



**Corporation of the Municipality of South Huron
Community Hub/Recreation Project Steering Advisory Committee
Agenda
July 12, 2018
6:00 PM – 8:00 PM
Carling Room**

1. Call To Order

2. Agenda

Recommendation:

That the Agenda for July 12, 2018 be approved, as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

4. Minutes

Recommendation:

That the minutes of July 4, 2018 be adopted as presented or amended.

5. Business Arising

6. Business to be Discussed

- 6.1 Introduction of the Research Consultant**
- 6.2 Review of key data information we are seeking**
- 6.3 Validation of Questions**
- 6.4 Next Steps**

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 to meet again on July 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
July 4, 2018
6:00 PM – 8:00 PM
Carling Room**

Members:

Vice Chair, Mike Ondrejicka
Councillor Craig Hebert
Councillor Ted Oke
Craig Ivatts
Ron Mayer
Peter Hrudka
Darlene McKaig

Regrets:

Chair, Dawn Rasenberg
Mayor Maureen Cole Ex-Officio
Robert Oud

Staff:

Dan Best, CAO
Megan Goss, Recording Secretary

1. Call To Order

The Vice Chair called the meeting to order at 6:00 PM.

2. Agenda

Motion: 42-2018

Moved: Hebert

Second: Oke

Disposition: Carried

That the Agenda for July 4, 2018 be approved, as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

None

4. Minutes

Motion: 43-2018

Moved: Oke

Second: Ivatts

Disposition: Carried

That the minutes of June 19, 2018 be adopted as presented.

5. Business Arising

6. Business to be Discussed

6.1 FAQ Validation

Motion: 44-2018

Moved: Ivatts

Second: Hebert

Disposition: Carried

That the FAQ's be approved as presented to be posted on the website.

6.2 Project Manager

6.2.1 The committee chose to defer and review the topic of a Project Manager after some of the feedback comes in from the market feasibility study.

6.3 Fundraising Feasibility Study

6.3.1 The committee received a draft RFP of the fundraising feasibility study and deferred the topic as a discussion item for the next meeting.

6.4 Site Tour Summary

6.4.1 The committee reviewed and discussed the site tours. The committee expressed an interest in seeing the Dorchester site.

7. Work Plan Review

No changes at this time.

8. Committee Updates

8.1 Market Feasibility Study Update- Expect to have a draft of the survey questions from Leisure Plan International.

9. Correspondence

None

10. Key Messages

- The Committee identified and validated a series of frequently asked questions about the project and their answers to be posted on the website.
- The Committee discussed and decided to review the Project Manager topic after some of the results of the market feasibility study have been received.

- The Committee received a Draft RFP for the fundraising feasibility study to review at the next meeting.

11. Adjournment

Motion: 45-2018

Moved: Hrudka

Second: Mayer

Disposition: Carried

That the Community Hub/Recreation Project Steering Advisory Committee hereby adjourn at 7:39 pm to meet again on July 11th at 6:00 pm or at the Call of the Chair.

Mike Ondrejicka, Chair

Megan Goss, Recording Secretary

Questionnaire: Proposed Question Subjects/Themes

The following lists the proposed questions that will comprise the questionnaire.

It is important to remember that the length of the questionnaire is 10 minutes to administer. This means that there is a limitation on the possibility of adding any additional questions, namely, a corresponding question from those proposed would have to be eliminated.

1. An introduction to the survey and questions to determine respondents' age grouping and gender, permanent residency and whether they will be living in the area two years from now.

2. Resident's current participation in recreation, fitness and aquatic activities. "Did you personally participate in any of the following activities at least once each month in the past year?"
 - Indoor recreational swimming
 - Indoor lane or lap swimming
 - Indoor swimming lessons or stroke improvement
 - Indoor aquatic fitness classes
 - Indoor water therapy or rehab activities
 - The use of any type of cardiovascular conditioning equipment such as treadmills or stationary bikes
 - Walking or running indoors for fitness, not on a treadmill
 - The use of weights or weight machines
 - Any type of group fitness class such as aerobics, spinning, yoga, tai chi or zumba
 - Gymnasium sports such as basketball, pickleball, volleyball or floor hockey

For each activity respondents participated in, ask the following.

