



**Corporation of the Municipality of South Huron
Community Hub/Recreation Project Steering Advisory Committee
Agenda
May, 8 2018
6:00 PM – 8:00 PM
Carling Room**

1. Call To Order

2. Agenda

Recommendation:

That the Agenda for May 8, 2018 be approved, as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

4. Minutes

Recommendation:

That the minutes of April 24, 2018 be adopted as presented or amended.

5. Business Arising

6. Business to be Discussed

6.1 Market Feasibility Study Terms of Reference

6.1.1 Review Committee

6.2 Community Hub/Recreation Project- Site Tours

6.2.1 Recreation Facility Tours Points of Evaluation document

6.3 Project Manager Selection

6.4 Communications Process/Strategy

7. Work Plan Review

8. Committee Updates

9. Correspondence

10. Key Messages

11. Adjournment

Recommendation:

That the Community Hub/Recreation Project Steering Advisory Committee hereby adjourn at pm to meet again on May 23rd at 6:00 pm or at the Call of the Chair.



**Corporation of the Municipality of South Huron
Community Hub/Recreation Project Steering Advisory Committee**

Minutes

April 24, 2018

6:00 PM – 8:00 PM

Carling Room

Members:

Chair, Dawn Rasenberg
Vice Chair, Mike Ondrejicka
Councillor Ted Oke
Peter Hrudka
Ron Mayer
Robert Oud

Regrets:

Councillor Craig Hebert
Mayor Maureen Cole Ex-Officio
Craig Ivatts

Staff:

Dan Best, CAO
Scott Currie, Communications & Strategic Initiatives Officer
Megan Goss, Recording Secretary
Sean Dillon, YMCA

1. Call To Order

The Chair called the meeting to order at: 6:04 PM.

2. Agenda

Motion: 23-2018

Moved: Ondrejicka

Second: Hrudka

Disposition: Carried

That the agenda for April 24, 2018 be approved, as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

None

4. Minutes

Motion: 24-2018

Moved: Oke

Second: Ondrejicka

Disposition: Carried

That the minutes of April 10, 2018 be adopted as presented.

5. Business Arising

None

6. Business to be Discussed

6.1 Market Feasibility Study Terms of Reference

Dillon presented a draft terms of reference for the market feasibility study. The project overview and the scope of work sections are very important as well as the requirements of the study. The terms of reference need to outline what the consultant should be covering from the past work done to date.

Will park the location testing at this time as we do not have options to test. A recommendation from staff would need to come to identify the potential locations. Members noted that the current location is located next to community amenities (school and daycare).

Under the "Scope of Work", section "2" bullet "c" point 2- remove bullet and add "how far are you willing to drive for the service?"

Under "Scope of Work", section "2" bullet "a" "goals" needs to have the word "committee" before it.

Under "Project Overview", replace the word "centre" with "community hub/recreation centre" and define it and include the council directive of a single pad with the option of a second pad and or an indoor pool.

Under "Scope of Work" add item "f" that we would expect the consultant to attend a committee meeting to go over things first.

Provide clarity of the roles and relationship between the Municipality and the YMCA in the "Municipal Overview" section.

Remove "YMCA Overview" section and replace with mention in the "Municipal Overview" section and outline where more information on the YMCA can be found.

Under "Project Overview" remove "Exeter" and replace with South Huron.

Under 4.2, "Location of Operations" remove YMCA information.

Municipal staff will make the changes as discussed and supply for review to the committee.

6.2 Community Hub/Recreation Project- Site Tours

Dorchester to add to the list to be visited during the St. Marys tour. The next steps are that staff and Dillon will coordinate site visits.

Oud will review and make comment on the Recreation Facility Tours Points of Evaluation document.

6.3 Meeting Schedule

The committee will move there May 22nd meeting to May 23rd, and there July 3rd meeting to July 4th as a result of statutory holidays.

7. Work Plan Review

The Red items are critical path items. If critical path items change it could impact the July 2021 deadline.

Push off the fundraising feasibility study portion of the work plan to August or $\frac{3}{4}$ of the way through the market study start draft RFP.

8. Committee Updates

The committee recruitment posting closed today and are 3 applicants.

9. Correspondence

9.1 Recreational Hub Petition

Communications strategy should be on the next agenda. We need to look at where we have been, where we are and where we are going. Additionally, the committee needs a FAQ's sheet.

Motion: 25-2018

Moved: Mayer

Second: Oud

Disposition: Carried

That the Community Hub/Recreation Project Steering Advisory Committee accept the Recreational Hub Petition for information.

10. Adjournment

Motion: 26-2018

Moved: Oke

Second: Mayer

Disposition: Carried

That the Community Hub/Recreation Project Steering Advisory Committee hereby adjourn at 8:15 pm to meet again on May 8th at 6:00 pm or at the Call of the Chair.

