Community Services Advisory Committee (CSAC)
Meeting Minutes
Georgetown Boardroom
Thursday, February 23, 2012 from 4:00-6:00 pm

In attendance:
Gordie Miskow
Chris Hay
Moya Kelly
Bart Robinson
Lynn Jones
Jason Knudtson

Regrets:
Lorrie O'Brien
Russell Neilson
Lawrence White

Agenda Items

1. Welcome and Introductions (10 min)

2. *Discussion #1 - Cost Recovery and Subsidy Allocation Philosophy – Chris Hay*
    - Philosophical principals: Accessibility, Inclusivity, Affordability, Fiscal Responsibility, Subsidizations for target demographics & Service and Facility Marketing
    - Cost Recovery Pyramid is used as a filter to help determine the benefit – Community Benefit vs. Individual Benefit – For example: Senior aquacize class – this can be considered an individual benefit & community benefit. Triathlon swim training class is considered an individual benefit.
    - Pyramid Cost Recovery Methodology:
        i. Bottom of period: No cost recovery, full subsidy
        ii. Middle pyramid: Full recovery, no subsidy
        iii. Top of pyramid: Enterprise profit
    - Using the pyramid Methodology help to determine pricing strategy for municipal recreation programs and classes.
    - Question raised by the committee: Resident vs. non-resident rate or part-time residents – should everyone pay the same rate or should rates be structure differently?
    - Committee was in general agreement that this philosophy was appropriate for the purpose of determining the level of subsidy or cost recovery for Town programs.

2. *Discussion #2 – Recreation Centre Redevelopment Public Engagement Staff Report – Chris Hay*
    - Public engagement is a transparent process – there is no hidden agenda
    - Need to have a good cross section of the community to attend the public engagement – include more teens and non-recreationalists
    - Suggestion to revise opening statement on Staff Report
    - **Action:** CSAC members to provide feedback on Staff Report

- Committee feedback: Reluctant to do a vote for the pool redevelopment. The feeling is that if there was a vote, the community would expect that the vote wins. It would be difficult to ensure that the community would understand that this would be feedback, not necessarily for a decision.
- Note: Engineering report on pool envelope will be complete soon – this will help to determine what the space can include or whether it is usable at all.
- Committee suggested that Administration should take away the extremes of pool redevelopment – for example indoor tennis court, raquet ball, bowling, as these are not multiuse. Leave on the table those ideas that best fit the multiuse concept.
- **Action:** Administration needs to generate the list of redevelopment possibilities and provide the list to council
- Group consensus – We need to present the community with some suitable / realistic options that maximize use and flexibility.
- Committee suggestions on redeveloped pool space:
    - Flexibility – space needs to be multipurpose, utilized for a variety of activities, from dancing to robotics competition
    - Maximized space – to be able to many events as you possibly can throughout the day or different functions / activities going on at same time
    - Versatility – space to open into one large room or split into smaller rooms
    - Accessibility – must be appealing to a variety of community members – including teens and seniors
    - Currently, we are saturated with recreation facilities – focus should be more leisure activities or non-recreation based activities
    - Target other demographics, such as the non-recreationalists – we need to get their input
    - Focus should be on a developing a dry facility – this would expand the life span of the facility
    - Activities to consider for redeveloped pool space:
        i. Music events / presentation - Space to include collapsible stage
        ii. Indoor soccer field
        iii. Dance floor
        iv. Running / walking track
        v. Gymnasium with multiple lines on floor for numerous activities

3. *TOC Spring Summer Community Guide – Moya Kelly (10 min)*
    - Hard copy distributed to all members and a demonstration of the interactive online guide on the Audio Visual Cart – Moya Kelly

    Some suggestions from committee members:
    - Need to improve the website – currently site is difficult to navigate
    - "navigation map" listed on the website – this would help with navigation through site
    - Drop copies off of the publication to the Hotels
    - Need more QR codes for accessing information

4. *Mayor's Awards for Volunteer Excellence – Moya Kelly (5 min)*
    - Lynn Jones will be on the selection committee for the Mayor's Awards for Volunteer Excellence (MAVE)
    - MAVE Selection Committee meeting on Wednesday, April 11 @ 2:00 pm in the Georgetown Boardroom – Lynn to attend

5. *Dung Nguyen Resignation – (5 min)*
    - Chris read resignation email

6. *Assign roles – Chair / Deputy Chair (20 min)*
    - Lynn Jones - Volunteered for Deputy Chair

7. *Multiplex Team Lead GANTT Chart – Information for committee*

    Currently there are 11 designated teams to assist with the Multiplex launch:

    1. Sponsorship, Marketing & Communication
    2. Governance
    3. Customer Service
    4. Information Technology
    5. Move In
    6. Furniture, Finishing & Equipment
    7. Program Planning
    8. Health & Safety
    9. Milestone Celebration
    10. Community Partnership
    11. Pricing Strategy & Operating Budget

8. *Milestone Celebrations*
    - March Event at Silvertip – "Show me yours"
    - May Event – Climbing Film night
    - September Event - Closing night at the CAAG
    - Grand Opening in September / October include Parade, Patio Party in Plaza, BBQ, Book Pass (passing books from old library to new library) and Water Run (bringing water from 5 different Canmore water sources and adding water to new pool)
    - Ideas from Committee members for Grand Opening :
        i. Be the first in the pool, down the waterslide, to swim in the lazy river, etc.
        ii. Celebrity ambassador for the opening event – local celebrity options could be an Olympic swimmer or skier (Chandra Crawford) or Alison Donnelon – local teen who swam the English Channel in 2009.

9. *Meeting Adjournment / Next Meeting (5 min)*
    - Thursday, March 22 @ 4:00-6:00 pm

<u>Reference Documents Provided</u>

1. Staff Report – Public Engagement Rec Centre
2. Cost Recovery Philosophy PDF
3. Town of Canmore Spring Summer Community Guide