- Where did you participate in _____ most often? Was it at home, through the Municipality of South Huron, at a YMCA, at a health and fitness club, at a school/college/university, through a community group or church, or somewhere else?
 - For each activity participated in - Did you purchase a membership to participate in that activity or did you pay for each program or visit individually or was it free of charge?
3. Identification of whether they are currently a **member** of a health/fitness facility:
 - Yes/no
 - If yes is it located in South Huron or outside of South Huron?
 - If yes - Is it a YMCA?
 - If yes - did they participate in aquatic activities as part of that membership?
 - If no - main reason.

4. A profile of their degree of comfort in an indoor aquatic/fitness facility environment (agree/disagree with statements):

- I enjoy the activity of swimming
- I might feel intimidated in a indoor pool or fitness environment
- I would feel more comfortable participating at an indoor pool and fitness facility if I were in better shape
- I would prefer to participate in indoor aquatic and fitness activities with members of my own gender
- I would be more likely to participate in indoor aquatic and fitness activities in a group setting with other people rather than on my own
- I would be more likely to participate in indoor aquatic and fitness activities with a friend or partner than on my own

5. Test facility/service concept (***Wording needs to be confirmed***):

"The Municipality of South Huron is considering the development of a new multi-purpose community recreation centre in Exeter. The new facility may contain a single ice pad, an indoor aquatic centre with lap lanes and a leisure pool, a gymnasium, a fitness conditioning centre, an indoor walking track, and multi-purpose rooms. A variety of aquatic, fitness, health and recreation programs would be provided to residents of all ages and families. A membership would allow you to access all of the aquatic, fitness, health and recreation programs and facilities."

- Assuming that the price is reasonable, how likely is it that **you personally** will purchase an **adult** membership at the new facility? Is it: very likely, somewhat likely, not very likely, not at all likely.
- Please explain the **main** reason why you are not likely to purchase an adult membership.

Price test: (***Need to confirm monthly fees***)

- An adult membership at the proposed new facility may cost about **\$54** per month. Would **you personally** consider purchasing an adult membership at that price?
- **IF NO**, Would you consider purchasing an adult membership if the price was **\$52** per month?

- It may be possible to purchase a family membership to access the proposed new facility. For one fee, 2 adults and any family members under 18 years of age living at the same address may access the proposed new facility and its programs. How likely is it that you would purchase a family membership assuming a reasonable cost? Is it: very likely, somewhat likely, not very likely, not at all likely. (***Need to confirm wording of "family membership"***)

Price test:

- A family membership may cost about **\$115** per month. Would you consider purchasing a family membership at that price?
- **IF NO**, Would you consider purchasing a family membership if the price was **\$113** per month

Preference for type of membership:

- Would **you personally** prefer to access the new facility by purchasing an adult membership or a family membership?

6. The new multi-purpose community recreation centre is proposed to be located in Exeter.

On a scale of 1 to 5, where "1" is **not at all convenient** and "5" is **extremely convenient**, how would you rate the convenience of the proposed location to **you personally**?

7. On a scale of 1 to 5, where “1” is **not at all** important and “5” is **extremely** important, how would you rate the following factors in terms of their importance to your decision to **purchase a membership** at the proposed new facility?
- The location of the facility
 - Access to an adult only exercise area
 - Access to an adult only change room/shower area
 - Having a friend or partner to participate with rather than on your own
 - Access to child minding while you participate
 - The cost of purchasing a membership
 - The provision of indoor walking and running track as part of the facility
 - The provision of an indoor pool as part of the facility
 - A location in Exeter
 - Programs family members can participate in together
 - The ability to access all the programs you want through the purchase of an all inclusive membership for a monthly fee
 - The opportunity or participate in selected activities on a pay per program basis
8. How likely is it that **you personally** would participate in the following programs and services at the proposed new facility? (Very likely, somewhat likely, not very likely, or not at all likely)
- Recreational swimming
 - Lane or lap swimming
 - Swim lessons or stroke improvement
 - Aquatic fitness classes
 - Warm water therapy or rehab
 - The use of cardiovascular conditioning equipment such as treadmills or stationary bikes
 - Use of weights or weight machines
 - Walking or running indoors on a track
 - Any type of group exercise class such as yoga, pilates, tai chi, aerobics, spinning or zumba
 - Adult gymnasium sports

9. Optional question to be confirmed concerning the YMCA:

- How would you describe your level of awareness of the YMCA and the programs and services they provide? Are you... very aware, somewhat aware, not very aware, not at all aware.

10. Which of the following best describes your household?

- Couple with children at home
- Couple without children at home
- Single parent with children at home
- Multiple generations/families in one home...
- One person household
- Other (SPECIFY)