



**Corporation of the Municipality of South Huron
Community Hub/Recreation Project Steering Advisory Committee
Agenda
May, 29 2018
6:00 PM – 8:00 PM
Carling Room**

1. Call To Order

2. Agenda

Recommendation:

That the Agenda for May 29, 2018 be approved, as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

4. Minutes

Recommendation:

That the minutes of May 8, 2018 be adopted as presented or amended.

5. Business Arising

6. Business to be Discussed

6.1 Community Hub/Recreation Project- Site Tours

6.1.1 Recreation Facility Tours Evaluation

6.2 Project Manager Selection

6.3 Communications Process/Strategy

Recommendation:

That the Community Hub/Recreation Project Steering Committee approve the Draft Communications Strategy for Council approval.

6.4 RFP Update

6.5 Summer Meeting Schedule

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 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
May, 8 2018
6:00 PM – 8:00 PM
Carling Room**

Members:

Chair, Dawn Rasenberg
Vice Chair, Mike Ondrejicka
Mayor Maureen Cole Ex-Officio
Peter Hrudka
Ron Mayer
Craig Ivatts

Regrets:

Councillor Craig Hebert
Councillor Ted Oke
Mayor Maureen Cole Ex-Officio
Robert Oud
Dan Best, CAO

Staff:

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: 6:02 PM.

2. Agenda

Motion: 27-2018

Moved: Ivatts

Second: Mayer

Disposition: Carried

3. Disclosure of Pecuniary Interest and the General Nature Thereof

None

4. Minutes

Motion: 28-2018

Moved: Ondrejicka

Second: Hrudka

Disposition: Carried

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

5. Business Arising

None

6. Business to be Discussed

6.1 Market Feasibility Study Terms of Reference

Motion: 29-2018

Moved: Ondrejicka

Second: Ivatts

Disposition: Carried

That Chair, Dawn Rasenberg and Craig Ivatts represent the community hub/recreation centre project steering committee on Market Feasibility Study RFP evaluation.

6.2 Community Hub/Recreation Project- Site Tours

6.2.1 Recreation Facility Tours Points of Evaluation document

Deferred

6.3 Project Manager Selection

Deferred

6.4 Communications Process/Strategy

Currie reviewed the Communications Strategy for with the committee. Currie noted that the object is to provide impartial accurate and professional information. There is one spokesperson, the Mayor is the spokesperson on behalf of Council and the organization. The CAO is the spokesperson for operational matters. Committee members' role is to gather information and be the eyes and ears of the community to provide information to the committee and through minutes to Council. To outline a process, Council sets policy then it is the job of the committee to discuss strategy and objectives and staff work on tools and products.

The committee noted:

- Increased communications on where to find committee agendas and minutes is important.
- That the FAQ sheet should include "where to find more information?"

- That the FAQ sheet should include what is this project going to do to my taxes?”
- That the radio is a good communication tool.
- The need to engage youth.

7. Work Plan Review

The RFP went to council yesterday (May 7th). It will be issued tomorrow and follow the stages of procurement closing May 22nd. After which the submissions will be evaluated, and a recommendation will be made to Council.

The Work Plan time line for the Fundraising Feasibility Study needs be adjusted to start in August.

8. Committee Updates

Committee interviews will take place on Monday May 14, 2018.

9. Correspondence

None

10. Key Messages

- The committee will be conducting site tours of other facilities, and the purpose of these tours.
- The committee is evaluating a strategy to effectively communicate this the public.
- The RFP is going out.
- Staff are currently leading the recruitment of a committee member.
- FAQ's need to include the affordability piece, including agricultural assessment.

11. Adjournment

Motion: 30-2018

Moved: Ivatts

Second: Hrudka

Disposition: Carried

That the Community Hub/Recreation Project Steering Advisory Committee hereby adjourn at 7:06 pm to meet again on May 23rd at 6:00 pm or at the Call of the Chair.

Dawn Rasenberg, Chair

Megan Goss, Recording Secretary

Name: _____

Date: _____

Location: _____

Recreation Facility Tour Evaluation

Questions to consider while on tour:

Development Process

How long did it take to develop the facility from concept to opening?

Who led the process?

What did you learn in the development process that you would think critical for others to consider in their own development process?

Describe how residents/the community was or wasn't involved in the development process.

How was the site selected?

Operational Considerations

Is an operating partnership in effect?

Was one considered/explored?

How were the specific amenities/features of the facility determined?

How many staff are required to operate the facility at peak and minimal operations?

What are the operating hours?

Are third party contractors employed in the facility? In what capacity?

Are there any programming partnerships/service agreements in place?

Describe your average weekly usage patterns. Busy/slow times?

Demographics – Who do you serve? Niche – family, adults, kids?

How do you determine what programming is offered?

Membership/Participation Model

Does your centre offer memberships or pay as you go?

What are your rates and categories of participants?

Did the facility meet its pro-forma operational projections?

Are there partnered groups/preferential rate relationships?

Are there any groups of individuals you feel the facility could better serve?

Design

What would you change about your facility? What works, what doesn't?

Are there multiple options for users to store belongings in both secure and unsecure fashions?

Is the facility welcoming upon entry?

Without staff assistance could you find your way around the facility?

How is user security and safety ensured within the facility?

Describe any green infrastructure/systems within the building.

Are these green features effective in reducing operating costs and carbon impact?

Financial

How much revenue does the facility earn annually? Major sources of revenue?

What is the expense burden? Major expense drivers?

What is the required annual operating support or deficit of the facility?

Municipality of South Huron

-DRAFT-

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.