Dawn Rasenberg, Chair

Megan Goss, Recording Secretary

DRAFT

Municipality of South Huron

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Communication Strategy

Community Hub/Recreation Centre Project Steering Committee

PURPOSE

To ensure that accurate, objective, clear information is easily available to stakeholders in a timely way regarding the work of this committee and the project status.

BACKGROUND

As referenced in its Terms of Reference, the Project Steering Committee (PSC) is established to advise Council, Administration and the Consultant/Project Management Team on specific matters related to the preparation and delivery of the South Huron Community Hub/Recreation Centre Facility¹.

Effective corporate communication requires an organization to speak with one voice. This strategy will assist the Municipality of South Huron provide exceptional public service to the community.

TARGET AUDIENCES

- 1) The residents of South Huron
- 2) Prospective residents of South Huron

OBJECTIVES

- 1) The residents of South Huron have access to project information and status at all times online
- 2) The project status is updated at major milestones (identified as 'critical path' elements in the project plan) and after each PSC meeting
- 3) That residents are advised in advance of all PSC meetings, in accordance with the Municipality's Procedural By-law (#42-2016)
- 4) Updates to the public through the news media will be provided by the appropriate spokesperson
- 5) Spokesperson messaging is consistent with a welcoming community that attracts prospective residents

ROLES AND RESPONSIBILITIES

With respect to communication, the following roles and responsibilities are identified.

ROLE	RESPONSIBILITY
PSC Members	To represent the interests of the South Huron community in PSC meetings.
PSC Chair	To run the PSC meetings.
Mayor	As the CEO of the Municipality, to act as the spokesperson for Council.

¹ As a Committee of South Huron Council, the PSC Members are required to follow the Code of Conduct contained in the Municipality's Procedural By-Law (By-law #42-2016-Schedule A).

CAO	To act as the Municipality's spokesperson on matters related to procedure and process.
Municipal Staff	To assist the CAO in publishing information for public consumption using the Municipality's communication properties.

COMMUNICATION PLAN & PRODUCTS

To achieve the communication objectives in this strategy, South Huron staff will develop an action plan that outlines the four phases of this project (i.e., *Imagine, Define, Build* and *Celebrate*), identifies the appropriate communication products (e.g., news release, webpage, brochure, etc.) and the schedule for publishing. A Frequently Asked Questions (FAQ) document will also be developed to provide key messages about the project to assist PSC members in personal conversations with their community contacts.

MONITORING AND PERFORMANCE EVALUATION

South Huron staff will monitor social and traditional news media for key uncertainties expressed by the public about the project and advise the CAO as necessary. Formal correspondence received from the public will be dealt with using standard Committee of Council procedures.

Staff will monitor the following performance measures to evaluate the success of this strategy.

OBJECTIVE	PERFORMANCE MEASURES
1) The residents of South Huron have access to project information and status at all times online;	Information published online is accurate, objective, clear and accessible.
2) The project status is updated at major milestones (identified as 'critical path' elements in the project plan) and after each PSC meeting	CAO-approved updates are published online within 5 business days of a PSC meeting.
3) That residents are advised in advance of all PSC meetings, in accordance with the Municipality's Procedural By-law (By-law #42-2016)	PSC agendas are published 96 hours in advance of meetings.
4) Updates to the public through the news media will be provided by the appropriate spokesperson	Spokespersons are prepared with messaging in advance of interviews; resulting news stories contain the Municipality's key messages.
5) Spokesperson messaging is consistent with a welcoming community to newcomers to attract prospective residents	Messaging is assessed prior to publishing.

FAQ

What is the purpose of the project?

- South Huron Council has decided to proceed with designing and building a new community hub/recreation centre.
- The project is administered by a Project Steering Committee.

What is the role of the Committee?

- Project Steering Committee (PSC) has been established to advise Council on the preparation and delivery of the South Huron Community Hub/Recreation Centre Facility.
- The Project Steering Committee is comprised of members of South Huron Council and members of the community.

What happened at the April 24th Project Steering Committee Meeting?

- The PSC discussed the terms of reference for a Request for Proposals (RFP) that would select a consultant to conduct a market feasibility study.
- The feasibility study will assess the community's recreational needs and affordability.
- The PSC plans to visit a series of recreation centres in the region to assess facility designs and operations.

What is the role of the YMCA in this project?

- As part of an RFP process, the Municipality has selected the YMCA to advise the Project Steering Committee on how to gather information necessary to design and build a new community hub/rec centre.
- The YMCA is a recognized leader in community development and will be an outstanding resource to the Project Steering Committee.

Community Hub/Recreation Project Work Plan

Date: April 30, 2018

