontario Volunteer Award this upcoming September. Upcoming events were discussed and it was noted that author, Mark Hebscher would be doing an talk for his book, "The Greatest Athlete (You've Never Heard Of)" about the life of Strathroy-born, Olympic gold medalist, George Orton on Thursday March 7<sup>th</sup>. A. Hawkins inquired about the cost for the books for sale, and if the documentary the book is based on is available. Museum staff said they would find out. B. Groot commented that he was concerned about the current number of persons registered for the talk, citing the cost to bring the author here to speak. The Curator confirmed that the Friends of the Library would be paying for half of the

cost of the eight hundred and fifty dollar speaking fee and that the museum's portion would be coming out of the education fund.

**8. Enquires or Comments by Members**

A. Hawkins congratulated Lindsay and Crystal on the new exhibit.

B. Groot asked about the status of the construction of the front programming space. L. Kernohan responded that this is a library project, and that the museum is waiting to receive an update on the deadline and progress of this project.

B. Groot inquired about the trees from Alexandra Park. L. Kernohan responded, that the project was moving forward, and that one tree has been cut down, with the wood currently being kiln dried. An artist has been chosen to carve the other tree.

B. Groot asked if anyone knew what has happened to the oak trees from the old Colborne Street school site, noting that Andrew Meyer had collected acorns from the tree before it was cut down to try to preserve the historical gift from the Royal Family and their 1949 tour. C. Loyst responded that staff would conduct research to find out what happened to them.

**9. Scheduling of Meetings**

The next meeting of the Museum Strathroy-Caradoc Advisory Committee, will be held April 24, 2019, in the Clench Dewan Lounge at Town Hall.

**10. Adjournment**

Meeting concluded at 7:15 pm.  
Moved by: N. Giffen

Seconded by: J. Grogan

CARRIED

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A. Hawkins, Chair

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Leslie Pommer, Secretary