



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

**August 14, 2018
7:00 PM – 9:00 PM
Carling Room**

1. Call To Order

2. Agenda

Recommendation:

That the Agenda for August 14, 2018 be approved, as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

4. Minutes

Recommendation:

That the minutes of July 17, 2018 be adopted as presented or amended.

5. Business Arising

6. Business to be Discussed

6.1 YMCA Focus Groups

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 August 28, 2018 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 17, 2018
6:00 PM – 8:00 PM
Carling Room**

Members:

Chair, Dawn Rasenberg
Mayor Maureen Cole Ex-Officio
Councillor Craig Hebert
Councillor Ted Oke
Peter Hrudka
Robert Oud
Craig Ivatts
Ron Mayer

Regrets:

Vice Chair, Mike Ondrejicka
Darlene McKaig

Staff:

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

1. Call To Order

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

2. Agenda

Motion: 49-2018

Moved: Oud

Second: Ivatts

Disposition: Carried

That the Agenda for July 17, 2018 be as presented.

3. Disclosure of Pecuniary Interest and the General Nature Thereof

None

4. Minutes

Motion: 50-2018

Moved: Hrudka

Second: Oke

Disposition: Carried

That the minutes of July 12, 2018 be adopted as presented.

5. Business Arising

5.1 LeisurePlan International will start as soon as possible after the communication process is complete.

6. Business to be Discussed

6.1 Fundraising Feasibility Study

Important to note the scope of work of the committee for this RFP as it will be the job of the committee to identify businesses and individuals who are likely to make a donation or support the project. This is a quiet phase of the campaign where the designate would seek funding and then open it up for those who may want to give.

The consultant is also going to want to connect with those who may be connected with a lead donor. Consultant will identify other factors that may hinder the process and they will make recommendations for making the project more attractive. They will also identify volunteers who should be involved in the fundraising process.

Under item 2 bullet F in the scope add "including a proposal of support and ongoing leadership of the consultant throughout out the campaign and cost and scope of services".

Mayor Cole left meeting at 6:27 PM

Sponsorship is not within this RFP's scope.

Dillon to amend item 2 bullet F of the scope and send to municipal staff for formatting.

7. Work Plan Review

About 6 weeks behind the original work plan. LeisurePlan International will be a minimum of 4-6 weeks to complete the calling.

Site tours- Site tours are booked for Monday July 23rd. Dillion will try to change the date of the site tours to July 31st and will confirm with staff so staff can notify committee. This tour will take place in lieu of a regular committee meeting.

Part of the YMCA's contract includes a commitment to hold focus groups- add to an August agenda.

8. Committee Updates

None

9. Correspondence

None

10. Key Messages

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11. Adjournment

Motion: 51-2018

Moved: Hrudka

Second: Ivatts

Disposition: Carried

That the Community Hub/Recreation Project Steering Advisory Committee hereby adjourn at 7:19 PM to meet again on August 14 at 6:00 pm or at the Call of the Chair.



YMCAs across Southwestern Ontario

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August 9, 2018

BRIEF

TO: Community Hub/Recreation Project Steering Advisory Committee

FROM: Sean Dillon, Senior Manager Business Development

RE: Community Focus Group Sessions

Background

As part of its contracted scope of work, for Community Development Services, the YMCA has committed to conducting Community Focus Group sessions. The purpose of these sessions is to collect user group input into the programs, services, and facility amenities desired by existing groups within the community. The identification of demand for space and time within the proposed facilities and the identification of support or opposition to the proposed project is also a desired outcome of this process. These Focus Group sessions differ from the Market Study currently being conducted by Leisureplan International in that the audiences and input to be gathered are focused on groups and not on individuals.

Implementation

The Project Steering Committee is asked to consider those groups that may have an interest in the use of facilities proposed to be included in the facility development project; a rink(s), a pool, a fitness centre, a gymnasium, a walking track, and community meeting/gathering space. Representatives of each group, typically group executives or facilitators, would be invited to participate in one of a number of approximately two-hour sessions.

The YMCA would lead and delivery the Focus Groups with support from the Municipality and Project Steering Committee Members. The Municipality is asked to provide the facilities required to host each Focus Group session and to promote each session to the appropriate groups. Community volunteers serving on the Project Steering Committee would be asked to co-host each Focus Group; explaining to each group their involvement in the project and introducing the YMCA as a consultant in project development. It is recommended that Municipal staff and political appointees to the Project Steering Committee not attend or co-host the Focus Group sessions in order that each session can focus on future opportunities and not devolve into a focus on current issues or operations within existing Municipal facilities.

Format

Each session would begin, after a welcome and introductions, with a presentation by the YMCA followed by an input session with directed questions to the group in attendance. Where appropriate break-away groups may be utilized to allow participants to co-operatively develop answers and compile data on usage projections etc.

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The presentation would cover the following points of information:

- Project Background – Council’s Empanelling of the Project Steering Committee
- Listing of Project Steering Committee members
- Identification of Facility Exploration/Development timeline
- Review of key research to be accomplished in the exploration process (Market Study, Fundraising Feasibility, Business Plan etc.)
- Overview of the YMCA’s role in supporting the exploration process and the potential for the Municipality and the YMCA to form an Operating Collaboration.
- Overview of facility amenities being studied/considered
- Importance of input into the process from existing community groups
- Invitation of questions from attendees
- Input session/direct questions

Suggested Attendees

Attendees who have the potential to use the proposed facilities should be considered for invitation. In particular the following groups are recommended or have been previously identified as being important groups to consider:

- Residents of Grand Cove
- Ice User Groups (Hockey, Figure Skating, Lacrosse etc)
- Field Sport Groups (Soccer, Baseball etc.)
- Gym Sport Groups (Pickleball, Basketball, Volleyball etc.)
- Fitness Groups – using Municipal facilities or public spaces (Aerobics instructors, Walking Group Facilitator etc.)
- Social Service Agencies and Service Clubs (Health Unit, United Way, Lions Clubs, School Board etc.)
- Aquatic User Groups (Swim Team, Aqua-Aerobic Group etc.)

The Project Steering Committee is asked to consider if there are any additional groups that should be added to the list and to identify the specific attendees for each session, including the identification of key contacts.

Information to be Collected

The input portion of each Focus Group session will attempt to surface and collect the following information:

- Profile of each group (numbers served, projected future service numbers, operating model, challenges)
- Potential demand for use/space within the proposed facilities (ex: Figure Skating project ice-time needs)
- Programming, not delivered by the group itself, desired within the proposed facilities or in the greater community
- Specific amenities desired by each group (to serve the group needs – i.e. storage space etc.)
- Support for the development of new facilities; both moral and financial (rental/operating payments and capital donations)
- Opportunities apparent – identification of commonality of user groups and potential shared efforts

The Project Steering Committee is asked to consider what other information is desired to be collected.

Timeline

It is recommended that the majority of these sessions be conducted in late September or early October. The one exception is the Grand Cove Focus Group which should take place before the Labour Day weekend.

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